



Dairy West *Farmer Newsletter*

June 2025

This newsletter's primary audience is current Idaho and Utah dairy farmers. Please share with family members and farm employees. Reach out to [Lacey Papageorge](#) to receive this directly to your inbox.

Farmer Updates

Dairy West and Dairy Farmers of Washington Move Forward in Partnership

The Dairy West Board of Directors is pleased to share two important updates regarding the future of our region.

First, the boards of Dairy West and Dairy Farmers of Washington have officially agreed to move forward in partnership. This begins a collaborative process to draft a formal agreement and governance structure, with the goal of uniting efforts to better serve dairy farmers across the West. While operational details are still being finalized, the partnership is built on shared strengths: increasing efficiency, expanding impact and creating new opportunities for growth and collaboration.

Second, the Dairy West Board of Directors has named Steve Seppi as our next CEO. Steve brings valuable experience in dairy promotion, a strong record in Checkoff work and a commitment to keeping producers at the center of every decision. Most recently, he served as Executive Director of Dairy Farmers of Washington, where he helped lead a successful transformation focused on transparency and producer priorities.

With a clear direction, strong leadership and a shared commitment to delivering value, the Dairy West Board believes this next chapter will strengthen our region and benefit all dairy farmers. Thank you for your continued support.

See Dairy West in Action

Ever wonder what Dairy West staff are working on? Check out the short videos below to hear from **Deena Benson**, manager of business development, school nutrition, and **Preston Olsen**, manager of marketing, brand, as they share how their work supports dairy farmers and drives demand for dairy.

More videos are coming soon, featuring teammates from across Dairy West's functional areas. Stay tuned to learn more about how your checkoff team works on your behalf every day.

Please note, these videos—along with other upcoming staff updates—were originally created and intended for the May board meeting. Dairy West staff and board members are excited to now share them with all farmers across the region.



Click on the image above to hear about Deena's work!



Click on the image above to hear about Preston's work!

2025 Dairy Farm Family Scholarship Winners

Congratulations to the 2025 Dairy Farm Family Scholarship Recipients!

Dairy West and the Idaho Dairywomen's Association are proud to recognize 24 outstanding students from Idaho and Utah who have been awarded the Dairy Farm Family Scholarships.

These recipients come from dairy farm families, farm employees and their children or work on a dairy farm and were selected based on their academic achievements, leadership, work ethic and community involvement. Whether they're pursuing careers in agriculture or other fields, these students represent the bright future of our dairy communities.

For more information on the scholarship guidelines and eligibility, please visit the [Dairy Farm Family Scholarship page](#).

DAIRY FARM FAMILY SCHOLARSHIP 2025 WINNERS



\$2,500 SCHOLARSHIPS

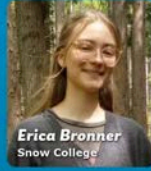
provided by Dairy West



Eliza Dugan
College of Southern
Idaho

\$2,500 BILL AND CHARLOTTE MEMORIAL SCHOLARSHIP

provided by the Idaho Dairymen's Association



Erica Bronner
Snow College



Joel Holt
Southern Utah
University



McKenna Wade
Brigham Young
University

\$1,500 SCHOLARSHIPS

provided by Dairy West



Brooke Bingham
Idaho State University



Desiree Rigby
Brigham Young
University-Idaho



Emily Sorensen
Brigham Young
University



Hailey Meacham
Brigham Young
University-Idaho



Henry Bokma
Ballou University



Jaden Wilks
College of Southern
Idaho



Joshua Powell
Brigham Young
University-Idaho



Keegan Ward
Brigham Young
University



Luke Andersen
Brigham Young
University-Idaho



Macie Gardner
Utah State University



Madilyn Hall
Brigham Young
University-Idaho



Mark Wangsgard
Snow College



Molly Gibbons
Utah State University



Nathan Gerratt
Brigham Young
University-Idaho



Oaklee Skinner
Utah State University



Paje Van Tassell
Evans Hairstyling
College



Rebecca Jensen
Utah State University



Shan Sherwood
University of
Nebraska-Lincoln



Tegan Zollinger
Brigham Young
University-Idaho



Tyler Andersen
Brigham Young
University

Dairy Hall of Fame Nominations Now Open

The Idaho and Utah Dairy Hall of Fame Awards recognize one outstanding dairy farmer from each state who has made a lasting impact on the industry. Nominees may be current, retired or deceased dairy farmers who have significantly contributed to the long-term success of dairy.

To submit a nomination, please complete [the application form](#) by August 1. Only fully completed applications will be considered.

Nominations will be reviewed by the Dairy Hall of Fame Committee, with one honoree selected from each state. Inductees will be recognized at the Dairy Hall of Fame Banquet during the 2025 Dairy West Annual Meeting on November 6.

If you have questions, please contact [Lacey Papageorge](#) or [Shawna Hagerty](#).

Retail

Dairy Fuels Adventure Takes Off for June Dairy Month!

To celebrate June Dairy Month, Dairy West is proud to partner with Dairy Management West and Dairy MAX to launch the *Dairy Fuels Adventure* campaign across seven western states: Idaho, Utah, Arizona, Nevada, Montana, Colorado and Wyoming.

This multifaceted campaign is activating both in-store and online with major retail partners

including Albertsons, Associated Food Stores and Kroger. Dairy West is teaming up with Instacart and Albertsons Media Collective to connect with digital shoppers and drive conversion, while in-store signage is being deployed in partnership with the Albertsons Intermountain Division and Neptune Retail Solutions—extending across Albertsons, Safeway, AFS, Kroger and CVS locations.

The campaign is also marketed through Chicory to feature dairy-rich recipes that lead consumers directly to purchasing options, and with Right Side Up to run podcast ads that champion dairy as the ultimate adventure fuel.

Together, we're celebrating dairy and driving demand—helping more families discover that dairy fuels adventure all month long and beyond!



Insights Corner

Dairy15 Generations Study: Quick Highlights

Circana's latest Dairy15 Generations Study looked at purchasing habits over the latest 52 weeks of Gen Z, Millennials, Gen X, Boomers and Seniors, with a focus on 15 main dairy categories referred to as the Dairy15.

Here are a few quick takeaways:

- **Overall Growth:** Almost all of the Dairy15 experienced significant volume and dollar sales increases over the latest 52 weeks through February 2025. Growth was driven by increased buyers, higher dollars per trip and more trips per buyer.
- **Market Share:** Boomers dominate dollars and buyer share, followed by Millennials. Millennials lead in volume share, followed by Boomers.
- **Top Growing Categories:** Cottage cheese is a top growing category for most generations, while butter leads for Gen Z and Boomers.
- **Generational Channel Growth:** Gen Z and Millennials expanded in grocery, club, dollar and mass merchandiser channels, while Seniors declined. Gen X saw gains in all channels except mass. Boomers grew only in club and mass merchandisers.

Have questions or want more insights from the full report? Reach out to [Ann Lokuta](#), director of insights and innovation.

Business Development & Health Promotions

Dairy West partnership fuels University of Utah's Culinary Medicine Program Expansion

Did you know that 25% of physicians receive no nutrition education—and 75% have had just two classes or fewer?



That's why this partnership matters. Dairy West is helping equip future medical professionals with essential nutrition and culinary medicine training—including the science-backed role of dairy in a balanced diet.

Following a successful pilot that reached more than 375 students over the past three years, this expansion reflects Dairy West's commitment to being a positive force for health and wellness in our communities.

Interested in learning more? [Read this full story](#) or reach out to [Jaclyn St. John](#), director of health promotions.

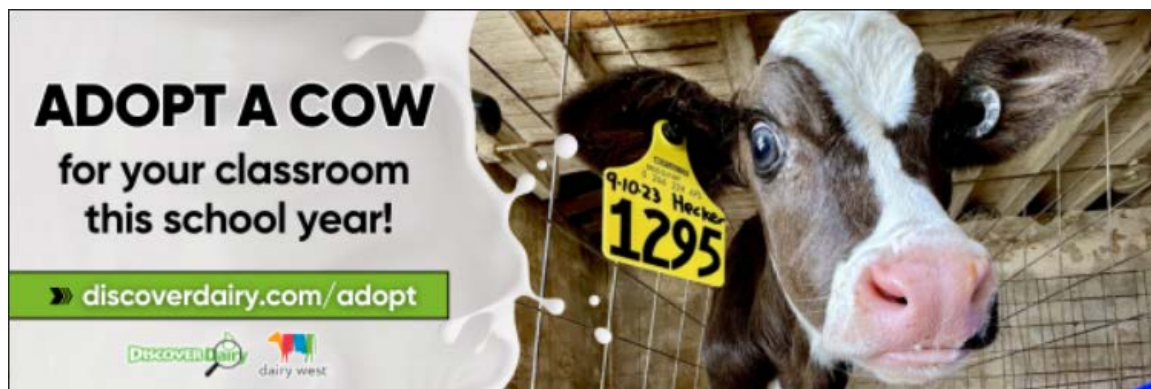
Know a Teacher? Tell Them to Adopt a Calf

Forget the guinea pig—how about adopting a cute calf for the classroom?

The Adopt A Cow Program from Discover Dairy offers a free, year-long experience that brings dairy farming to life for students. Teachers are paired with a real calf on a working dairy farm and receive regular updates, photos, live chats, classroom activities and even the chance for students to write to their calf. It's a fun, meaningful way to connect classrooms with agriculture and teach kids where their food comes from.

Enrollment is open now through September 15 for the 2025–2026 school year. Encourage a teacher you know to join the fun! [Discover more and sign up here.](#)

Thank you to Clark Family Dairy of Morgan, Utah for hosting the program this coming school year!



Marketing & Technology

Twin Falls Rotary's Ice Cream Funday – Free Admission for Dairymen

Dairy West is sponsoring the Twin Falls Rotary's Ice Cream Funday on Saturday, July 19, at the Twin Falls City Park. This fun-filled community event invites local organizations to compete by creating and serving original ice cream flavors.



At the Unbottled booth, Dairy West employees will serve a staff-created flavor titled Farm to Spoon—a rich mix of chocolate and cookie dough ice cream with Oreo and Heath Bar

chunks, swirled with fudge and salted caramel. The booth will also spotlight the farm-to-table journey and celebrate the contributions of our regional dairy community.

Dairy farmers and their families are invited to attend! Just mention you're with **Dairy West** at the entrance for free admission.

On Social



A new story from Utah Public Radio sheds light on the [mental health challenges facing agricultural communities](#) in Utah, including dairy farmers.



It's the perfect kickoff: National Dairy Month and World Milk Day! Let's [celebrate our local dairy farmers](#) who inspire and feed us each day.



The weather is warming up and [it's the perfect time to explore Utah](#)! Whether you're a trail runner or selfie-snapping sightseer, Utah has a spot for you.

Mark Your Calendars

June | National Dairy Month

June | Sponsorship of the ARTitorium on Broadway | Idaho Falls, Idaho

July 15 | Ambassador Training | Salt Lake City, Utah

July 16 | Promotion Board Meetings | Salt Lake City, Utah

July 17 | Policy Board Meetings | Salt Lake City, Utah

July 19 | Twin Falls Rotary's Ice Cream Funday | Twin Falls, Idaho

Dairy West Farmer Resources

Farm Tour Materials

Visit the Dairy West website to [request educational material and swag](#) to give during a farm tour. To guarantee you will receive materials in time, please request at least two weeks prior to the event.

Farm Tour Materials

Farmer Portal

Learn more about Dairy West's resources and offerings by visiting the [farmer portal](#) on the Dairy West website.

Product Reimbursement

This program supports the community engagement efforts of Idaho and Utah dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 reimbursement per permit for dairy products purchased for community events. Dairy West reimburses dairy farmers in full for dairy products given during on-farm tours.

To be reimbursed, [please submit itemized receipts](#) through the Dairy West website within 30 days of purchase. Be sure to only include reimbursable dairy products on your receipts.

If you have any questions about Dairy West's product reimbursements, please contact [Lacey Papageorge](#).

National Dairy Industry Resources

Your Dairy Checkoff Podcast

Episode 37: Domino's Partnership Growing School Pizza Sales

Learn about the success of the [Domino's Smart Slice program with schools and dairy sales](#) in Your Dairy Checkoff's latest podcast episode. This 16-year partnership has grown from 300 to 21,000 schools, serves over 59 million slices of pizza and sells and additional 3 million pounds of cheese.



They also discuss future goals, including international expansion and improving pizza crust to enhance cheese sales. The long-time partnership's success is attributed to shared values and community focus between dairy farmers and Domino's franchisees.

[DMI Website](#)[Podcast Episodes](#)[NMPF Website](#)[IDFA Website](#)[MilkPEP Website](#)[USDEC Website](#)

Dairy West | 743 North Touchmark Avenue, Meridian, ID 83642

[Unsubscribe](#) [Manage preferences](#)

