

Dairy West **June 2026** Farmer Newsletter

Family recipes have a way of bringing people together, and dairy is often at the center of those special moments. In this issue, dairy farm families from across the region are sharing some of their favorite recipes and the stories behind them. We invite you to try a few of these family favorites and celebrate the traditions, memories and dairy products that help make them special.

Double Dark Chocolate Cake

Recipe by Heather Webb

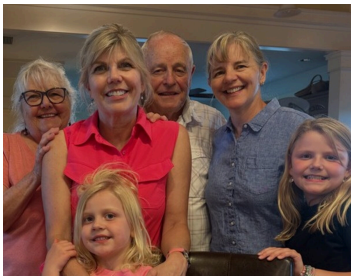
Heglar Creek Dairy LLC | Declo, Idaho

In the Webb family, birthdays are celebrated in a big way, and cake has always been at the center of the tradition. After a birthday cake delivery for her daughter didn't go as planned, Heather decided to learn how to make special cakes herself. A friend shared her recipe and a few cake decorating tips, and what started as a failed delivery has grown into a cherished family tradition.

Today, Heather creates themed birthday cakes for her children, making each celebration a little more special. Her Double Dark Chocolate Cake with Peanut Butter Frosting has become a family favorite and a sweet reminder that sometimes the best traditions begin unexpectedly.



[Click for Recipe](#)



Sharon DeRuyter

Five D Farms
Pasco, Washington

Banana Bread Bars

[Click for Recipe](#)



David Roberts

Roberts Dairy
Beaver, Utah

Sour Cream Enchiladas

[Click for Recipe](#)



Deanna Poland

Poland Organic Dairy
Madras, Oregon

Three-Cheese Lasagna

[Click for Recipe](#)

A MESSAGE FROM THE CEO

June Dairy Month is an opportunity to celebrate dairy and, most importantly, the farm families who make it all possible. Dairy is rooted in community and a commitment to producing nutritious foods that nourish people every day. This month, we recognize the dedication and leadership of dairy farmers across Idaho, Oregon, Utah and Washington.

This June also marks an important milestone for Dairy West as we approach the halfway point of our first year as a four-state region. We are seeing new opportunities to collaborate, align our efforts and strengthen the impact of your dairy checkoff investment. As we look ahead to the second half of the year, our focus is on building on what is working, driving demand and innovation, and directing our resources toward areas that create long-term opportunity for dairy.

Those priorities were reinforced during the May Dairy West Board Meeting in Portland. Throughout the discussions, three priorities consistently emerged: transparency, innovation and value. Those priorities reflect our commitment to maintaining strong two-way communication with farmers, pursuing opportunities that build demand and ensuring our investments remain focused on delivering meaningful impact. Several examples of that work are highlighted throughout this newsletter.

On a personal note, my family recently welcomed a baby girl, June, on April 21. As I think about the future for her and her generation, I am reminded of the values that have long defined dairy farming: hard work, stewardship, family and community. Those same values are reflected throughout this newsletter.

Thank you for your continued support and for the important role you play in shaping the future of dairy.



A stylized, handwritten signature in black ink.

Steve Seppi, CEO

FARMER UPDATES

Congratulations to Dr. Eric Bastian on His Upcoming Retirement

After a decade of service to Dairy West and a distinguished career dedicated to dairy science, innovation and workforce development, Dr. Eric Bastian will retire on July 1, 2026.

Eric joined Dairy West in 2016 as Vice President of Innovation Partnerships and became Director of the Western Dairy Center. During his tenure, he helped strengthen Dairy West's research and innovation efforts while building meaningful partnerships between dairy farmers, processors, universities and researchers.



Among his many contributions, Eric was instrumental in developing the BUILD Dairy program, a groundbreaking research and workforce development initiative designed to train the next generation of dairy scientists. Today, the program includes partnerships with more than a dozen universities and has supported more than 130 graduates, many of whom continue to work in the dairy industry.

Eric's impact extends far beyond Dairy West's region. Throughout his career, he has championed dairy research, fostered innovation and helped develop talent that will strengthen the industry for years to come. His leadership, vision and commitment to connecting science with industry needs have left a lasting legacy.



2026 Dairy Farm Family Scholarship Winners

Dairy West and the Idaho Dairymen'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.

Congratulations to the 2026 Dairy Farm Family Scholarship Recipients!

DAIRY FARM FAMILY SCHOLARSHIP 2026 WINNERS



\$2,500 SCHOLARSHIPS
provided by Dairy West



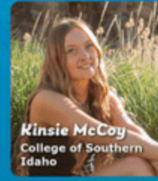
Fielding Mumford
Southern Utah
University

\$2,500 BILL AND CHARLOTTE MEMORIAL SCHOLARSHIP

provided by the Idaho Dairymen's Association



Ada Mahaffy
University of Idaho

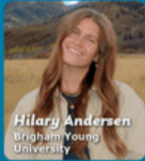


Kinsie McCoy
College of Southern
Idaho



Reese Swainston
Idaho State
University

**\$1,500
SCHOLARSHIPS**
provided by Dairy West



Hilary Andersen
Brigham Young
University



Brooke Bingham
Idaho State University



Brooklyn De Vries
Oklahoma State
University



Branson Engberson
Brigham Young
University-Idaho



Jocelyn Gardner
Utah State University



Taylor Gibbons
Paul Mitchell The
School Logan



Carter Hall
Brigham Young
University-Idaho



Denver Hall
Utah State University



Brenna Holmes
Utah State University



Kenley Hugie
Bridgeland Technical
College



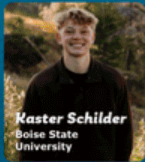
Levi Machado
University of Idaho



Ryler Robinson
Salmon University



Sydney Robinson
Utah State University



Kaster Schilder
Boise State
University



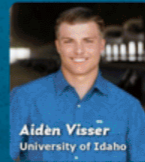
Ella Shuldberg
Idaho State
University



Daniel Spencer
Brigham Young
University-Idaho



Anneke VanderHam
University of Idaho



Aiden Visser
University of Idaho



Macy Webb
Utah State University



Chloe Withers
College of Western
Idaho

On-Farm Training Available for Dairy Producers and Employees

Formerly offered through the Idaho Dairymen's Association, Dairy West continues to provide on-farm training and workforce development resources for dairy producers and employees in Idaho. Training is available on-site and can be delivered in employees' native languages upon request.

Available training and support include:

Workforce & Employee Support

- On-farm safety training
- Adult and pediatric First Aid/CPR/AED certification
- Worker health and safety education
- Leadership development programs
- Conflict resolution support

Dairy Management & Compliance

- Milk quality training
- Calf and fresh cow management training
- Compliance support
- Customized training and resource development

Training records are provided following completion and can support workers' compensation programs, workforce development documentation and certification requirements such as FARM and VALIDUS.

In partnership with the University of Idaho, Dairy West also offers Adult and Pediatric First Aid/CPR/AED certification training. Agriculture remains one of the nation's most hazardous industries, and emergency response times in rural areas can be delayed. These trainings help employees respond confidently to medical emergencies, workplace injuries, heat-related illnesses and other critical situations while meeting OSHA first aid requirements.

To learn more or schedule a training, contact Celina Matuk via [email](#) or at [520-450-0366](tel:520-450-0366).



BUSINESS DEVELOPMENT

Red Robin Partnership Extended Through Summer

Dairy West partnered with Red Robin on a limited-time offer featuring the [Towering Double Cheeseburger Sliders](#), built with King's Hawaiian Rolls and layered with American cheese. Originally planned as a spring promotion, the offer has been extended through the summer due to strong consumer demand and sales performance.

The promotion is available at more than 470 Red Robin locations nationwide and helps showcase cheese as a key ingredient in craveable, shareable menu items.



Idaho Cheeseburger Battle Celebrates Dairy and Beef



Dairy West and the Idaho Beef Council are teaming up to celebrate Idaho's best cheeseburgers while highlighting the dairy farmers, beef producers and local restaurants behind every great burger.

Restaurants across the state are invited to create and submit original cheeseburgers. The competition showcases the partnership between dairy and beef while encouraging consumers to support local restaurants and agriculture.

What's next:

- **Cheeseburger submissions (July 4–26):** Idaho chefs and restaurant operators can submit original cheeseburger creations. Consumers will have the opportunity to help select a fan favorite with the People's Choice Award.
- **Judging (August):** Dairy West and Idaho Beef Council representatives will select first-, second- and third-place winners.
- **Winners announced (August 18):** Restaurants will compete for a share of \$7,000 in prize money and statewide recognition.

The Idaho Cheeseburger Battle is designed to celebrate the products Idaho farmers produce while inspiring new menu ideas that put dairy and beef front and center.

Visit the [Idaho Cheeseburger Battle website](#) after July 1 for contest details and updates.

Dairy: A Staple of Summer Adventures

Dairy West's Dairy Fuels Adventure campaign is currently live, reminding consumers that real dairy belongs in everyday adventures—from road trips to family outings. The campaign highlights milk, chocolate milk, yogurt, cheese and other convenient dairy snacks as nutritious options for active lifestyles.



The campaign is a collaborative effort between Dairy West and fellow dairy checkoff partners, including Dairy MAX, Midwest Dairy, Dairy Management West and American Dairy Association Northeast, extending dairy's reach across multiple regions of the country.

Campaign highlights include:

- Digital marketing and retail media promotions
- [Online shopping](#) and recipe inspiration through Instacart and Chicory
- In-store signage at approximately 200 Albertsons Mountain Division stores across Idaho, Montana, Colorado and Wyoming
- A coordinated consumer message focused on dairy's nutrition, convenience and versatility



NUTRITION PARTNERSHIPS



Fueling the Front Lines with Dairy

Dairy West is excited to introduce a new initiative: [a first responder nutrition program](#). The program connects dairy with an important audience—first responders and firefighters—by providing practical nutrition tools that support strength, recovery and performance on the job.

Developed in partnership with sports dietitian Erin Green, MS, RDN, CSSD, LD, the program includes on-demand training sessions, downloadable resources and high-protein recipes designed for the demands of frontline work. Topics range from hydration and energy to fueling before, during and after a shift.

Following a successful pilot with the Kimberly Fire Department, Dairy West's nutrition partnerships team expanded the program through a partnership with [Two In, Two Out](#), helping bring these resources directly to first responders across the Dairy West region.

This work is a strong example of how dairy checkoff can build trust and relevance in key spaces, positioning dairy as a trusted source of nutrition for performance, recovery and overall wellness.

Underscoring Dairy's Role in Heart Health and Weight Management

Heart health, weight management and the growing use of GLP-1 medications continue to be major topics in healthcare. To help ensure dairy remains part of those conversations, Dairy West partnered with health and wellness agency PULSE to develop a new provider education toolkit focused on evidence-based nutrition guidance.



The materials highlight dairy's role in supporting health goals and reinforce that dairy foods of all fat levels can fit within a balanced diet.

Key highlights include:

- Four new provider education resources, including a counseling tool, clinic poster and two patient handouts focused on heart health and healthy weight management
- Toolkits distributed to 2,000 healthcare providers across Idaho, Oregon, Utah and Washington
- Potential reach of approximately 200,000 patients and families throughout the region
- Resources include guidance for healthcare providers working with patients using GLP-1 medications

Toolkits are being distributed across the four-state region this month. Dairy West will continue evaluating provider feedback and program impact in the months ahead.

MARKETING & COMMUNICATIONS



World Cup Campaign Connects Dairy with Global Sporting Event

With the FIFA World Cup returning to North America for the first time in more than 30 years—and Seattle serving as a host city—Dairy West has launched a new consumer campaign highlighting dairy as real fuel for performance and recovery.

The campaign features white and chocolate milk, yogurt and cheese as real fuel for performance and recovery, positioning dairy as a natural source of protein, B vitamins, probiotics and electrolytes.

Campaign highlights include:

- Billboards and transit advertising throughout the Seattle market
- Digital and social media advertising across the Dairy West region
- Shoppable Instacart experiences that connect consumers directly to dairy products
- A [campaign landing page](#) featuring dairy nutrition information, recipes and shopping opportunities

View [this document](#) to see all the campaign assets and placements.

By connecting dairy with a major cultural moment, Dairy West is helping keep dairy relevant, visible and top-of-mind with consumers while driving awareness and purchase intent across the region.

UPCOMING EVENTS

- June: National Dairy Month
- July: National Ice Cream Month
- July 14–15: Policy and Promotion Board Meetings | Richland, WA
- July 18: Twin Falls Rotary's Ice Cream Funday | Twin Falls, ID

DAIRY WEST RESOURCES

Need support? We're here to help.

Dairy West's farmer relations team is available to answer questions, connect you with resources and help you make the most of your dairy checkoff investment.

Farmer Relations Team

- **Bryce Chambers**, Director of Industry Relations
bchambers@dairywest.com | 435-992-4201
- **Celina Matuk Sarinana**, Manager – Farmer Relations & Training (Idaho)
cmatuk@dairywest.com | 520-450-0366
- **Allison Pratt**, Manager – Farmer Relations (Oregon)
apratt@dairywest.com | 503-910-6549
- **Lacey Papageorge**, Manager – Farmer Relations (Utah)

Farmer Resources

Visit the Dairy West Farmer Portal to access resources and programs available to dairy farmers across the region, including:

- Product reimbursement
- Farm tour materials, swag and educational resources
- Grant writing support
- On-farm training opportunities
- Signage and promotional materials
- Community outreach resources

lpapageorge@dairywest.com | 208-869-0777

- **Kaysha Keel**, Manager – Farmer Relations (Washington)
kkeel@dairywest.com | 425-567-4313

- Additional tools and information for dairy farmers

Visit the Farmer Portal

THANKS FOR READING!

This newsletter's primary audience is current Idaho, Oregon, Utah and Washington dairy farmers. Please share with family members and farm employees. Reach out to your local farmer relations staff to receive this directly to your inbox.

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

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