

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.

Grandma Josephine's Lasagna

Recipe by Deanna Poland

Poland Organic Dairy | Madras, Oregon

Grandma Josephine's lasagna is more than a favorite family meal—it's a reminder of the woman who helped shape Deanna's life. Josephine lived to be 99 years old, and she often shared recipes and the secrets behind her cooking with Deanna.

Grandma Josephine was also one of Deanna's biggest supporters. When Deanna had second thoughts about marrying her husband, Jos, because he was a dairy farmer, her grandmother encouraged her to follow her heart. Having been raised on a dairy farm herself, Deanna knew exactly how much hard work it entails and thought she wanted to be a city girl. More than 24 years later, Deanna is grateful she listened.

Today, Grandma Josephine's lasagna continues to bring family and friends together around the table, carrying on a tradition of good food, family and love across generations.



[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](#)



Heather Webb

Heglar Creek Dairy
Declo, Idaho

Dark Chocolate Cake

[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 handwritten signature in black ink, appearing to read 'Steve Seppi'.

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.



ODPC Meeting Notice

The Oregon Dairy Products Commission will hold a regular meeting on July 14-15, 2026 in Richland, Washington.

Agenda items include a financial report, executive session and discussion of local industry issues. Oregon Dairy Council/Oregon Dairy Products Commission meetings are held in a hybrid format as part of Dairy West's regular meetings.

Attendance is available via Zoom, at the Dairy West meeting location or at the Tigard, Oregon office. Please reach out to info@ordairy.org for access details and the meeting agenda.

Oregon Dairy Industries Conference Brings Industry Together

The 114th Annual Oregon Dairy Industries (ODI) Conference brought nearly 200 attendees together in Salem, including dairy processors, allied industry partners and academia from across the region.



Dairy West had a strong presence throughout the conference, with staff from business development, research and innovation and the Dairy Protein Institute sharing updates on resources, partnerships and innovation efforts taking place across the region. Industry leaders expressed strong interest in collaboration opportunities and appreciated the perspective on how checkoff investments support dairy locally, nationally and globally.

A highlight of the conference was presentations from Oregon State University BUILD Dairy students, who shared research projects and insights focused on the future of dairy.

The conference concluded with its signature cheese tray and awards program, a long-standing tradition celebrating quality, craftsmanship and community within the dairy industry.

Events like ODI help strengthen relationships across the dairy value chain while creating opportunities for collaboration, innovation and long-term industry growth.



AgriStress Helpline Available for Farmers and Farm Families

Farming comes with unique challenges, and support is available when you need it. The AgriStress Helpline is a free, confidential resource created specifically for farmers, ranchers, foresters, fishermen and their families.

AgriStress Helpline: 833-897-2474

Call or text anytime, 24 hours a day, seven days a week.

- Free and confidential support
- Available 24/7 by call or text
- Calls are answered within 30 seconds
- Staff understand the unique stresses of agriculture and rural life
- Crisis intervention and local resource referrals available
- Follow-up support offered within 24 hours

Whether you're facing stress, feeling overwhelmed or simply need someone to talk to, help is just a call or text away.

Learn more about the AgriStress Helpline at [Oregon State Extension website](#).

AgriStress
HELPLINESM
for Oregon



833.897.2474
call or text



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

\$2,500 BILL AND CHARLOTTE MEMORIAL SCHOLARSHIP
provided by the Idaho Dairymen's Association

Fielding Mumford
Southern Utah University

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-Idaho

Carter Hall
Brigham Young University-Idaho

Denver Hall
Utah State University

Brenna Holmes
Utah State University

Kenley Hugie
Bridgerland Technical College

Levi Machado
University of Idaho

Kyler Robinson
Salmon University

Sydney Robinson
Utah State University

Kaster Schilder
Boise State University

Ella Shulberg
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

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.



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.

School Nutrition Summit Launches in Oregon



This spring, Dairy West launched the first-ever Elevate! School Nutrition Summit at the Oregon School Nutrition Conference. The event brought school nutrition leaders together to share ideas, strengthen meal programs and expand access to nutritious foods for students.

Through educational sessions and collaboration, attendees gained practical tools to improve participation, enhance cafeteria experiences and better connect with students.

A highlight of the summit was a presentation from Dr. Lori Spruance of Brigham Young University, who shared research on how school meals support student health, learning and overall well-being.

School nutrition professionals play an important role in shaping student meal choices and dairy consumption. By investing in their education and professional development, Dairy West helps strengthen school meal programs while supporting dairy's continued place in schools across the region.



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
- August 19: South Coast Area Meeting | Coquille, OR

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)
lpapageorge@dairywest.com | 208-869-0777
- **Kaysha Keel**, Manager – Farmer Relations (Washington)
kkeel@dairywest.com | 425-567-4313

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
- 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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