

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.

Sour Cream Enchiladas **Recipe by David & Sheila Roberts** **Roberts Dairy | Beaver, Utah**

In the Roberts family, these Sour Cream Enchiladas have become a favorite meal to share around the table. David especially loves the combination of creamy sour cream, melted cheese and flavorful beef —and says they're best enjoyed with a big glass of cold milk.



For Sheila, the recipe is a perfect fit for their growing family. The enchiladas are simple, comforting and always a crowd-pleaser when family gathers together. Made with dairy ingredients and beef raised on the family farm, they're a delicious reminder of the foods and traditions that bring loved ones together.

[Click for Recipe](#)



Deanna Poland

Poland Organic Dairy
Madras, Oregon

Three-Cheese Lasagna

[Click for Recipe](#)



Heather Webb

Heglar Creek Dairy
Declo, Idaho

Dark Chocolate Cake

[Click for Recipe](#)



Sharon DeRuyter

Five D Farms
Pasco, Washington

Banana Bread Bars

[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



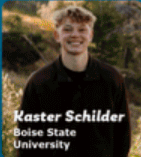
\$2,500 BILL AND CHARLOTTE MEMORIAL SCHOLARSHIP

provided by the Idaho Dairymen's Association



\$1,500 SCHOLARSHIPS

provided by Dairy West



Support Resources Available for Farmers and Farm Families

Farming comes with unique challenges, and support is available when you need it. Utah State University Extension offers AgWellness resources designed to support the mental health and well-being of farmers, ranchers and their families.

USU Extension AgWellness Program

Visit the [AgWellness website](#) for:

- Mental health resources and support tools
- The AgWellness Podcast
- Free online courses and educational materials
- Information designed specifically for Utah's agricultural community

988 Suicide & Crisis Lifeline

Call or text: **988**

- Free and confidential support available 24/7
- Available for anyone experiencing emotional distress, mental health challenges or a crisis
- Spanish-language support available

Crisis Text Line

Text **HOME** to **741741**

- Free, confidential crisis support via text message
- Available 24/7

Whether you're facing stress, navigating a difficult situation or simply looking for additional resources, support is available.

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



Utah Cheeseburger Battle Celebrates Dairy and Beef

The search for Utah's best cheeseburger is underway. Dairy West and the Utah Beef Council have teamed up to celebrate local restaurants while highlighting the dairy farmers and beef producers behind one of America's favorite menu items.

The nomination phase recently wrapped up, with restaurants from across Utah competing for a chance to be named the state's top cheeseburger.

What's next:

- **Consumer voting (July 1–31):** Vote daily for your favorite cheeseburger and help determine the People's Choice winner.
- **Final judging (August 8–14):** The top five finalists will be evaluated by a panel of judges to select the overall winners.
- **Final restaurants** will compete for a share of \$7,000 in prize money and statewide recognition.

Utah farmers and consumers are encouraged to follow the competition and cast their votes beginning July 1. Visit the [Utah Cheeseburger Battle website](#) for updates, finalists and voting information.



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.

Connecting Utah Nutrition Students with Dairy Farming

This spring, Dairy West welcomed 80 nutrition and dietetic students and professors from four Utah universities to local dairy farms. For many students, it was their first time visiting a dairy, creating an opportunity to connect classroom nutrition lessons with real-world food production.

During the tours, students heard directly from farmers, observed daily operations and learned about animal care, sustainability practices and how dairy foods are produced. Pre- and post-tour surveys showed an increase in positive perceptions of dairy following the experience.

These tours help future dietitians and nutrition professionals gain firsthand knowledge of dairy production before entering careers that influence consumer choices, institutional menus and public perception of dairy.

A special thank you to Bateman's Mosida Farms, Riverview Dairy, Noo Sun Dairy and O. Scott Wayment Dairy for hosting students and sharing their stories.



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 1–31: [Utah Cheeseburger Battle \(Voting Phase\)](#) | UT
- July 14–15: Policy and Promotion Board Meetings | Richland, WA
- July 28: Dairy West Road Show | Myton, UT
- August: Dairy West Road Show | Nephi, UT

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

Farmer Resources

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

- Product reimbursement

- **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
- 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.

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