



Dairy West *Farmer Newsletter*

March 2024

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

Farmer Updates

NMPF Sustainability Funding and Resources

The National Milk Producers Federation has just published a database through the National Dairy Farm Program for funding opportunities and resources to support sustainability efforts. This database includes financial and technical resources from government, non-profit, extension, state planning tools and more. Financial resources include grants, cost-share, loan programs and other incentives.



See the links below to explore the database and its resources:

- [Conservation practice resources](#)
- [A guide to grants for organizations that support dairy sustainability](#)
- [A guide to NRCS funding for dairy farms](#)

Please contact dairyfarm@nmpf.org with any questions, issues or programs that should be included in the database. Additionally, reach out to [Marissa Watson](#) with any questions on how your farm can utilize these available resources.

2024 Farmer Ambassador Class

Dairy West is pleased to announce our 2024 Farmer Ambassadors. These esteemed farmers will participate in several training sessions and attend all board meetings throughout the year. The first training was held in Boise. Ambassadors connected with Dairy West team members and learned about Dairy West's functions, finances and sustainability work. We

would like to welcome the following farmers to this year's class:

- Carson Engberson, Engberson Bros Dairy
- KJ Fitzgerald, 4 Bros Dairy
- Randy Fitzgerald, Fitzgerald Dairy
- Alyson Otten, Barex Dairy
- Harlee Turner, Rock Bottom Dairy
- Arie Roeloffs Jr, Riverbend Dairy #1
- Kristen VanderVegt, VanderVegt Dairy



Booth in a Box

Are you in need of some visuals to educate the public on dairy farming or dairy foods? Dairy West has some displays that are ready for your use. There are four different displays available:

- Dairy From Farm to Fridge
- Smoothie Bike
- Fun Run
- The What, Where and How of Cow Care

Learn more about our 'Booth in a Box' resource at the [Dairy West website](#).

Upcoming Extension Workshops

Opportunities and Risks of Carbon Markets for Dairies: Workshop from 10 am – 2:30 pm (lunch included)

Boise: Wednesday, March 27, 2024

- Hilton Garden Inn Boise/Eagle - 145 E. Riverside Dr., Eagle, ID 83616
- Please confirm attendance at: (208) 736-3600

Burley: Thursday, March 28, 2024

- Morey's Event Center - 219 E. 3rd St. N, Burley, ID 83318
- Please confirm attendance at: (208) 736-3600

This workshop will help dairy producers in Washington, Idaho and Utah learn about production and marketing risks and implications as well as financial and legal risks associated with potential participation in emerging and diverse carbon markets.

The workshop will host expert speakers from academia and industry. The agenda includes the following topics:

- Net zero initiative catalyst
- Opportunities to mitigate GHG emissions
- Carbon market offsets and insets
- Digesters 101
- Carbon markets overview
- Contracts

- Digester pre-feasibility study
- Long-term outlook

Retail



Retail Efforts Increase Sales

In-store promotions were an integral part of our retail strategy in 2023. In total, Dairy West worked with 209 retail stores and helped generate an average increase of 30% in units sold that were included for promoted items. In-store campaigns focused on *Real. Local. Dairy.*, June Dairy Month, eggnog french toast recipe and lactose intolerance awareness.

March 'Grab & Go' Initiative

Throughout March, Dairy West's retail efforts are focused on the concept of 'Grab & Go.' This initiative focuses on placing fluid milk products at the front of retail stores near the checkout areas. Activation will kick off in Walmart stores in the Treasure Valley with plans to extend to eastern Idaho and Utah. Be on the lookout for these initiatives as they kick-off soon in stores near you!



Health & Wellness



Anderson Dairy Partnership

Dairy West partnered up with Anderson Dairy at the 2024 Nicholas K-12 Food Show in Utah. Anderson Dairy, which uses milk from our southern Utah farms, distributes milk for school meals across Utah. This event created space for connection with local school nutrition professionals and the ability to share current school milk opportunities and promote the ['Strive for 35' training and toolkit](#). The Dairy West team looks forward to continuing this partnership.

Communications

National Nutrition Month Campaign

It's National Nutrition Month! Throughout March, Dairy West's consumer-facing brand, Unbottled, is reminding consumers to refocus on their health and wellbeing.

Ads promoting nutrition have been placed on Facebook, Instagram, Google, Twitter and Snapchat. Viewers can learn more about how food fuels immunity, energy, and digestion by [visiting the website](#).



On Social



It's National FFA Week! We are so [proud of our area youth involved in FFA](#) who take the challenge of growing their knowledge and skills through the organization's coursework, projects and competitions



Get your energy from real food sources! Protein-packed flavored [milk is a convenient way to fuel your body](#) on the go with a snack that's both delicious and nutritious. Which flavor will you reach for first?



It's National School Breakfast Week! [Breakfast is essential for students](#) to fuel them for a day of learning. On Thursday, West Ada Schools served unicorn parfaits which increased excitement about breakfast.

Mark Your Calendars

March 27 & 28 | Opportunities and Risks of Carbon Markets for Dairies | Boise & Burley, Idaho
April | 'From our Farms to Your Family' Initiative in Retail
April | Earth Month Campaign in Digital Advertising
May 7 | Ambassador Training |Twin Falls, Idaho
May 8 | Promotion & Policy Board Meetings | Twin Falls, Idaho

Dairy West Farmer Resources

Farm Tour Materials

Hop on our [website](#) to request educational material and swag to give to students attending your tour.

To guarantee you will receive materials in time please make requests two weeks prior to your event.

Farm Tour Materials

Dairy West Initiative Map

The Dairy West website has [interactive map](#) of our region divides Idaho and Utah into districts. You can view a list of the events that have already taken place in each district. The map will be updated at the end of each quarter.

Interactive Map

Product Reimbursement

This program supports the community engagement efforts of our dairy farm families by offering unlimited reimbursement for on-farm tours and a \$400 per permit reimbursement for dairy products purchased for community events. As a dairy farmer we will also reimburse you in full for dairy products given out during on-farm tours. To be reimbursed please do the following:

- Submit your receipts on our [website](#) within 30 days of your purchase
- Submit itemized receipts
- Only include reimbursable dairy products on your receipts

Product Reimbursement

National Dairy Industry Resources

Podcasts for Farmers



Your Dairy Checkoff

Episode 28: What is in store for dairy exports in 2024?

How did U.S. dairy exports affect the market in 2023 and what does the future hold for dairy exports in 2024 and beyond? What is the checkoff doing globally to help promote and grow international consumer trust in U.S. dairy?

Listen as Minnesota dairy farmer and Farmer Relations Committee Chair Charles Krause discusses U.S. dairy exports with William Loux, Vice President, Global Economics Affairs at U.S. Dairy Export Council, and Vikki Nicholson-West, Senior Vice President Global Ingredients Marketing and Executive Director USDEC Singapore Ltd at US Dairy Export Council. Vikki and Will bring to light the [importance of the international market and how partnerships and collaboration facilitate the US Dairy Export Council's mission](#). Learn why global relationships between partners, co-ops, processors, and checkoff are the bedrock of a successful dairy export strategy.



Dairy Farms, Stories & Benefits | U.S. Dairy

The dairy checkoff was created by farmers to build trust in and sales of dairy, funded by the nation's 37,500-plus dairy farm families and those that import dairy into the U.S. See how dairy research and promotion programs work together to...

[Read more](#)

www.usdairy.com



The U.S. Dairy Exporter Blog

Market analysis, research and news from the U.S. Dairy Export Council for USDEC members and the broader U.S. dairy industry interested in exports.

[Read more](#)

blog.usdec.org



The National Milk Producers Federation | The Voice of...

Farmer Focus: Meet father and daughter team, Dante and Elise Carpenter, owners and operators of fourth-generation KC Farm. They, along with their two employees, milk 90 Jersey cows and farm 1,100 acres in southern Kentucky. Dante's favorite...



MilkPEP.org: The Central Hub For Milk Brands and...

MilkPEP.org is the central hub for our Milk Brands. Here you will find the latest Social Media Content, Point of Sale Materials, Webinar Calendar and Registration, Research

[Read more](#)
www.nmpf.org

Documents and much much more. If you
have not found what you are looking...

[Read more](#)
www.milkpep.org



Newsroom

Statements and Speeches Press Releases
Blogs All Content Senior Vice President,
Executive & Stra...

[Read more](#)
www.idfa.org

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

[Unsubscribe Here](#)