



Dairy West *Farmer Newsletter*

March 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

Welcome to the 2025 Ambassador Class

Join Dairy West in welcoming our 2025 Ambassador Class! We are excited to have seven outstanding farmers participating this year. Their journey begins on March 11, coinciding with the board meetings, as they take part in their first training.

Here's a look at this year's ambassadors, their dairies and where they're from:

- Connor Bosma – Skyline Dairy, Idaho District 2
- Logan Bown – Bown Dairy, Utah District 3
- Michael Brubaker – Knott Run Farms, Idaho District 2
- Launa Fowler – TLK Dairies, Idaho District 1
- Holly Hull – Hull Dairy, Idaho District 3
- Braden Munk – Munk Family Farms, Utah District 1
- Preston Roberts – Roberts Dairy, Utah District 3

Dairy West is Hiring – Stay Tuned for More Opportunities!

Dairy West is growing the team, with both new and backfilled positions opening throughout the year. If you know someone who may be a great fit, please help us spread the word!

More positions will be opening soon—keep an eye on the [Dairy West careers page](#) for upcoming opportunities!

Upcoming IDPC & UDC Elections – Nominations & Voting

Be on the lookout for nomination forms from the state departments of agriculture for the IDPC and UDC elections. The departments will collect nominations, distribute ballots for voting and provide the final election results.

The following districts have seats up for election:

Idaho: There is one seat in each district that is up for election.

Utah: Districts two and three have seats up for election.

Stay tuned for more details and don't miss your opportunity to participate!

Insights Corner

Protein: A Key Opportunity for Dairy

A recent [DMI webinar on food and nutrition trends](#) highlighted the growing consumer demand for protein—an enduring trend with no signs of slowing down. This presents a major opportunity for dairy to step into the spotlight.



Key Takeaways:

- **Spotlight on Protein:** Consumers want more protein, but they don't yet see dairy as a top source. It's time to showcase dairy's high-quality protein.
- **Expanded Benefits:** Dairy protein goes beyond muscle recovery and athletic performance, offering sustained energy and immune support—key benefits consumers actively seek.
- **Source Matters:** People aren't just looking for any protein; they want clean, whole, nutrient-dense options. Dairy checks all these boxes.

Dairy West will continue to leverage these insights in our activations to elevate consumer perception of dairy as a high-quality protein source that meets their needs.

Business Development & Health Promotions

Blending Success: Monticello Academy & Dairy West

Monticello Academy in Utah is making waves with its new Dairy West mobile smoothie line, leading to a **62% increase in breakfast participation**—proof that students love a delicious and nutritious way to start their day.

An impressive 93% of students chose a yogurt-based smoothie! The mobile smoothie line debuted at Monticello Academy's Winter Open House, where parents and community members saw firsthand how the school is fueling student success.

Adding to the excitement, attendees pedaled their own smoothies on the Dairy West smoothie bike, blending fresh fruit, milk and yogurt. Even Monticello Academy's mascot,

Monti, joined in the fun!

With the Dairy West mobile smoothie line now in action, Monticello Academy is showing that creativity and great smoothies can make a big impact on student nutrition and engagement. Cheers to healthier mornings and happy students fueled by dairy!



Communications

Powering Up with Dairy: How Unbottled is Showcasing Protein-Packed Goodness

Unbottled's current consumer campaign, Power Up with Protein, emphasizes the growing demand for high-protein foods and the natural role dairy plays in meeting that need. With products like Greek yogurt and cottage cheese widely recognized for their protein content, the campaign showcases how these dairy staples can be transformed into delicious, nutritious treats.

As part of the campaign, Unbottled is actively promoting [protein-packed dishes](#), offering consumers creative ways to enjoy dairy while meeting their protein goals. The campaign also highlights how [dairy serves as a versatile base for nutritious snacks](#) and meals, pairing well with fruits, vegetables and other wholesome ingredients. Overall, the messaging reinforces dairy's combination of nutrition, taste and local impact.

Through these efforts, Unbottled continues to position dairy as an essential part of a balanced diet, reinforcing its value to health-conscious consumers and driving demand for dairy products.





A Year of Milk? Unbottled's "Dip Face" Contest Crowns a Winner!

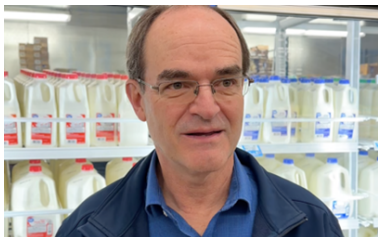
Unbottled's "Dip Face" contest brought big laughs, bold flavors and a shot at winning a year's supply of Meadow Gold milk—and now, we have a champion! Congratulations to **Monique Strunk of Sandy, Utah**, who took home the grand prize of 52 gallons of milk with her winning Dip Face entry!

To celebrate dairy's role in game-day snacking, Unbottled challenged fans in Idaho and Utah to capture their most over-the-top reactions to tasting dairy-based dips. Whether it was homemade queso or a store-bought favorite, contestants shared their best Dip Face moments on Instagram or TikTok using #UnbottledDipFace.

Coinciding with Super Bowl season, this lighthearted campaign highlighted dairy's place in football parties, family gatherings and everyday snacking.

See some Dip Face moments from Dairy West staff and partnering influencers in the [promo video](#) and follow the fun on Unbottled platforms: [Facebook](#), [Instagram](#), [YouTube](#), [Pinterest](#), [X](#) and [TikTok](#)!

On Social



It's Lactose Intolerance Awareness Month, and Totally Boise teamed up with Eric Bastian of Dairy West to dive into the [science behind lactose intolerance](#).



Milk is having its moment like never before! [Milk consumption in 2024](#) [climbed](#) by 0.6%—a jump to 42.98 billion pounds—that's the first increase since 2009.



Not to be cheesy, but your perfect match is out there! Find the best [drink pairing for your delicious cheese](#) board with the Unbottled Matchmaker.

Mark Your Calendars

March 11 | Ambassador Training | Boise, Idaho

March 12 | Policy Board Meetings | Boise, Idaho

March 13 | Dairy West Board Meetings | Boise, 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.

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

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.

Farmer Portal

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

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

Farmer Portal

Product Reimbursement

National Dairy Industry Resources

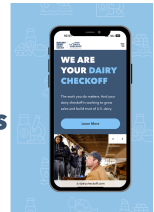
Your Dairy Checkoff Podcast

Episode 35: How Farmers Guide and Drive Checkoff Success

Minnesota dairy farmer Charles Krause and DMI's Jessica Learman join Scott Wallin to discuss how the [dairy checkoff builds sales and consumer trust](#).

**MAKING EVERY
DROP COUNT:
HOW FARMERS
GUIDE AND DRIVE
CHECKOFF SUCCESS**

Your dairy checkoff podcast
Episode 35



They emphasize the importance of transparency and introduce the "Making Every Drop Count" campaign, which unifies checkoff efforts and makes them more visible to farmers.

To support this, the new [DairyCheckoff.com](#) website gives farmers easy access to financial reports, annual updates, and board member contacts—all in one place.



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