



Dairy West *Farmer Newsletter*

May 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



'In Udder Words' Podcast

Dairy West and Unbottled Branding 101

In this episode, podcast host Lacey Papageorge meets with Byron Pfordte, Dairy West's VP of marketing and communications.

Byron shares the [strategy behind the organization's two brands](#) - Dairy West and Unbottled. This method helps to inspire trust in dairy farming and dairy products and to build demand for dairy products around the world.

Dairy West Road Show

Get excited and plan to attend this year's summer roadshows, where you will have the opportunity to connect with Dairy West staff over a meal, ask questions and find out more about the work Dairy West is doing on your behalf. This year, we are planning a more casual approach, with the hopes to focus on building connections and hearing your thoughts. Mark your calendars and plan to attend one of the following events in your area:

- June 12: Idaho Falls, Idaho - Sandpiper at 6:30 pm
- June 13: Montpelier, Idaho - Ranch Hand Stop at 12:00 pm
- June 19: Logan, Utah - Riverwood Conference Center at 6:30 pm
- July 17: Ogden, Utah - Jeremiah's at 6:30 pm
- July 18: Myton, Utah - Hideout Steakhouse at 12:00 pm
- August 14: Richfield, Utah - Steve's Steakhouse at 6:30 pm
- August 15: Delta, Utah - West Desert Grill at 12:00 pm

Please register by clicking [HERE](#). Registering in advance helps ensure that we will have enough food and space available for all to attend! You may register for yourself as well as any guests.

*Note: Roadshow dates for the Treasure and Magic Valleys are paired with the IDA District Meetings to maximize time. If you have concerns about this approach, please reach [Karianne Fallow](#) or [Lacey Papageorge](#) to discuss alternatives.

Dairy West-Issued Gift Cards

It has come to the attention of the finance team that some farmers who have received Dairy West-issued gift cards from our events are experiencing problems. The team has done some troubleshooting with the bank and learned that very few of the cards issued still have full balances. That means that most recipients have been able to use the cards.

If you have a Dairy West-issued gift card that you have not been able to successful use, please reach out to [Jason Kajkowski](#) (cell: (208) 340-9212). He can help troubleshoot and, if needed, issue you a new card.

Utah State Extension's Dairy Producer Field Day

2024 Dairy Producer Field Day

June 4 Cache County Fairgrounds

490 S. 500 W., Logan, UT

Extension
Utah State University.



9:30 am to 9:40 am **Check-in**
9:40 am to noon **Station rotations**
Noon to 1:00 pm **Lunch sponsored by IFA**
1:00 pm to 2:00 pm **Optional tour of the USU Caine dairy**
2:15 pm to 3:00 pm **Optional tour of the Aggie ice cream creamery**

Stations:

Nutrition technology – Intermountain Farmers Association
Milking technology – Dairy Systems Company
Wild bird management – Amber Adams-Progar, Washington State University
Drone technology – Justin Clawson, Utah State University
Irrigation technology – Burdette Barker, Utah State University
Biosecurity measures – David Wilson, Utah State University
Risk management tools – Ryan Larsen, Utah State University
Situational awareness/Farm safety – Bruce Richards, Utah State University



Those participating in the optional tour of the USU Caine dairy will be asked to follow these biosecurity measures:

1. Anyone planning to be on the USU dairy should not visit dairies where cows have tested positive for H5N1 (HPAI) within two weeks of the field day.
2. All participants coming to the USU dairy are responsible for wearing clean clothing and their own clean boots or shoes.
3. Plastic boot covers will be provided and required for use on farm.
4. Visitors will not walk through the corrals or have contact with the dairy cows.

Those participating in the optional tour of the Aggie Ice Cream Creamery are required to:

1. Wear closed toed shoes and long pants.
2. Wear provided hairnets, shoe covers, and beard nets (if applicable).
3. Consider wearing warm clothes for freezer tour.

Please RSVP for the event at <https://tinyurl.com/USUDairyFieldDay> or with the QR code below



Questions? Call
Bruce Richards (435) 797-3763



Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's nondiscrimination notice, see equity.usu.edu/nondiscrimination.

EXTENSION.USU.EDU

Retail

'From Our Farm to Your Family' Retail Campaign

Dairy products are produced by dedicated farm families for consumers to enjoy. Throughout the month of April, retail marketing efforts focused on the concept of 'From Our Farm to Your Family.' The campaign's goal was to inform consumers that dairy products are made by families for families and that farmers are passionate, hardworking and proud.

Shoppers found elements of the campaign in grocery stores, when shopping online and across their social media feeds. Social media influencers in Idaho and Utah visited dairy farmers to cook a family recipe together and learn about their operation. Thank you to [Siska](#)

[Reece of Moorlah Dairy](#) and [Brittany Cann of Zaugg Jersey Farms](#) for sharing your stories and delicious, dairy-filled recipes.



Click [here](#) to watch Caitlin and Siska make scones



Click [here](#) to watch Brittany and Jonathan make shepherd's pie

Health & Wellness



High School Tournaments

The 2023-2024 high school spring tournament season is underway! We are excited to have our Unbottled trailer, milk and marketing materials at tournament sites across our region. Our milk crews will be working hard to provide athletes and fans with nutritious and delicious chocolate milk on finals day. Take a look at the following schedule to see all the places we will be this spring. We hope you'll stop by to see our milk crews in action!

Utah High School Championships:

- May 23: Boys Soccer at America's First Field

Idaho High School Championships:

- May 18: Track & Field at Mountain View High and Middleton High

Friendly reminder, get your tournament ticket(s) on our [website](#)!

Communications

Upcoming Promotion Events

From June through August, Dairy West has planned a series of engaging events and marketing campaigns, each designed to foster community engagement, celebrate dairy, and build trust in dairy products. As the warmth of June ushers in the summer season, our focus will continue with our "Sounds of Greatness" campaign, while introducing summer fun and ice cream.



June:

- "Sounds of Greatness" campaign - Continuation with a focus on summer fun and ice cream.
- Savor Idaho (June 9) - Features the Unbottled Matchmaker for wine and cheese pairings.
- Boise Music Festival (June 22) - Celebrates music and food.

July:

- Twin Falls Rotary Ice Cream Funday (July 20) - Community activities centered around ice cream, featuring "Idaho Dream" ice cream flavor.

August-September:

- Focus shifts to educational initiatives and supporting local commerce.
- "Rebecca's Private Idaho" (August 29 - September 1) - Outdoor activities combined with nutrition and community engagement.

Note for Farmers:

- All of these events would be greatly enhanced through your participation. Please contact [Byron Pfordte](#) if you would like to participate in one – or all, of these events.

On Social



What makes quality milk? It all starts with [farmers who keep their cows happy and healthy](#). And chances are, these cows might be your neighbors



Idaho dairy farmer [Lael Schoessler](#) was a part of a [panel](#) at the Innovation Center for U.S. Dairy's Sustainability Alliance Meeting.



The Roku series 'Dairy Diaries' sets out to [uncover the truth of dairy farming](#). The show dives into dairy farming, animal care and sustainability.

Mark Your Calendars

June-August | Dairy West Road Show | Idaho and Utah (See Above)
 June | 'Cool Down With Dairy' Campaign in Retail and Digital Marketing
 June 4 | Dairy Producer Field Dairy | Logan, Utah (See Above)
 June 9 | Savor Idaho | Boise, Idaho
 June 22 | Boise Music Festival | Boise, Idaho
 June 24-27 | [National Holstein Convention](#) | Salt Lake City, Utah
 July 20 | Twin Falls Rotary Ice Cream Funday | Twin Falls, Idaho

Dairy West Farmer Resources

Farm Tour Materials

Hop on our [website](#) to request educational

Product Reimbursement

This program supports the community

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

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 30: How do you get consumers to see dairy differently?

Do consumers think that dairy is sustainable? Does this influence their purchasing of dairy products? What's the checkoff doing about it?

Listen as MVP Dairy's Director of Marketing and Communications Allison Ryan discusses how the checkoff is sharing the dairy farmer sustainability story with Heather Oldani, Group EVP, Head of Marketing Communications & Affairs for Dairy Management Inc. Allison and Heather will discuss how the "See Dairy Differently" campaign is changing how thought leaders think of dairy products and what the campaign will focus on promoting next.

[Tune in to find out!](#)



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



The U.S. Dairy Exporter Blog

Market analysis, research and news from the U.S. Dairy Export Council for USDEC

dairy research and promotion programs work together to...

[Read more](#)

www.usdairy.com

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...

[Read more](#)

www.nmpf.org



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