



Dairy West Farmer Newsletter

May 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

See Dairy West in Action

Ever wonder what Dairy West staff are working on? Check out the short videos below to hear from **Rob Peterson**, manager of business development, retail, and **Jaclyn St. John**, director of health promotion, as they share how their work supports dairy farmers and drives demand for dairy.

More videos are coming soon, featuring teammates from across Dairy West's functional areas. Stay tuned to learn more about how your checkoff team works on your behalf every day.

Please note, these videos—along with other upcoming staff updates—were originally created and intended for the May board meeting. Dairy West staff and board members are excited to now share them with all farmers across the region.



Click on the image above to hear about Rob's work!



Click on the image above to hear about Jaclyn's work!

High School Spring Tournaments and Dairy Passes

The 2024-2025 high school spring tournament season is upon us! Dairy West is excited to have sports nutrition marketing materials at all spring tournament sites across our region.

The Unbottled trailer and milk crews will be working hard to provide athletes and fans with nutritious and delicious chocolate milk on finals day at the below tournaments.

Utah High School Championships:

- May 22: Boys Soccer at America's First Field

Idaho High School Championships:

- May 17: Track & Field at Mountain View High School and Middleton High School

Friendly reminder: If you are planning to attend any spring tournament(s), remember to [request tickets on our website](#).

Thank you for your continued support of high school athletics!

Dairy on Display: Celebrating Local Ag at the ARTitorium

Dairy West is partnering with [ARTitorium on Broadway in Idaho Falls](#) to sponsor a month-long, dairy-themed experience throughout June 2025. This hands-on, educational partnership is designed to connect kids and families with dairy in fun and memorable ways through crafts, digital exhibits and interactive displays.

Under the theme "Love Local Dairy," the sponsorship will highlight both dairy farming and dairy foods—aligned with Dairy West's ongoing focus on celebrating local. Branded materials, dairy-focused videos and engaging take-home activities will be featured throughout the venue, all aimed at building awareness and appreciation for the role dairy plays in healthy, thriving communities.

As part of the partnership, a special day is planned for June 7 featuring discounted admission and extra dairy-themed experiences for families. This event will offer an added opportunity to share dairy's story in a lively, hands-on setting.

This sponsorship is one of many ways Dairy West is connecting with the next generation and strengthening trust in dairy through positive, local community experiences.

Scoop Local: Dairy West Competes in Twin Fall's Ice Cream Funday

Dairy West is once again sponsoring the Twin Falls Rotary's annual Ice Cream Funday, a community event where local organizations compete to create and serve unique ice cream flavors. The event will take place on Saturday, July 19, at Twin Falls City Park. This marks Dairy West's second year participating in the competition.



In addition to sponsoring the event, Dairy West will host a booth and serve a staff-designed flavor: Farm to Spoon—a rich blend of chocolate and cookie dough ice cream with Oreo and Heath Bar chunks, swirled with fudge and salted caramel.

The booth will highlight the farm-to-table journey and celebrate the contributions of the regional dairy community. The theme supports Dairy West's continued focus on local, emphasizing the importance of community, connection and trust in dairy. Through creative flavor development and hands-on engagement, the event provides a fun and meaningful opportunity to showcase the value of dairy in everyday life

Retail



Dairy Fuels Adventure Campaign Hits the Aisles

Dairy West is celebrating June Dairy Month with the launch of the multi-state *Dairy Fuels Adventure* campaign. In collaboration with Dairy MAX, Dairy Management West and retailers across Idaho, Utah, Arizona, Nevada, Montana, Wyoming and Colorado, this initiative is bringing dairy to life both digitally and in stores.

Campaign highlights include:

- Instacart digital marketing across Albertsons, Safeway, Kroger and Associated Food Stores
- A first-ever direct-to-retailer campaign with Albertsons Media Collective
- In-store signage and shelf talkers through Neptune Retail Solutions
- Shoppable digital recipes via Chicory, linking directly to retailer sites
- A full suite of in-store displays with Albertsons Intermountain Division, including milk door clings, Big Book ads and Iron Man standees

This campaign shows consumers how dairy fuels everyday adventures with real, local dairy at the center. Creating multiple touch points with consumers increases trust, sales and demand for dairy across the region.

Dairy Trends Update: Q1 at a Glance

Dairy trends are shifting as consumers lean into bold flavors and functional benefits. Here's a quick look at what gained ground and what cooled off in Q1:

- Milk volume sales overall remain steady. Declines in lower-fat options are being offset by strong growth in lactose-free, grass-fed, whole milk and pint or individual-size options.
- Plant-based alternatives are down across the board, with the exception of goat and sheep milk, which are gaining ground—likely viewed by consumers as more “digestive-friendly.”
- Yogurt is up 12.7% compared to a year ago, with growth across nearly every category. The only exception is a slight decline in traditional yogurt, down 1.4%.
- Cheese continues to perform well, up 2.1%. Spicy and stretchy are leading the way, with queso, mozzarella and peppery flavors driving growth.
- Product Spotlight: Borden Flavor Sensations is embracing the flavor trend with new Jalapeño Jack and Habanero Cheddar slices, appealing to consumers seeking bold, adventurous tastes.

Business Development & Health Promotions

Supporting Summer Meal Programs

As schools let out for summer, many families face the added challenge of putting another meal on the table. Summer meal programs play a vital role in ensuring children continue to receive the nourishment they need to stay healthy, active and ready to learn.

Dairy West proudly supports these programs, recognizing that access to wholesome foods—like dairy—can make a lasting impact on children's health and development.

To boost participation in summer meals this year, Dairy West is introducing a new educational resource: a farm-to-fridge puzzle that teaches kids about milk's journey from cow to carton. The puzzle comes in two sizes:

- A **floor-sized version** for use at summer meal sites and community booths—an approach proven to double program participation.
- A **smaller version** that each child receives to take home, extending the learning and building a lasting connection to dairy.

These fun, interactive tools not only increase engagement with summer meal programs but also strengthen trust in the dairy industry by showcasing dairy's essential role in health and nutrition.

The puzzles will also be used at pediatric offices, retail events, farm tours and other Dairy West community engagements—maximizing reach and the impact of our dairy farm family investment.

Interested in using the puzzle at your farm tour? Reach out to [Lacey Papageorge](#).



Farm-to-fridge puzzle design

Taste Tests Strengthen School Meals and Dairy Demand

This April, more than 200 students gathered at Provo High School to serve as food critics, sampling new recipes and menu items for the upcoming school year. When students help shape the menu, participation in school meals increases. That means more kids are accessing the most nutritious meals they'll receive all day—meals that consistently feature dairy.

Dairy West proudly supports events like this because they elevate the school meal experience, spotlight dairy as a vital source of nutrition and build lifelong trust in the products you produce. The more students enjoy school meals, the greater the demand for dairy—now and in the future.

Learn more about this event through a recent [FOX 13 Salt Lake City feature](#).

Know a Teacher? Tell Them to Adopt a Calf

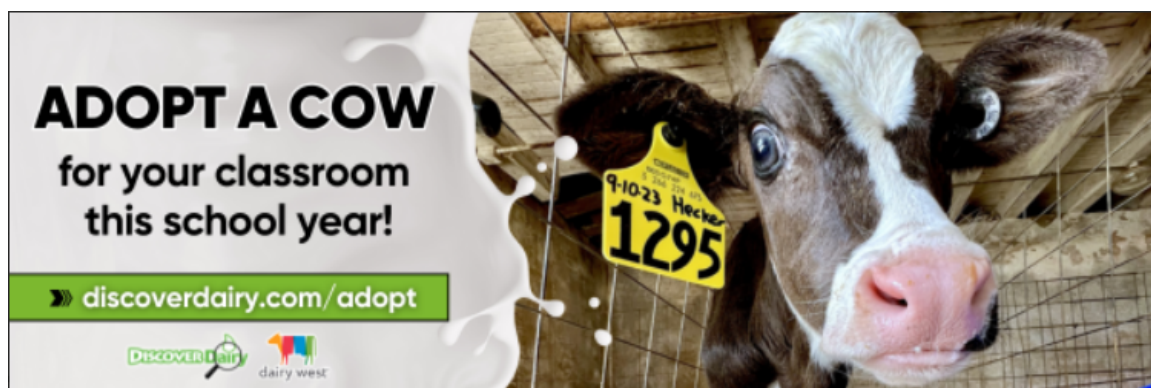
Forget the guinea pig—how about adopting a cute calf for the classroom?

The Adopt A Cow Program from Discovery Dairy offers a free, year-long experience that brings dairy farming to life for students. Teachers are paired with a real calf on a working dairy farm and receive regular updates, photos, live chats, classroom activities and even the chance for students to write to their calf. It's a fun, meaningful way to connect classrooms with agriculture and teach kids where their food comes from.

Enrollment is open now through September 15 for the 2025–2026 school year. Encourage a

teacher you know to join the fun! [Discover more and sign up here.](#)

Thank you to the Clark Family Dairy of Morgan, Utah for hosting the program this coming school year!



Marketing & Technology

Turning Waste Into Value for Dairy Farmers

Dairy West recently highlighted a unique story of innovation happening right in Southern Idaho. A [new video on the Unbottled website](#) showcases Timber Creek Recycling, a company turning construction waste and cow manure into high-quality cow bedding and fertilizer.

From keeping cows comfortable to helping crops and even golf courses thrive, this process supports dairy farmers by lowering costs, reducing waste and creating smarter, more sustainable solutions.

This is the kind of story that helps build trust in dairy and demonstrates how the industry is leading the way in innovation and environmental care.



Fueling Everyday Adventures with Dairy

Unbottled's April-May campaign, *Unbottle Your Next Adventure*, is

underway—and it's all about showing how dairy fuels life's everyday adventures. From morning dog walks to weekend hikes, the campaign celebrates the little wins and the big energy dairy brings to the table (or trail).



Campaign highlights:

- Positions dairy as the ultimate grab-and-go fuel for active lifestyles
- Encourages consumers to see adventure in the everyday—not just the extreme
- Includes two new website posts: [Adventure Awaits: A Guide to Everyday Greatness](#) and [Top 20 Adventures Across Idaho and Utah](#)
- Supported by social media, influencer partnerships and plenty of snack-worthy inspiration
- Spotlights single-serve favorites like string cheese, drinkable yogurts and cottage cheese cups
- Reinforces that local dairy is not just nutritious—it's ready for wherever the day leads

This campaign keeps things light, local and full of momentum—just like the products behind it.

On Social



Ten ways to use a cheese stick—some useful, some not so much. [Dairy isn't just delicious](#), it's a legit way to fuel your everyday adventures.



Fueling the future with real dairy. Darigold, a farmer-owned co-op right here in our region, [just launched its first-ever protein shakes](#), delicious and nutritious!



Join in [celebrating amazing School Lunch Heroes](#)! On School Lunch Hero Day, we're proud to recognize Alma Pantajo, a school nutrition professional!

Mark Your Calendars

June | National Dairy Month

June | Month-Long Sponsorship of the ARTitorium on Broadway | Idaho Falls, Idaho

June 7 | Dollar Dairy Day at the ARTitorium on Broadway | Idaho Falls, Idaho

July 19 | Twin Falls Rotary's Ice Cream Funday | Twin Falls, 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

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

weeks prior to the event.

Farm Tour Materials

Farmer Portal

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

Farmer Portal

purchased for community events. Dairy West reimburses dairy farmers in full for dairy products given during on-farm tours.

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.

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

Product Reimbursement

National Dairy Industry Resources

Your Dairy Checkoff Podcast

Episode 36: The Future of Milk—Innovation and Consumer Trends Reshaping Consumption

The conversation underscores the importance of consumer insights, industry collaboration and ongoing innovation.

In the newest episode of the Your Dairy Checkoff podcast, DMI's Anne Marie Splitstone, EVP for growth platforms and partnerships, and Silvia Robles, VP for growth platforms and partnerships, speak with DMI's Scott Wallin about the [evolution of fluid milk innovation since 2015](#), emphasizing consumer insights and industry partnerships.

They highlight the role of the Dairy Foods Research Center Network, which includes 150 R&D experts, in driving innovation.

Key consumer trends identified include a preference for high-protein, low-sugar products and lactose-free options.

Successful products like Fairlife, which surpassed \$1 billion in sales, and DFA's Milk 50, launched with strategic packaging and positioning, are cited as examples.

**THE FUTURE OF MILK:
INNOVATION AND
CONSUMER TRENDS
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