



Dairy West Farmer Newsletter ***November 2024***

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](mailto:Lacey.Papageorge@DairyWest.com) to receive this directly to your inbox.

Farmer Updates

Welcome Jenny Nelson as Interim CEO at Dairy West

Dairy West is excited to share some important news about its leadership team. Dairy West welcomes Jenny Nelson as interim chief executive officer and strategic advisor. Jenny is no stranger to the organization, having dedicated over 25 years to the dairy industry as CEO of the Utah Dairy Commission and later as SVP of strategic partnerships at Dairy West. With her deep commitment to the mission and community, she is exceptionally equipped to guide the organization through this transitional period.

Jenny's immediate focus will be on organizational stabilization, transition management and strategic change. She will lead Dairy West's daily operations and play a key role in the search for a visionary CEO who will help drive the organization's next chapter of growth. Her decision to step into this role is a testament to her commitment and belief in Dairy West's shared future.

On behalf of the Dairy West Board of Directors, this decision reflects the Board's unwavering dedication to Dairy West's future and collective mission. The Board remains as engaged and present as ever, with the Board Chairman committed to the organization and each team member. Thanks to the hard work and passion of Dairy West's staff, the organization moves forward with optimism and confidence.

Please join Dairy West in welcoming Jenny back to the team!



Dairy West Annual Meeting

The Dairy West staff are looking forward to welcoming Idaho and Utah dairy farmers for two days of celebration, education and connection. The Dairy West Annual Meeting will take place November 13-14 at the Boise Centre.

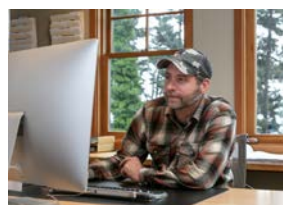
Ready to jump into annual meeting action? Get the Dairy West Annual Meeting App today!

1. Click [here](#) to download the TMN Events Launcher app on a mobile device
2. Enter your email and password - the password is **DAIRYWEST2024**
3. Once logged in, you will be prompted to create a personal, unique password

Note: once successfully logged in, your name, company and job title will be listed under the **Attendees** section of the app. If you wish to change these privacy settings, go to the **My Event** icon and adjust accordingly.

Dairy Management Learning Series

Dairy West's free, six-week, virtual series for dairy farm managers and owners is underway! If you're interested in topics related to employee management and business operations, there's still time to join!



Meetings will be held weekly on Tuesdays from 1 to 2 pm via Zoom running through November 19 (specifics are included on registration link). Remaining topics include:

- **November 12:** Milk quality and how to effectively train milkers - Maristela Rovai, South Dakota State University
- **November 19:** Creating an elite dairy workforce - Bryce Chambers, Dairy West; Mereille Chahine, University of Idaho; Maristela Rovai, South Dakota State University

Click [here](#) to learn more and register to attend for one or all of the sessions. Have questions about the training? Reach out to [Bryce Chambers](#).



Save the Date for the 2025 Dairy Convention

Start the new year by attending the Dairy Convention on January 8-9, 2025, in Provo, Utah. Don't miss the opportunity to hear from keynote speaker, former NBA player Thurl Bailey.

Hosted by Dairy West and the Dairy Producers of Utah, the event will feature important updates, including a presentation from dairy economics expert Sara Dorland and a panel discussion on the FARM program. Enjoy time to network with fellow farmers and indulge in our always-popular ice cream sundae social!

Bonus: Watch your email for registration to open on Nov 19. Please register by December 13 to receive a \$150 gift card.

In Udder Words Podcast

Don't miss out on the most recent episodes of the *In Udder Words* podcast. Lacey Papageorge, manager of farmer relations, connects with industry professionals to share relevant and exciting updates for dairy farmers.



Environmental Stewardship

Nicole Ayache, chief sustainability officer at the National Milk Producers Foundation, breaks down how the Dairy FARM program's environmental stewardship tool empowers farmers to track and improve their greenhouse gas footprint. With over 4,300 dairies onboard, this tool is more than just data—it's proof of our commitment to sustainable practices, securing the future of dairy. [Listen here.](#)

Employee Management for Dairy Farms

Bryce Chambers, Dairy West's director of industry relations, discusses his efforts in employee management and training — an emerging focus for dairy checkoff. Bryce is committed to helping dairy farmers achieve success, which he believes is only possible through the development of highly effective teams. [Listen here.](#)

Market Development & Health Promotions



Annual Dairy Drive Results

The Dairy Drive has come to an end! Our team extends gratitude to the seven locations of Lee's Marketplace, who collectively raised over \$14,000 from August 18-31 to increase access to dairy foods in the Utah communities they serve. With matching funds from our local dairy farm families, that's \$28,000 to provide milk, cheese and yogurt to families in need. To learn more about our hunger programming efforts, reach out to [Jaclyn St. John](#), director of health promotions.

Dairy Discovery Day

Earlier this month, Dairy West's health promotions team hosted a "Dairy Discovery Day" with 12 key staff members from the University of Utah. The group included respected thought leaders from medical school, community health and clinical nutrition departments, along with health faculty and nutrition associate professors. The event aimed to build trust and confidence in dairy foods and dairy farming, allowing these influential voices to deepen their understanding of dairy's role in a healthy, sustainable food system.



Mitch Hancock of Noo Sun Dairy graciously hosted the group and served as a farm tour expert. Hannah Freeze, agricultural water optimization program manager for the Utah State

Department of Agriculture, joined to assist with important sustainability questions and share current on-farm practices.

As shared by one of the attendees,

"Thank you for a meaningful and engaging event! The farm tour was incredible – being from a large city that was a new experience for me! I really enjoyed the enthusiasm that was shown during the farm tour. It is very clear that there is pride in the work and that their family and whole team are working together for the best outcomes of the cows, land and consumers they serve. Having representation from dairy farmers is such a wonderful way to engage with nutrition professionals. This event renewed my love and appreciation for Dairy West!"

To learn more about the work being done by the health promotions team, contact Dairy West's director of health promotions, [Jaclyn St. John](#).



Elevate! The Premier School Nutrition Summit

This fall, Dairy West proudly hosted Elevate! The Premier School Nutrition Summit, bringing together school nutrition directors from across Utah and Idaho for two enriching events. With conferences held in both states, the summit was designed to inspire and empower school nutrition leaders with the tools they need to drive success in their programs.

The event featured a variety of sessions designed to offer practical, actionable solutions. Topics included strategies for elevating culture within nutrition teams, using marketing to increase student engagement in meal programs and implementing Dairy West grants and resources. Attendees also participated in a hands-on workshop filled with tips and tricks for improving food photography, helping them enhance visual communication for their programs."

In addition to learning new strategies, attendees had the chance to network with fellow school nutrition directors, sharing ideas, challenges and success stories. The collaborative atmosphere allowed for rich discussions, which attendees felt gave them a renewed sense of purpose in elevating their own programs.

From Dairy West's perspective, the summit was a valuable opportunity to engage directly with school nutrition leaders, reinforcing the organization's mission to build trust and increase demand for dairy. By fostering strong relationships and providing practical, dairy-focused solutions, Dairy West continues to position itself as a trusted partner in promoting nutritious, dairy-rich meals that support the health and well-being of students, while driving increased consumption of dairy products. Feedback from attendees was overwhelmingly positive, with 100% of survey respondents reporting they were very or extremely satisfied with the event. The Elevate! summit left a lasting impression, empowering school nutrition directors with new tools and ideas they can implement in their districts. As one attendee summed it up, "We have a great partner and ally in Dairy West."

Communications



Unbottled's Campaign Reached Millions

Unbottled's *Sounds of Greatness* campaign was a fully-sensory experience. Accompanied with light-hearted, ear- and mouth-tingling audios and visuals, the campaign ran from April to September on Facebook, Instagram, X (formerly Twitter), Prime Video, Spotify, Google, TikTok, YouTube and through partnerships.

Curious how the campaign performed? Here are the stats:

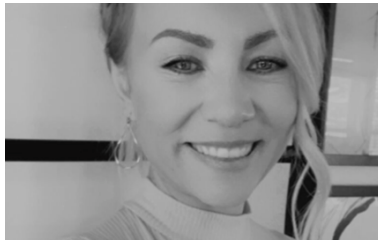
- 21 million impressions (total views)
- 5.9 million video views (number of times the video was watched)
- 1.3 million engagements (likes, comments, shares, clicks)
- 194K website clicks (number of visits to the website)

While the campaign has come to a close, it's not too late to check it out! Visit the [Sounds of Greatness webpage](#) to get in on the fun!

On Social



Why wait for a special occasion? Bring out the best and [make every moment special](#) by adding local dairy to your meals.



Dairy West is excited to [introduce Kim Mora](#), the organization's new vice president of marketing and communications.



No tricks, just treats. This [Hocus Pocus Milkshake is super easy](#) and fun for kids. Using ice cream and milk, it's real, local goodness!

Mark Your Calendars

October-January | 'Dairy, The Good Stuff' Campaign | Digital Platforms

October 15-November 19 | Dairy Management Learning Series | [Online](#)

November 13-14 | Dairy West Annual Meeting | Boise, Idaho

December 13 | Dairy Convention Registration Due | Details to come

January 8-9 | Dairy Convention | Provo, Utah

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.

Farm Tour Materials

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 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.

Farmer Portal

Learn more about Dairy West's resources and

If you have any questions about Dairy West's

offerings by visiting the [farmer portal](#) on the Dairy West website.

product reimbursements, please contact [Lacey Papageorge](#).

[Farmer Portal](#)

[Product Reimbursement](#)

National Dairy Industry Resources



Your Dairy Checkoff Podcast

Bonus Episode 6: Limited Time Offers Drive Dairy: Freddy's and Midwest Dairy Three-Year Partnership

Listen as Erin Walter, vice president of brand marketing for Freddy's Frozen Custard & Steakburgers, shares how Midwest Dairy's local partnership helps [drive new dairy product innovations](#) through limited time offers (LTOs).

Freddy's loves using LTOs to grab customers' attention and get them into their expanding regional chain. This three-year partnership has produced several successful items including the grilled cheese steakburger and the pumpkin pie and caramel apple pie concretes.



[DMI Website](#)

[Podcast Episodes](#)

[NMPF Website](#)



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