



Dairy West *Farmer Newsletter* **November 2023**

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

Dairy West Annual Meeting

Farmers and friends of the dairy industry will convene in less than a week at the 2023 Dairy West Annual Meeting. The [agenda](#) is packed with exciting and insightful sessions including "Lightning Talks" with Dairy West staff and panels on employee care, succession planning, dairy collaborative experiences and economics.



Additional annual meeting must-sees include the tradeshow, the keynote presentation by Charles Clark, magical comedian Mac King and award presentations. The staff at Dairy West wish all attendees safe travels to Boise!

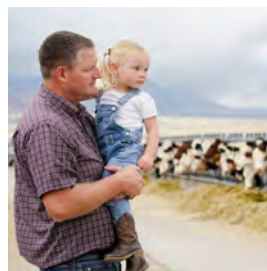


New Market Development Grant

Dairy West presents the New Market Development Grant, aimed at expanding markets for dairy products and increasing sales. To better serve our dairymen, Dairy West will support processing innovation and drive new markets. This initiative provides financial support to dairy processors in Idaho and Utah for diverse projects, including marketing, retail support, global exports and market research. For more details and to apply, [click here](#). Contact [Kaylee Schoefer](#) with questions.

Succession Planning Webinar

Dairy West teamed up with extension specialists to bring you a succession planning webinar. We heard from the University of Idaho's Steve Heines and Utah State University's Josh Dallin and Jake Hadfield. They shared how to start the succession planning conversation and helpful resources. If you were unable to join us for the webinar please use [this link to watch the recording](#).



Retail

Eggnog Promotion

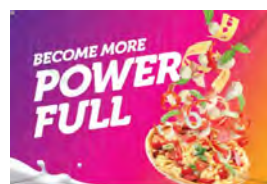


Be on the lookout at your participating local Walmart throughout the month of November for our eggnog promotion! Look for the pictured signage in the dairy department that will highlight and call out eggnog, butter and Texas toast for eggnog French toast. The QR code on the signage takes customers to the [eggnog French toast recipe](#).

Health & Wellness

Pizza Mobile Cart

Twice a year Dairy West releases Power Up Pack Grants to schools across Utah and Idaho. These impactful grants focus on adding dairy options to expand school menus in an innovative way.



Dairy West has expanded its offerings to schools with a new [pizza mobile cart](#). Pizza is a favorite among students and drives participation in school meals. Providing this equipment to schools has resulted in an increase of dairy use in schools. In one instance, the pizza mobile cart led to a 19% increase in dairy servings. Dairy West has provided dairy-focused equipment to 205 schools and 68 school districts across Idaho and Utah.



Cooking Course for Pediatric Care Specialists

Dairy West gathered 15 pediatric care specialists for an evening of cooking and learning at the Harmons Cooking School. Heather Lieber, a Harmons Dietitian, and Bonnie Feola, a pediatrician and chef, shared tips and tricks for helping picky eaters enjoy nutritious foods.

Participants cooked a meal together that highlighted different ways to increase the acceptance of healthy foods with picky eaters. Yogurt, butter and parmesan were star ingredients showcased as a way to increase both flavor and nutrition. Attendees went home with some of our new nutrition education resources, including Dairy West's handouts on lactose intolerance and baby's first bites. All survey respondents were "extremely satisfied" with their experience!

Communications

Share a Little Greatness with Dairy



From October to December, Unbottled is promoting the “Share a Little Greatness” campaign focused on the concept of small things making a great impact. Little moments lead to monumental memories, especially when they include dairy.

During each month of the campaign, a new video is released to show a different concept of sharing greatness. The [November video](#) portrays a grandmother-grandson relationship where the two are baking a pumpkin pie. Themes of tradition, love, sharing and bonding are relevant throughout the video in hopes of reminding viewers of their own holiday memories and special moments.



BUILD Dairy Recruitment

The core purpose of the BUILD Dairy Program is to train and encourage students in dairy technology, nutrition, packaging and sustainability. We are currently doing our fall recruitment with visits to Brigham Young University, Weber State University, Utah State University, Boise State University, Oregon State University, Brigham Young University–Idaho and Washington State University/ University of Idaho.

Students with interest in BUILD submit applications online. Those applications feed directly into a database for future contact and linkages within the BUILD network. We are also in the middle of a social media campaign working with Think Shift, Dairy West’s marketing partner, to promote dairy educational opportunities to undergraduates across our region.

On Social



National Farmer's Day is the perfect opportunity to appreciate all the [hard-working people who work tirelessly each and every day](#), ensuring we have safe and nutritious food to put on our tables.



A night of never-ending laughs capped with a cup of hot chocolate. It's these [little moments that make lasting memories](#). This Halloween, think about how you can share greatness to make the little moments matter.



Kennady McQueen, a [basketball player at the University of Utah](#), got to learn the ins and outs of dairy farming on a farm tour. Kennady said that one of her biggest takeaways was how hard dairy farmers work.

Mark Your Calendars

November 7 | Promotion & Policy Board Meeting, Boise, Idaho
November 8-9 | Dairy West Annual Meeting, Boise, Idaho
January 10-11 | Dairy Convention, Provo, Utah

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

Interactive Map of Dairy West Events

Our [website](#) farmer's section has a new feature! An 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 26: Growing Cheese Sales With Pizza Partnerships

A new dairy checkoff growth program, in collaboration with pizza partners, is set to [boost cheese consumption by over 12 million pounds](#). Dairy Management Inc. (DMI) has supported Domino's, including consumer research for the successful launch of this product, and they plan to work on an enhanced loyalty program



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



The U.S. Dairy Exporter Blog

Market analysis, research and news from the

those that import dairy into the U.S. See how dairy research and promotion programs work together to...

[Read more](#)

www.usdairy.com

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...

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www.nmpf.org



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