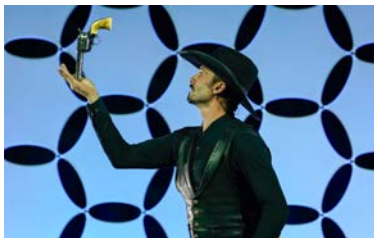




# ***Dairy West **Farmer Newsletter***** ***October 2025***

*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***



## Annual Meeting: Register Today!

You're invited to the 2025 Dairy West and Idaho Dairywomen's Association Annual Meeting, taking place November 5–6 at the Boise Centre. This year's theme—Intentional Impact—will shape a dynamic two-day agenda focused on collaboration, innovation and the future of dairy.

The event will feature inspiring speakers, in-depth discussions and opportunities to connect with peers from across Idaho and Utah.

Register by October 15 to receive the Grand Champion reimbursement of \$300. Registrations submitted between October 16 and October 31 will qualify for the Reserve Champion reimbursement of \$150.

Scroll to read about the meeting's keynote speakers and just some of the sessions.

[Register here!](#)

### ***Keynote Speakers***



**Michael Dykes, D.V.M. | November 5 at 12:15 p.m.**

Michael Dykes is president and CEO of the International Dairy Foods Association (IDFA), where he advocates for U.S. dairy in health, sustainability and global trade. Raised on a Kentucky dairy farm, he brings both industry expertise and personal experience to his leadership.



**Krysta Harden | November 6 at 12:30 p.m.**

Krysta Harden is president and CEO of the U.S. Dairy Export Council (USDEC). Since 2021 she has driven record-breaking export growth while advancing U.S. dairy's net zero by 2050 goals, building on her background as a former U.S. Deputy Secretary of Agriculture.

### ***Captivating Sessions***



### **Markets, Margins and Managing Risk | November 5 at 9:00 a.m.**

Dairy West CEO Steve Seppi will moderate a session with Tom Brooker of CIH and Derek Gerratt of AgWest Farm Credit. Together, they will unpack dairy economics, market risk and business management strategies, giving farmers tools to navigate volatility.



### **Dairy West: Where Intention Meets Impact | November 5 at 1:30 p.m.**

The Dairy West team will present updates including a tour of Dairy Town. Farmers will hear highlights on programs including the Dairy Protein Institute, school nutrition, retail, sports nutrition, health professional outreach, BUILD Dairy, farmer relations, marketing and finance.



### **Farm Safety | November 6 at 9:30 a.m.**

Farm safety is another key theme this year. Experts will cover topics from insurance ratings to hearing loss and dementia, alongside strategies for empowering workers during health crises. A farmer panel representing different-sized operations will share best practices.



### **Tim the Dairy Farmer | November 6 at 6:00 p.m.**

The meeting will wrap up with laughter, courtesy of Tim the Dairy Farmer. Blending agriculture humor with everyday life, Tim brings a relatable perspective rooted in his farm background. His performance promises to deliver a fun, lighthearted finale.

## **Dairy Celebrated at the Utah State Fair**

### **Scooping up fun at the Ice Cream Festival**

The 2025 Ice Cream Festival was a sweet success, raising \$6,509 for the Utah Food Bank—nearly \$1,000 more than last year. That donation will help supply dairy products to thousands of families across Utah.

The event welcomed about 1,300 paying guests plus 40 dairy farm family members. Vendors Aggie Ice Cream, BYU Creamery, Creamies, Farr's Ice Cream, Heladita and Smith's/Kroger kept the scoops coming, while guests enjoyed unlimited ice cream, photo booths, a DJ, Creamie-eating contests and dairy-themed Kahoot games.

Big thanks to our partners and volunteers from the Utah Food Bank, Western Ag Credit, Utah Department of Agriculture and FFA for making this celebration possible.

### **Butter Cow Sculpture scores with hockey fans**

Nearly 300,000 fairgoers stopped by this year's Butter Cow Sculpture, which honored the Utah Mammoth Hockey Team. Artists Debbie Brown and Matt McNaughtan spent 60 hours carving 700–800 pounds of butter into the fan-favorite display.

The exhibit sparked curiosity about dairy, gave families a fun way to connect with agriculture and received wide media coverage. Educational signage shared insights about dairy farming, and the butter will be recycled for future sculptures, keeping the tradition sustainable.

Special thanks to High Desert Milk for collaborating on this year's exhibit.



## ***Retail***

### **Eggnog + Donut Holiday Promotion**

Starting October 29, Dairy West is partnering with Associated Food Stores to support a festive in-store promotion. Shoppers who purchase Meadow Gold Eggnog (regular or old-style) can pick up a Franz Old-Fashioned or Raspberry Donut for just \$1 while supplies last.

This promotion is co-funded by Franz and Dairy West, with the shared goal of boosting sales and demand for locally made dairy products during the holiday season. By pairing eggnog with a favorite seasonal treat, the promotion keeps dairy front and center in consumers' shopping carts.



## Insights Corner



### Innovation to Future-Proof Dairy

Cultural and technological shifts are reshaping how consumers think about food, and the dairy industry has opportunities to lead. One growing trend, called “Mindbody Good”, reflects rising demand for foods and beverages that support both physical and mental health. The brain health supplement market alone is projected to reach \$15.2 billion by 2034.

For dairy, potential opportunities include:

- Developing dairy-derived bioactive solutions that support memory, focus and brain health
- Creating probiotic options that promote mood and emotional wellness
- Offering products designed to support energy, hunger and mood throughout the day
- Using new technologies to enhance taste and enjoyment

Dairy West is building a 2026 strategy to help processors apply insights like these and drive proactive innovation in our region.

Have questions or want more insights? Reach out to [Ann Lokuta](#), director of insights and innovation.

## Health Promotions

### “Practice to Plate” Holiday Box

This fall, Dairy West dietitians shared a culinary-inspired holiday box with 220 health professionals. Inside was a mix of dairy nutrition insights, culinary education and dairy-enhanced holiday cooking inspiration.

The box also served as a token of gratitude from dairy farm families in Idaho and Utah. Recipes inside featured local dairy foods, perfect for bringing holiday flavor and nutrition to the tables and counseling conversations of nutrition professionals.

Questions? Contact [Hannah Langley](#), manager – health promotions.



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## Step Inside the Future of Dairy Education with a New VR Experience

Dairy West recently launched the Virtual Reality Dairy Experience, a cutting-edge program designed to connect students with dairy farming. Built around STEM-based activities, the immersive experience transports participants to a dairy, showing the innovation, care and science that go into producing dairy products.



By blending technology with education, the VR program fosters curiosity, critical thinking and trust. Students explore topics such as cow nutrition, animal care and sustainability practices that protect the environment, gaining a deeper appreciation for the role dairy farmers play in nourishing communities.

The program debuted at Utah STEM Fest, where more than 8,500 5th–10th graders engaged with dairy in a whole new way. In partnership with the Southern Utah University STEM Outreach Center, Dairy West is helping to build confidence in the future of farming through transparency, STEM learning and a shared commitment to healthy communities.

A special thank-you goes to Holt Dairy for hosting this exciting new project.

Interested in learning more? Contact [Jaclyn St. John](#), director – health promotions.

## Marketing

### Adventure Swap Series Continues with BSU Esports

The second Adventure Swap is officially underway! Idaho dairyman John Nederend stepped out of their comfort zone to learn about esports from the third-ranked college team in the nation: Boise State Esports. In turn, BSU athletes visited the Nederend Dairy to experience firsthand what it takes to care for cows and run a farm.

The video is now in production and will premiere soon on Unbottled's website and social media channels.

Want to catch up on where this series began? The first Adventure Swap featured Utah dairy farmer Mattie Skeen and U.S. Speedskating. You can [watch that video at Unbottled.com](#).





Myth-busting with an Idaho dairyman. This episode of [The Ranch Podcast features Caleb DeGroot](#) of Sunview Dairy, and he shares how every decision ladders up to caring for the cattle.



Meet the petite powerhouse! Small but mighty, [Jerseys are the second most common dairy breed](#) in the U.S. Their high-butterfat milk makes them a favorite for cheese and butter.



Big things are happening at Dairy West. CEO Steve Seppi recently joined the Pacific Northwest Ag Network to [share his perspective and excitement](#) around an expanded partnership.

## Mark Your Calendars

**October 15** | Dairy West Annual Meeting Registration Due | [Online](#)  
**November 5-6** | Dairy West Annual Meeting | Boise, Idaho  
**January 7-8** | 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

### Farmer Portal

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

Farmer Portal

### 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.

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

Product Reimbursement

## National Dairy Industry Resources

**WHOLE MILK'S  
COMEBACK:  
WHAT CHECKOFF-  
LED SCIENCE  
REVEALS**

Your dairy checkoff podcast  
Episode 41



### Your Dairy Checkoff Podcast

**Episode 41 – Whole Milk's Comeback: What Checkoff-Led Science Reveals**

DMI's Chris Cifelli, senior vice president of nutrition research at National Dairy Council, shares how checkoff is expanding the body of science around whole milk, cheese and yogurt.

With more than 80 studies conducted over the last 20 years, the milk fat research shows that these foods not only help support childhood growth but may also [reduce the risk of type 2 diabetes and fit into heart-healthy diets](#).

Cifelli explains how the unique makeup of dairy fat—especially components like oleic acid—plays a vital role in supporting better health. He also underscores the need to translate this science into clear messages for both consumers and health professionals and how the checkoff constantly shares these messages with nutrition professionals.

Looking ahead, his research team will continue to explore how dairy contributes to lowering cardiometabolic disease risk and the benefits of dairy’s unique fatty acids.



DMI Website



Podcast Episodes



NMPF Website



IDFA Website



MilkPEP Website



USDEC Website

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