



Dairy West **Farmer Newsletter** October 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

Annual Meeting Registration

The 2023 Dairy West Annual Meeting will take place November 8-9 in Boise. Highlights of this year's meeting include keynote speaker Charles Clark, the Dairy Hall of Fame Banquet with magical comic Mac King as entertainment, interactive sessions and much more!



[Please register](#) by October 15 for the grand champion reimbursement of \$300. If you register before October 31, you will receive the reserve champion reimbursement of \$150. [Book your room at the Grove Hotel](#) before October 16 to receive the discounted meeting rate.

Register Here

Podcasts for Farmers



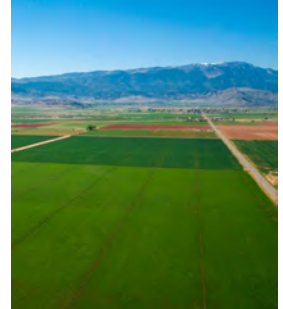
Your Dairy Checkoff **Episode 25: How Has Dairy Consumption Changed In Schools And Kids? New Youth Wellness Research Focuses Industry Direction.**

Much has changed in the world since the pandemic, including dairy consumption at schools. How does [dairy consumption at school](#) affect home consumption and vice versa? What should the dairy industry be focused on when it comes to children's nutrition and youth wellness?

Listen as Dairy Farmer and National Dairy Council Chair Audrey Donahoe discusses the checkoff's new youth wellness research with Anne Warden, executive VP of marketing, communications, and affairs at Dairy Management Inc. and Tim Joyce, principal at ZS. They will chat about what the research says and how it will guide the dairy industry's efforts to help kids, schools and dairy farmers. Tune in to find out!

What's Next for 'Sustainability?'

This fall, the Pacific Northwest Partnership (PNWP), including ID, UT, WA, and OR stakeholders, will discuss the pressure our industry faces to set interim sustainability goals. We will ask our supply chain about targets like the Science Based Target Initiative (SBTi), used by dairy brands and processors, which does not recognize reductions by dairymen if monetized in an offset market, such as methane digesters selling gas to California.



In 2020, the Innovation Center for U.S. Dairy set a long-term 2050 goal without interim targets. Some companies have made 2030 and/or 2035 commitments, which include 'scope 3' emissions from their supply chain. The dairy farm represents more than 70% of emissions within the 'scope 3' dairy supply chain, so any goals being set have significant impacts on our farmers. While supportive of the 2050 goal, our industry is cautious about shorter-term goals. We still need to develop scientifically proven technologies and practices, and provide dairymen with an additional revenue stream to implement new technologies. BUILD Dairy funding will be crucial for sustainability research to help dairymen meet these goals and maintain their family businesses. For questions, contact Marissa at mwatson@dairywest.com.



Ice Cream Festival Results

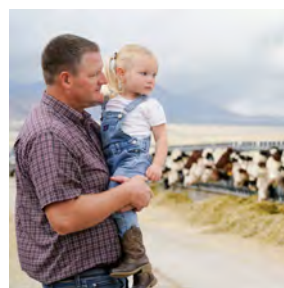
Hooray! 2023 marked another successful Ice Cream Festival at the Utah State Fair. All entry fees went to the Utah Food Bank which was on-site and collected \$5,450. These funds will go toward purchasing dairy products for the food bank's mobile school pantry program! Over 1,000 attendees were served ice cream and enjoyed a DJ, Creamie eating contests, dairy trivia and multiple photo booths.

Thank you to our partners who volunteered during the event, including Utah FFA, Western Ag Credit and Utah Department of Agriculture. A big shout-out goes to our processor partners for bringing their ice cream! These processors include Creamie, Fat Boy, Farris, Smith's, Aggie and BYU Creamery.

Succession Planning Webinar

Please join us on Wednesday, October 25 for a new webinar series that highlights best employment practices. Dairy West is teaming up with regional extension specialists in our first session to discuss succession planning. We will hear from University of Idaho's Steve Heines and Utah State University's Josh Dallin and Jake Hadfield. Presenters will

share how to start the succession planning conversation and helpful resources.



Health & Wellness

High School Tournaments

The 2023-2024 high school tournament season begins this month! We are excited to have our Unbottled trailer, milk, and other marketing materials at tournament sites across our region. Our milk crews will be working hard to provide athletes and attendees with nutritious and delicious chocolate milk. Take a look at the following schedule to see all the places we will be this fall. We hope you'll stop by to see our milk crews in action! Get tournament tickets [here](#).



- Utah High School Championships:
 - October 20-21, 2023: 2A-6A Girls Soccer at America First Field
 - October 24, 2023: Cross Country at Regional Athletic Complex - Rose Park
 - October 26, 2023: 3A/4A Volleyball at Utah Valley University
 - October 28, 2023: 1A/2A Volleyball at Utah Valley University
 - November 4, 2023: 5A/6A Volleyball at Utah Valley University
 - November 11, 2023: 1A/2A/3A Football at Southern Utah University
 - November 17, 2023: 4A/5A/6A Football at University of Utah
- Idaho High School Championships:
 - October 21, 2023: 3A/4A Girls and Boys Soccer at Middleton High School
 - October 21, 2023: 5A Girls Soccer at Rocky Mountain High School
 - October 21, 2023: 5A Boys Soccer at Eagle High School
 - October 28, 2023: Volleyball at Coeur d'Alene High School (5A), Post Falls High School (4A) Lake City High School (3A), Lakeland High School (2A), Lewis Clark State College (1ADI), and Lewiston High School (1ADII)
 - November 17-18, 2023: 1A-5A Football at TBD Location

Communications



Unbottled and Dairy West are on Threads

Have you heard of Threads? Meta, the company that owns Facebook and Instagram, released a new social media platform called Threads. Similar to Twitter, the platform encourages short conversations and allows for pictures and videos. [Unbottled](#) and [Dairy West](#) have active accounts, so if you have a Threads account, feel free to engage!

Salt Lake Tribune Nutrition Article

The Salt Lake Tribune continues to be an engaging platform for delivering valuable dairy farm information to readers and SL Tribune's website visitors.



Our latest article, written by Dairy West Integrated Communications Manager, Chris Bronson, highlights the support local dairy farmers provide to school nutrition through several unique and enticing programs. The article features Deena Benson, health and wellness manager at Dairy West, Sebastian Varas, child nutrition director at Canyons School District, Barbara Memmott, child nutrition coordinator at Tooele County School District and Jennifer Jenson, dairy farmer in the Bear Lake area. Read the article [here](#).



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.

Unbottled is encouraging the public to spread their greatness through small acts of kindness, little but meaningful additions to recipes and holding tight to the little things that make moments great. As the conduit for core memories, audiences will think of dairy when capping a memorable evening with a cup of hot chocolate or adding Grandma's secret ingredient to the best-ever whipped cream for pie.

The campaign will include the following elements:

- three 15-second videos, each highlighting a different holiday and tradition, will be released each month of the campaign on the [web story page](#)
 - paid and organic social media content across Facebook, Instagram, TikTok, YouTube and Google
 - in-person elements of “sharing greatness” within the community
 - influencer marketing.
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On Social



It's important to move your body during a road trip. While traveling with pets and kids, [take time to enjoy roadside sights](#), beautiful hikes, grassy parks and playgrounds and, of course, ice cream shops.



Thanks to our partnership with Shiftology Communication, we were able to [reach 71 classrooms representing 1,583 students](#) who were able to experience the farm-to-school story firsthand.



Thanks to your generosity we were able to [raise over \\$30,000 during our Curds + Kindness Dairy Drive!](#) These funds will support your community by allowing local food pantries to purchase dairy products.

Mark Your Calendars

October | National Farm to School Month
October 12 | National Farmers Day

Dairy West Farmer Resources

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



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 dairy research and promotion programs work together to...

[Read more](#)
www.usdairy.com



The U.S. Dairy Exporter Blog

Market analysis, research and news from the 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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