

Unbottled's Outdoor Ad Campaign

Our first quarter advertising campaign highlighted those who brave cold and snow to stay active. Three spots highlight the different ways people can embrace winter. The spots feature an ice skater going to her practice (with parfait when she finishes), a couple snowshoeing to meet their friends around a bonfire (with cheese to share), and a family sledding (with hot chocolate, topped with whipped cream, to warm-up at the end). All of the videos, as well as recipes and other ideas for enjoying the outdoors with dairy, are on the Unbottled website.

Other campaigns we recently completed include Matchmaker ads for Valentine's Day featuring "perfect pairings" of wine and cheese and digital ads driving people to Your Questions Unbottled for National Nutrition Month.

For the second quarter theme of "best version of self," we will be running ads about the little things people can

do to help themselves, their community, and the planet. These will be complemented by stories about how our farmers are contributing, whether it's through sustainability efforts on the farm or funding educational and charitable grants. The ads will run on social media, streaming TV, and local PBS channels.



Sign Up for Producer Emails

Do you want more timely news, announcements, invitations and updates from Dairy West? Sign up to receive our emails at [dairywest.com/farmers](mailto:lpapageorge@dairywest.com) or email Lacey Papageorge (lpapageorge@dairywest.com). Much of our outreach is done only by email, so don't miss out!



743 North Touchmark Avenue
Meridian, ID 83642

Pioneers by Nature



FARMER NEWSLETTER • FIRST QUARTER 2022

NOTE FROM Karianne Fallow DAIRY WEST CEO

As the world around us continues to deliver uncertainty and instability, there is comfort in knowing that dairy consumption, across the globe, is on the rise. While we don't know what the future holds or what the geopolitical landscape will look like in the next week or three months, we do have assurance that domestically and internationally, dairy products are a popular source of nutrition and good taste.



Your checkoff investment is moving milk sales volumes around the world and 2021 was a banner year! We had record exports for volume and value with exports totaling 18%. China was the biggest driver of global demand growth for the year and 75% of "new milk" went to exports. You should be really proud of the farmer vision to create an asset like the checkoff, which gave rise to organizations such as the US Dairy Export Council.

Additionally, in 2021, your checkoff investment, under the stewardship of your teams at Dairy West and Dairy Management Inc., worked to continue to advance science through action, engage with and through the dairy community at all levels, and inform and engage with influencers and thought leaders. All of this results in more demand for your products and increases trust and support in the marketplace.

- » We continue to work with processors and partners across Idaho and Utah to enhance exports and innovate new products.
- » We have worked closely with school districts across the two-state region to improve the school milk experience and will bolster that work in 2022 with several school milk pilots. We have strong evidence that schools using our signage and equipment can improve dairy sales significantly. In Post Falls, Idaho, monthly yogurt and milk sales are up 330 and 1372 servings respectively!
- » Companies are approaching Dairy West proactively with projects for the BUILD Dairy program. Currently, Dairy West is managing 43 dairy-focused projects through BUILD Dairy Priority areas include food science and technology, nutrition, sustainability, and packaging. We have 17 other organizations who are co-funding projects for a total of more than \$1.5M.

Looking forward to 2022, your Dairy West team is excited about enhancing processing in our region, furthering export expansion, building domestic retail and foodservice sales growth, and inspiring trust among the most influential leaders so that they are helping their audiences make dairy-centric decisions.

Please reach out to us if you'd like to talk further about our initiatives and work!


Karianne Fallow
kfallow@dairywest.com

Send name and address corrections to lpapageorge@dairywest.com

DAIRY WEST BOARD MEMBERS

Chace Fullmer, Chairman, Sigurd, UT
John Brubaker, Vice Chairman, Buhl, ID
Josh Webb, Treasurer, Declo, ID
Matt Leak, Secretary, Cornish, UT
Winfield Anderson, Blackfoot, ID
Deb Easterday Reeves, Buhl ID
Jeff Hardy, Brigham City, UT
Tom Kasper, Melba, ID
Kim Korn, Terreton, ID
Siska Reece, Melba ID
Mike Siegersma, Nampa, ID
Pete Wiersma, Buhl, ID

EVENTS AND DATES TO NOTE

APRIL NATIONAL GRILLED CHEESE MONTH
MAY 23 AMBASSADOR TRAINING
MAY 24 PROMOTION BOARD MEETINGS
MAY 25 POLICY BOARD MEETING
JUNE NATIONAL DAIRY MONTH

WWW.DAIRYWEST.COM

Chace Fullmer NEW DAIRY WEST CHAIRMAN

The Dairy West Board of Directors is proud to announce their new chairman is Chace Fullmer of Sigurd, Utah.

Chace owns Cedar Ridge Dairy where he works with his dad, two brothers and as he says, "a whole bunch of good employees." He and his wife Lindsey have three girls and a boy.

He has served on the Utah Dairy Commission since 2010. Chace began serving on the Dairy West Board in 2018 when Utah joined Dairy West. He also has extensive and varied experience serving at the national level. We are excited for Chace to step into the role of the Dairy West Board Chairman. We know he will do well and we are grateful to have him!



OUR MISSION
Inspire trust in dairy farming and dairy products and build demand for dairy products around the world.

OUR VISION
To catalyze a world where the dairy community is a positive change-maker.

OUR VALUES
Trust, Action, Stewardship



Keep your Dairy Permits Up to Date

Please keep your state dairy permits up to date. The name of your permit holder and permit number are important because we use them to identify your dairy when you register for events, apply for reimbursements and other things. The permit holder is seen as the person who can receive the reimbursement at Annual Meeting. We suggest you have more than one person as a permit holder, and you include everyone who is a farm owner. Use the following directions to update your permit.

- » In Idaho: Contact your ISDA inspector. They have a change of producer form for you to fill out.
- » In Utah: Give your UDAF inspector or the main office (801-982-2200) a call and they will update your information.

Dairy West receives updated information from IDSA and UDAF throughout the year.

Just for Farmers

The Dairy West website has a dedicated section for farmers. Visit dairywest.com/farmers for the following:

- Request dairy product reimbursements
- Learn about our Ambassador Program
- Request farm tour goodies & nutrition education materials
- Read past newsletters
- Find upcoming meetings, conferences, and educational opportunities
- Listen to archived *In Udder Words* podcast episodes

For more information about farmer programs and resources, contact Lacey Papageorge (lpapageorge@dairywest.com).

2022 Board Elections

Spring is the season to prepare for elections for the Idaho Dairy Products Commission and the Utah Dairy Commission. We encourage you to consider service to the industry!

In 2022, the commissions have a number of seats up for election. In some cases, the incumbent farmer leaders will be running for re-election.

Idaho Dairy Products Commission

DISTRICT	STATUS	TERM
1	Open Seat- Previously held by Mike Siegersma	3 years
2	Kallan Rex (running for re-election)	3 years
3	Brian Esplin (running for re-election)	3 years

Utah Dairy Commission*

DISTRICT	STATUS	TERM
1	Daniel Buttars (running for re-election)	4 years
2	Malarik Harrison (running for re-election)	4 years
2	Trevor Wayment (running for re-election)	2 years
3	Chace Fullmer (running for re-election)	1 year

*Terms are staggered as a result of redistricting in 2020. After this election cycle, all terms will be four-year terms.

Please consider running for a leadership position with dairy promotion. Likewise, if you know someone who would like to serve, please nominate them by reaching out to Karianne Fallow (kfallow@dairywest.com).

Farmer Ambassador Program

Welcome to our 2022 Farmer Ambassador Class! We also welcomed back members of the 2020 Ambassador Class this year. We hope to give them a complete experience that we were unable to provide in 2020.

Jared Lewis	Mountain Valley Farms
Levi McKee	Loren R McKee And Sons
Daniel McKee	Loren R McKee and Sons
Lael Schoessler	No View Dairy
Natalie Nelson	Double Diamond Dairy 2 LLC
Caleb DeGroot	Sun View Dairy
Brooke DeGroot	Teunissen Dairy LLC

The class completed their first training just prior to our March board meeting. A few highlights included touring the Boise State University Micron Center for Material Research, learning about our BUILD Dairy program, meeting some of our BUILD dairy students and having a grocery store scavenger hunt to find dairy outside the dairy case.

Dairy Farmer Reimbursements

As a Dairy West farmer you can be reimbursed for dairy products supporting on-farm tours and community events. Please submit receipts to dairywest.com/farmers within 30 days of purchase, and only include dairy products on your receipts

On farm tour or event: Dairy West will fully reimburse for the purchase of dairy products.

Community events (off-farm): Each farmer has access to up to \$200 per year to support off-farm events. This \$200 is based on the farm's permit number. For those with multiple permits, the maximum is \$600 per year.

Examples of off-farm events include:

- » Chocolate Milk at the finish line of a 5K race
- » Milk for a community 4th of July breakfast celebration
- » Cheese sticks given out during a school assembly

2022 Farmer Ambassador Class



SUSTAINABILITY Regional Sustainability Meeting

Dairy West and the Idaho Dairymen's Association hosted about 50 people from the region at a working meeting where 11 sustainability research priorities relevant to issues facing Pacific Northwest dairies were developed. Using the BUILD Dairy model, researchers from Utah State University, Washington State University, Oregon State University, University of Idaho, University of California-Davis, as well as dairy policy and promotion, presented their research priorities. The group then aligned on 11 top priorities, which will now be considered for funding under the BUILD Dairy program. You can view priority areas for sustainability and the other three pillars of the BUILD program at builddairy.com

New Retail Outreach Manager

In late January, we welcomed Rob Peterson to our team to serve as Retail Outreach Manager. Rob joins Dairy West with an extensive background in retail, spending the last 23 years in a variety of leadership positions at Walmart. The overall goal for Rob's position will be to grow sales by working with retailers to ensure the best possible dairy shopping experience. His role will bring clarity and innovation to the segment and inspire trust in dairy.



Farm Tours for University Students

More than 100 students from four different universities attended tours with us last semester! For 49% of the 109 students, it was their first dairy visit. Most students (92%) had a very positive experience and would recommend dairy to others following the tour. This year's tours included an additional focus on sustainability with three of the groups participating in an activity relating to sustainable agriculture.



Dairy World Tour

The Dairy World Tour 2021 program aimed to increase trust in dairy products and dairy farming by showcasing how dairy is an integral component of cultures and cuisines around the world. Alongside educational episodes, participants were sent local Idaho and Utah dairy product boxes, which included recipes that showcased how to use these local products in dishes from a variety of cultures. A survey of participants midway through the program showed promising results regarding our goal to increase dairy sales and 60% of respondents reported they purchased more dairy in general while participating in the Dairy World Tour program. Most respondents (80%) reported they continued to purchase either exact or similar dairy products as those they received in their Dairy World Tour product box.

To hear more about how the Dairy World Tour program came about, further details of the 2021 program, and 2022 plans to bring aspects of Dairy World Tour and the "Go Global, Buy Local" concept to life, be sure to check out Lacey's newest "In Udder Words" podcast on our website: dairywest.com/news/farmers



Partnership Spotlight

We have been working to expand our reach in working with universities and pre-health professionals. This past year we worked with six dietetic interns for 2-4 weeks at a time and hosted dairy farm-to-table tours with seven universities. Now we are expanding our reach to focus more on sustainability to increase their knowledge and trust in the dairy community. This has included panel discussions at the University of Utah about the different perspectives on sustainability and technology and sustainability at Utah State University. We are in discussions with other universities to determine how we can provide resources or experiences for their programs.

New Cheesy Resources for Schools

Do you know any teachers in your area? Do you have kids whose teachers may enjoy some new resources? We have new lessons showcasing the art and science of cheesemaking for 3rd – 12th grade students. This will increase sales as teachers purchase milk to make cheese and trust as students understand more about the science of making food they enjoy. Third graders will learn about changes of matter. Middle schoolers will discover the art,

science, and careers involved in cheesemaking. High school students can either focus on learning about proteins in their nutrition class or delve into the biology and chemistry behind how so many varieties of cheeses can be made from the same basic ingredients. If you are interested in sending out these resources to schools near you, contact Rashel Clark (rclark@dairywest.com) and she can email you information.

PARTNERSHIP SUCCESS

Supply Chain Disruption Turned to Product Procurement Success

A plan to offer smoothies to students in the West Ada School District nearly became a casualty of the supply chain challenges earlier this year.

"Kids love smoothies, so after the holiday break we decided to bring them back," West Ada's Director of School Nutrition Services Shannon McCarthy-Beasley said. "But little did we think yogurt would go short."

To help resolve the issue, McCarthy-Beasley turned to Dairy West, who connected her with Chobani as a secondary supplier. Between the two suppliers, the school district can ensure availability of the 200 cases of yogurt they need each week.

Adding smoothies has increased participation in breakfasts at middle and high schools throughout the district by 330 students.

"That is 330 more students having a meal before the start of their learning day," McCarthy-Beasley said. "That is always a win in our eyes!"

Dairy West is always looking for ways to increase dairy offerings at schools and connect local supplier to districts in need of a product. For more information about school nutrition programming, contact Deena Benson.

