Unbottled’s Outdoor Ad Campaign

Our first quarter advertising campaign highlighted dairy’s role in social and family celebrations. Events such as Christmas, birthdays, holidays, baby showers, weddings, and weddings are some of the people in our lives celebrating the joyful moments of life. Across the retail sector, retail is worded educational and charitable gains. The ads will run on social media, nationally shown TV, and local radio stations.

Other campaigns we recently completed include the Unbottled Vineyard’s Day featuring “perfect pairings” of wine and cheese and digital ads driving people to Unbottled for National Nutrition Month. Other campaigns we recently completed include the Unbottled Vineyard’s Day featuring “perfect pairings” of wine and cheese and digital ads driving people to 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. Three spots include an ice skater going to her practice (with cream, to warm-up at the end). All of the videos, as well as invitations and updates from Dairy West, are on the Unbottled website.

Matchmaker ads for Valentine’s Day featuring “perfect pairings” of wine and cheese and digital ads driving people to Unbottled for National Nutrition Month.

Our first quarter advertising campaign highlighted those efforts on the farm or in the community, and it’s through sustainability efforts on the farm that our dairy farms, and as a result our food, can complement the stories about how our farmers are contributing, whether it’s through sustainability efforts on the farm that our dairy farms, and as a result our food, can complement the stories about how our farmers are contributing, whether it’s through sustainability efforts on the farm that our dairy farms, and as a result our food, can complement the stories about how our farmers are contributing, whether it’s through sustainability efforts on the farm that our dairy farms, and as a result our food, can complement the stories about how our farmers are contributing, whether it’s through sustainability efforts on the farm that our dairy farms, and as a result our food, can complement the stories about how our farmers are contributing, whether it’s through sustainability efforts.

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 collaboration with influencers and thought leaders. All of this results in more demand for your products and build demand for dairy-centric decisions.

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 increases trust and support in the marketplace.

We have 17 other organizations who are co-funding projects for a total of more than $1.5M. Priority areas include food science and technology, nutrition, sustainability, and packaging.
Keep your Dairy Permits Up to Date

Please keep your state dairy permits up to date. The maximum penalty for non-compliance varies by state and can result in fines and other legal consequences. The penalty for non-compliance varies by state and can result in fines and other legal consequences. Please contact your ISDA inspector or the state dairy commission for more information.

Dairy West receives updated information from ISDA and passes it on to you. We suggest you have more than one person as a permit holder, as both need to sign the notification. A maximum charge of $600 per year.

For more information about permits, contact Karianne Fallow (kfallow@dairywest.com).

2022 Board Elections

Thank you to the 37 candidates for being our dairy heroes who have volunteered to serve on the Dairy West Board! You can read about each candidate on the Dairy West website.

Farmer Ambassador Program

Welcome to our 2022 Farmer Ambassador Class! We also welcomed back mentors of the 2020 class to support this year’s participants. Throughout the year, we will provide updates on the progress of our Farmer Ambassador Class.

Farmer Reimbursements

As a Dairy West farmer, you can receive reimbursement for visits or events that are related to education and engagement. Please contact Rashel Peterson (rpetersen@dairywest.com) to learn more.

Dairy Farmers

We have been working to expand our reach of education and engagement efforts to the dairy community. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.

New Cheesy Resources for Schools

Dairy West is always looking for ways to increase dairy awareness and educational impact to support Idaho’s dairy farmers. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.

Dairy West World Tour

The Dairy World Tour 2021 program aimed to increase dairy in food products and dairy farming by showcasing dairy farmers and their farms around the world, sharing personal stories, and promoting the value of dairy. We encourage you to participate in the Dairy World Tour 2022. For more information, contact Deena Benson.

Dairy World Tour 2022

The Dairy World Tour 2022 program aims to increase dairy in food products and dairy farming by showcasing dairy farmers and their farms around the world, sharing personal stories, and promoting the value of dairy. We encourage you to participate in the Dairy World Tour 2022. For more information, contact Deena Benson.

Partnership Spotlight

We have been working to expand our reach of education and engagement efforts to the dairy community. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.

2022 Farmer Ambassador Class

Welcome to our 2022 Farmer Ambassador Class! We also welcomed back mentors of the 2020 class to support this year’s participants. Throughout the year, we will provide updates on the progress of our Farmer Ambassador Class.

Farmer Reimbursements

As a Dairy West farmer, you can receive reimbursement for visits or events that are related to education and engagement. Please contact Rashel Peterson (rpetersen@dairywest.com) to learn more.

Dairy Farmers

We have been working to expand our reach of education and engagement efforts to the dairy community. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.

New Cheesy Resources for Schools

Dairy West is always looking for ways to increase dairy awareness and educational impact to support Idaho’s dairy farmers. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.

Dairy West World Tour

The Dairy World Tour 2021 program aimed to increase dairy in food products and dairy farming by showcasing dairy farmers and their farms around the world, sharing personal stories, and promoting the value of dairy. We encourage you to participate in the Dairy World Tour 2022. For more information, contact Deena Benson.

Dairy World Tour 2022

The Dairy World Tour 2022 program aims to increase dairy in food products and dairy farming by showcasing dairy farmers and their farms around the world, sharing personal stories, and promoting the value of dairy. We encourage you to participate in the Dairy World Tour 2022. For more information, contact Deena Benson.

Partnership Spotlight

We have been working to expand our reach of education and engagement efforts to the dairy community. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.

2022 Farmer Ambassador Class

Welcome to our 2022 Farmer Ambassador Class! We also welcomed back mentors of the 2020 class to support this year’s participants. Throughout the year, we will provide updates on the progress of our Farmer Ambassador Class.

Farmer Reimbursements

As a Dairy West farmer, you can receive reimbursement for visits or events that are related to education and engagement. Please contact Rashel Peterson (rpetersen@dairywest.com) to learn more.

Dairy Farmers

We have been working to expand our reach of education and engagement efforts to the dairy community. For more information about school partnerships and other opportunities to determine how we can serve you more, please contact our program manager at DairyWorldTour@dairywest.com.