

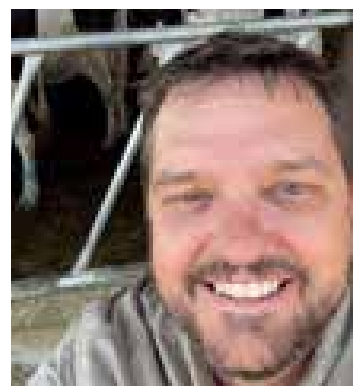
Unbottled's Backyard Olympics Campaign

We launched "The Backyard Olympics" campaign during the Tokyo Olympic Games. This commercial featured the Ryerson Family holding their own family Olympics while enjoying ice cream and chocolate milk. This commercial was played on TV and streaming platforms.



New Vice President of Communications

We are excited to welcome Josh Loftin to our Dairy West team! Previously Josh worked for five years as the public information officer for the Utah Department of Cultural & Community Engagement. In that role, he served as spokesperson and legislative liaison while leading public relations efforts for the department's many programs as well as special projects such as the Spike 150 celebration. Prior to working for the state, Josh led marketing and communications efforts for Wasatch Academy, a private school in Mt. Pleasant, Utah, for three years. Before shifting to public relations and marketing, Josh spent 15 years as a reporter and editor for The Salt Lake Tribune, Deseret News, and the Associated Press.



Josh is a graduate of Utah State University. He lives in Salt Lake City with his wife, Dani, and two sons, Alex and Charlie.

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 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

Send name and address corrections to:
lpapageorge@dairywest.com

Pioneers by Nature

NOTE FROM Karianne Fallow DAIRY WEST CEO



Recently, I had the privilege of joining Idaho's Governor Brad Little and the US Farmers and Ranchers in Action in a proclamation ceremony declaring this the "Decade of Ag." We were joined by more than 60 ag organizations in committing to solving some of the most complex problems facing our world today. In that commitment, we also position the ag and dairy communities as leaders in the eyes of our consumers, who increasingly want to know we are willing to address a variety of issues, like:

- » A resilient, restorative, economically viable and climate-smart agricultural system
- » An ag system that produces abundant and nutritious food
- » Food production systems that create natural fiber and clean energy for a sustainable, vibrant and prosperous America
- » A nationwide farming and ranching economy that creates longevity in job security for generations to come.

Yet, with the day-to-day pressures on the farm, it's hard to think about those long-term goals and what they mean to today's success. The Decade of Ag declaration, which we plan to pursue in Utah as well, is about changing the narrative—positioning dairy farmers and the ag community with the truth that they should be understood. You are the original environmental advocates. You are the glue for your families, your churches, and your communities. You really care about feeding the world with safe and nutritious food.

You are modern day heroes, especially in times of intense stress. I thank you for being the leaders that so many look up to. I thank you for allowing us to take a leadership role on your behalf. And, I thank you for continuing to provide high quality, nutritious, and delicious food even when things are tough.


Karianne
kfallow@dairywest.com

PRODUCER NEWSLETTER • THIRD QUARTER 2021

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

Curds + Kindness Dairy Drive

September is Hunger Action Month. This means we will once again support our local communities and increase access to nutrient-rich dairy foods with our Curds + Kindness dairy drive.

Building on the success of the long-running Lee's Marketplace Dairy Drive in Utah, we're thrilled to share we're expanding into Idaho for 2021 in partnership with Valley Wide Cooperative. In 2020, Lee's Dairy Drive raised \$29,000 to support local food pantries, and we are looking forward to building on that success in 2021.

Drive Details:
Patrons at Valley Wide's 18 locations in Idaho and Lee's Marketplace's six locations in Utah will have the opportunity to round-up their purchase or give a specific dollar amount to support local food pantries.

Valley Wide: Sept. 1-12
Lee's Marketplace: Sept. 22-Oct. 13
For questions, contact Jaclyn.jstjohn@dairywest.com



DAIRY WEST BOARD MEMBERS

- Winfield Anderson – Blackfoot, ID
- Steve Ballard – Gooding, ID
- John Brubaker – Buhl, ID
- Chace Fullmer – Sigurd, UT
- Kim Korn – Terreton, ID
- Jeff Hardy – Brigham City, UT
- Tom Kasper – Melba, ID
- Matt Leak – Cornish, UT
- Mike Siegersma – Nampa, ID
- Josh Webb – Declo, ID
- Pete Wiersma – Buhl, ID

EVENTS AND DATES TO NOTE

Depending on guidance from authorities, events may be cancelled or adjusted

- SEPTEMBER HUNGER ACTION MONTH
- NOVEMBER 9 PROMOTIONS BOARD MEETING
- NOVEMBER 10-11 DAIRY WEST ANNUAL MEETING



Dairy West Annual Meeting

We are excited to see you in person in Boise on November 10 and 11 for our Annual Meeting! Join us for Promotions and Policy Updates, Milk Quality Awards, The Utah & Idaho Dairy Hall of Fame Awards and a whole lot more. Remember that dairy farmers who register early receive one \$200 reimbursement per permit number.

Dairy Farmer Reimbursements

As a Dairy West farmer, you can be reimbursed for the purchase of dairy products that support on-farm tours and community events.

- » Please submit receipts to dairywest.com/farmers within 30 days of purchase
- » Please only include dairy products on your receipts

On-Farm Tour or Event: Dairy West will reimburse you in full for the purchase of dairy products for on-farm events.

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 city's Boy Scout 4th of July Breakfast Celebration
- » Cheese sticks given out during a school assembly

PIONEERING CHANGE



As a Dairy West farmer, you can be reimbursed for the purchase of dairy products that support on-farm tours and community events.



Farmer Ambassador Program

Are you curious about how Checkoff works? Join our Farmer Ambassador program to learn more about checkoff, promoting dairy and more. This program prepares Dairy West farmers to be leaders in the dairy community through training, involvement with board functions and attendance at industry meetings. Eligible farmers are actively involved in a dairy operation or taking a leadership/management role on a dairy farm. The term lasts from March to December each year. It includes five required in-region meetings that will include ambassador training and board meetings. Three additional meetings held out of our region are optional. Dairy West will offer a per diem for your time and reimburse you for any associated travel. **Please reach out to Lacey at lpapageorge@dairywest.com if you are interested in participating.**

For Farmers Only

The Dairy West website has a dedicated section for farmers.

Visit www.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).

Board Election Results

The Idaho Dairy Products Commission and Utah Dairy Commission election results are in! Congratulations and welcome to all the new Directors!

Idaho District 1	Pete Doornenbal
Idaho District 2	Don Gaalswyk
Idaho District 3	Devin Boehme
Utah District 1	Daniel Buttars
Utah District 2	Jeff Hardy & Kaleb Bateman
Utah District 3	Sheila Sherwood



Idaho's Decade of Agriculture Proclamation

Idaho's governor Brad Little will be the first governor in our country to proclaim this the Decade of Agriculture!

U.S. Farmers & Ranchers in Action (USFRA) have identified this decade (2020-2030) as the Decade of Agriculture and have convened leaders from across the value chain to endorse a shared vision statement designed to inspire collaborative change for positive impact.

Idaho agriculture has shown incredible leadership and unity in their support to endorse The Decade of Agriculture, and Gov. Little will be the first governor to issue such a proclamation, demonstrating the leadership role that Idaho plays in agriculture's vibrant future.

Dairy West and USFRA plan to expand this initiative to other states to build national momentum around a Decade of Ag.



UN Food Systems Summit

In August, leaders from around the world met to discuss the opportunity within agriculture to launch new action around more sustainable and equitable food systems. Erin Fitzgerald, CEO for U.S. Farmers & Ranchers in Action (USFRA), held one of 100 seats total in order to represent US farmers.

Dairy West works in partnership with USFRA and holds a seat on the USFRA Communications Council, which meets once per month. This involvement gives us the opportunity to voice the perspective of dairy farmers from across our region. Please see the enclosed insert to learn more about the Pre-Summit, which met in Rome on July 28, 2021. The next meeting is scheduled for September 2021 in New York City. If you have any questions or remarks regarding the UN Food Systems or our involvement with USFRA, please email mwatson@dairywest.com.

Partnership Spotlight

Welcome to our Partner Spotlight! To celebrate Dairy West's many partners and the variety of joint projects we work on, we will spotlight a different partner in each newsletter.

Dairy West has partnered with the Utah Breakfast Expansion Team (UBET) since its inception in 2014. UBET was formed as part of Utahns Against Hunger to bring together 11 organizations to focus on Utah's consistently low participation in the School Breakfast Program. This collaboration has accomplished three main things:

1. Spearheading the Start Smart Utah campaign that included legislation (HB 16 & 222) requiring schools participating in the School Lunch Program to also offer School Breakfast Programs
2. Offering breakfast after the bell options in low-income areas, which increase student participation up to 87%
3. Partnering with No Kid Hungry on a joint grant with Dairy West to supply equipment and support for the programs above

This next school year we will work to add more partners as we continue to address hunger needs across our region.

For questions about this partnership or other school meal initiatives, contact Deena Benson.



Health Professional Outreach

In June, Dairy West led a virtual road trip to four dairy farms for "Hear It from Your Local Farmer: Dairy Innovations & Technologies." Nearly 65 health, school nutrition, community wellness and sports nutrition professionals joined the tour. We visited Kaleb Bateman, Mitch Hancock, Joshua Webb and Eric Kasper's farms to hear about their unique farming approaches and allow attendees to ask questions to their local farmers.

The tour was a major hit! 100% of survey respondents were very or extremely satisfied with the webinar, and 100% reported feeling positive or very positive about dairy after their experience. You can watch the recording on Dairy West's website in the Continuing Education Library.

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