



Dairy West *Farmer Newsletter*

September 2024

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



Dairy West Annual Meeting Registration

At Dairy West, our resilience mirrors the willful spirit of the farmers we represent, embodying their strength and innovation in the face of adversity. Join us in celebrating the incredible dairy farmers of Idaho and Utah!

The Dairy West Annual Meeting will take place November 13-14 at the Boise Centre. Highlights of this year's meeting include:

- Keynote speaker Shabnam Mogharabi presenting on grit and resiliency in today's world
- The Dairy Hall of Fame Banquet with wild west performer Loop Rawlins as entertainment
- Sessions on market price volatility and carbon markets
- The interactive and immersive 'Dairy Town' showcasing the work of Dairy West
- The tradeshow with numerous vendors

[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.

Dairy Management Learning Series

Join Dairy West for a free, six-week, virtual series for dairy farm managers and owners, featuring experts sharing their knowledge on a variety of topics related to employee management and business operations.



Meetings will be held weekly on Tuesdays from 1 to 2 pm via Zoom starting on October 15 running through November 19. The learning series will be held in English and Spanish. Topics include:

- How to deliver manager-led trainings with 'Tailgate Talks' - Elissa Clark, Idaho Dairywomen's Association
- Dairy farm leadership - Dr. Mereille Chahine, University of Idaho
- The intersection of immigration and employment law - Joel Anderson, Anderson & Associates Immigration Law Firm P.C.
- Conflict resolution - Bryce Chambers, Dairy West
- Milk quality and how to effectively train milkers - Dr. Maristela Rovai, South Dakota State University
- Effective communication skills - Bryce Chambers, Dairy West

Click [here](#) to learn more and register to attend for one or all of the sessions. Have questions about the training? Reach out to [Bryce Chambers](#).



A Fair Chance at Health Care

Dairy farm employees are essential to the business, so keeping them safe and healthy is top priority. That's why Si-Ellen Farms of Jerome, Idaho implemented an annual health fair to connect employees with health-related resources and opportunities.

In a recent article through Ag Proud - Idaho, Bryce Chambers, Dairy West's director of industry relations, shares that farm managers and leaders directly impact the health and well-being of their employees. He says, "The key to keeping employees safe is mitigating risk, communicating needs and offering resources."

Check out the full article, titled '[A fair chance at health care for dairy employees](#),' which was published online and in print through Ag Proud - Idaho. To view online, you will need to create a free account with Ag Proud which will also grant you access to all digital stories by Progressive Dairy, Progressive Forage and Progressive Cattle.

Retail

Real. Local. Dairy.

It's Idaho Preferred Month, and Dairy West is proud to launch the third Real. Local. Dairy./Idaho Preferred campaign in 24 Walmart stores, in collaboration with the Idaho Department of Agriculture. Additionally, Dairy West's market development team is excited to announce the first-ever local campaign for Utah Walmart stores! The 'Taste Local Utah' campaign will run in Walmart stores during September and October, specifically highlighting locally-made dairy products from Utah.



The campaign elements include:

- Over 4,400 Real. Local. Dairy. reusable shopping bags filled with dairy product coupons and educational materials
- A variety of in-store signage promoting local dairy products available in each store
- Interactive displays in select stores to educate customers about the dairy industry
- Digital marketing, including social content and local farmer videos, displayed both in-store and online

- Social media influencer collaborations promoting the campaign

Health & Wellness



Adopt a Cow for the Classroom

Do you know a teacher? Encourage them to add the adopt-a-cow program in their classroom. The program is a free, year-long experience that has impacted over one million students across the globe!

Interested teachers will be paired with a calf from a Utah dairy farm. Throughout the year, classrooms will receive progress about the calf's growth, care and development – including photos, video updates, activity sheets, suggested lessons that follow Common CORE Standards and even opportunities to write letters to your calf! Registration is due September 15. Sign up and learn more [here](#). For questions, contact Dairy West's director of health promotions, [Jaclyn St. John](#).

'Replenish with Chocolate Milk' Application Open

The application for the 2024-2025 Replenish with Chocolate Milk Program is open! High school athletic programs across Idaho and Utah can apply for one pallet of shelf-stable, whole chocolate milk to optimize refueling for their sports teams. Please share this opportunity with your local schools and coaches.



To learn more and apply, click [here](#). For questions, contact Dairy West's health promotions coordinator, [Gabby Elledge](#).

Communications



Dairy, The Good Stuff

Launching in October, Unbottled's 'Dairy, the Good Stuff' campaign will engage and educate consumers on the value of incorporating dairy in their diet. Through a humorous lens, the campaign will run for five months across a digital ecosystem including social media, mobile ad placements and television streaming platforms.

The campaign will highlight the greatness of dairy through video and image creatives in a three-phase approach. The content will portray dairy in an ironically luxurious fashion while showcasing its nutritional benefits and great taste. Dairy is the not-so-secretive secret that isn't just satisfying tastebuds but also dietary needs.

Stay tuned for more information through Dairy West's newsletters.

Real. Local. Dairy. Digital Marketing

In September, Unbottled's monthly digital campaign will be focusing

on *Real. Local. Dairy.* With messaging centered around shopping local and supporting area dairy farmers, Unbottled is sharing that dairy brands on store shelves often contain milk from local dairies. This campaign is aligned with Dairy West's retail marketing efforts which will be promoting similar messaging in stores and through e-commerce platforms.



Stay tuned with Unbottled social media campaigns by following along on [Facebook](#), [Instagram](#), [TikTok](#), [Pinterest](#), [YouTube](#), [Threads](#) and [X](#).

On Social



Idaho Milk Products is making waves with a [major \\$200M expansion at their Jerome campus](#)! They're building a 183,000 sq. ft. facility, set to revolutionize ice cream markets.



Back-to-school season is here! Don't let the chaos control you! [Fuel up for busy days with dairy.](#) Here are Barbara's tip on fueling the family during the busy school year with tasty foods.



Congratulations to the teams who participated in the [2024 IMPA Product Competition](#)! The competition challenges students to create innovative dairy products, connecting them with the industry

Mark Your Calendars

September | 'Real. Local. Dairy.' Campaign | Digital Platforms & Retail Space

September 15 | Deadline for the Adopt-A-Cow Program for Classrooms | [Online](#)

October | Launch of the 'Dairy, The Good Stuff' Campaign | Digital Platforms

October 15 | Deadline for Dairy West Annual Meeting Registration Grand Champion Reimbursement | [Online](#)

October 15-November 19 | Dairy Management Learning Series | [Online](#)

November 13-14 | Dairy West Annual Meeting | Boise, Idaho

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.

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

Dairy West Initiative Map

The Dairy West website has [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](#)

- 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

Podcasts for Farmers



Your Dairy Checkoff Episode 32: Taco Bell Partnership

Listen in as dairy farmer and UDIA board member Arlene Vander Eyk has a conversation with Mike Ciresi, VP and on-site dairy scientist for DMI, about working at Taco Bell's test kitchen. They discuss [Taco Bell's approach to product innovation](#) and the performance of dairy products since partnering.



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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Dairy West | 743 North Touchmark Avenue, Meridian, ID 83642

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