



Dairy West Farmer Newsletter ***September 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.

Register Here



Real. Local. Dairy.

Dairy West is partnering with the Idaho Department of Ag, Walmart and Albertsons to support Idaho Preferred Month in September. The Real. Local. Dairy. Campaign will live in 24 Walmart stores and 40 Albertsons.

The promotion will specifically highlight and focus on local dairy products. Dairy West is also working with retailers in Utah for a similar promotion. Look for the following Dairy West promotional elements in Idaho:

- Real. Local. Dairy. Reusable Shopping Bags stuffed with dairy coupons and educational materials
- a variety of in-store signage to promote the local dairy products in each store
- interactive displays placed in select stores where customers learn more about the dairy industry in Idaho
- digital marketing that includes social content for stores to use and local farmer videos to use in-store and online
- dairy sales contests held to incentivize the best execution in visual presentation

Health & Wellness

Farm-to-School Partnership

Many students are unaware of the origins of their food. It's essential to link them to the local agriculture that supplies their meals. Dairy West collaborated with the Utah State Board of Education and the Utah Department of Agriculture and Food to raise awareness of Utah's local produce. Together, we designed [posters](#) showcasing local farms throughout the state, highlighting the products they produce, and sharing interesting agricultural facts. These joint marketing initiatives aim to educate a broader range of students across Utah about agriculture.



Caring for Calves Virtual Field Trip

Healthy calves are the foundation of every dairy farm. During the *Caring for Calves* Virtual Field Trip, participants will learn about the basics of calf-raising, breed characteristics and everything calf-related.

Teachers and their students can join the fun at 1 pm on Tuesday, September 19. Please share this event with any educators you know. Dairy West will provide curriculum suggestions to further connect students to the farm. Register [here](#)!

Adopt a Cow for Your Classroom

The Adopt-A-Cow Program that has impacted over one million students across the globe! The program is a free, year-long experience for participating classrooms. 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 and other activities throughout the year – 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](#).

Communications

Sustainability Article in *Progressive Dairy*

With the dairy industry's Net Zero Initiative in mind, Dairy West and Idaho Dairywomen's Association offered producers the opportunity to travel across the country and learn about sustainability practices.



Dairy West's Communications Coordinator, Jessica Schmitt, wrote about these peer-to-peer learning opportunities and the thoughts of regional dairywomen as they navigate implementing sustainability practices on their operations. The article was shared on [Progressive Dairy's website](#) and features Dairy West's Marissa Watson, IDA's Rick Naerebout, and Dairy Farmers Lael Schoessler, Alan Branch and Matt Nelsen.



Celebrate Every Mile with Dairy

September is the final month of the 'Dairy Great Road Trip' Campaign. Since its launch in July, the campaign has been encouraging consumers to think about how dairy plays a part in building road trip memories.

'Dairy Great Road Trip' includes a [web story](#), social media posts, a Spotify playlist, and a [30-second video](#) which can be found on YouTube, TikTok, Twitter, Facebook, Google, Instagram, and Hulu. The campaign is performing better than expected with the following metrics:

- 8 million impressions (total views and engagements)
- 4.2 million video views (number of times the video was watched)
- 932.6K engagements (likes, comments, shares, clicks)
- 32K website clicks (number of visits to the website)

On Social



Take a sneak peek at the [butter sculpture for the 2023 Utah State Fair](#). The theme for the creation is "Dream Makers - Where Dreams Come Alive." Be sure to check it out September 7-17



Dairy farming is not a straightforward career. [Among many responsibilities, farmers are nutritionists.](#) As they make rations, farmers consider resources, costs and the environment.



Without our farm workers – dairying wouldn't be possible. [Si-Ellen Farms in Jerome, Idaho hosted a health fair](#) benefiting the well-being of all their employees and their families.

Mark Your Calendars

September | Hunger Action Month

September | Idaho Preferred Month

September 29-30 | Cache Valley Cheese & Dairy Festival

November 8-9 | Dairy West Annual Meeting

Dairy West Farmer Resources

Farm Tour Materials

Hop on our [website](#) to request educational material and swag to give to students

Product Reimbursement

This program supports the community engagement efforts of our dairy farm families

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

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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