Dairy West OutreacH
Lights, Camera... ACTION!

The new image campaign commercials are airing now in major markets across Idaho and Utah. This year’s campaign features dairy farm families, processors and other locations from across both states. The commercials and billboards are focused on creating awareness for the Dairy West name, while at the same time, reinforcing the dairy farm family commitment to their communities, youth wellness, schools and families who buy dairy products. Keep an eye out and you just might recognize someone you know! You can see all of your commercials on YouTube @DairyWest.

Want to be the next face of Dairy West? Contact Melinda (mpetersen@dairywest.com).

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PRODUCER RESOURCES
Producer Reimbursement Program

Don’t forget that we’ll reimburse you for dairy products you purchase to support community events up to $300/year/dairy permit ($600 max). This reimbursement is in addition to the reimbursement for on-farm tours:

1. Purchase the dairy products (please separate from personal purchases) and save the receipt.
2. Go to www.dairywest.com/after-producers and submit your receipts with the reimbursement request form.

The Producer Reimbursement Program was created to empower dairy producers to help inspire trust in dairy foods and dairy farming and build demand for dairy products in their local communities. Contact Melinda (mpetersen@dairywest.com) for more information.

Dairy Farm Tours

Hosting a farm tour? Contact Melinda (mpetersen@dairywest.com) for:

» A Farm Tour Guide with key messages
» Educational take-home materials
» Fun, age-appropriate giveaways (kids and adults alike)
» Reimbursement for dairy products you give out on the tour (separate from personal purchases and save the receipt)

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Telling the Good Dairy Story

We are always looking for dairy farmers and dairy farm families who are willing to tell their good dairy story in a variety of ways. We have the tools and expertise to do a great job, we just need you! Contact Melinda (mpetersen@dairywest.com) if you’re open to attending events, photos, videos, blogging, social media or any other creative idea you might have.

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OUTREACH

PRODUCER NEWSLETTER • FALL 2018

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SAVEx THE DATE

OCTOBER 26  Dairy West Area Meeting 8AM (Breakfast) Sherry’s in Idaho Falls
OCTOBER 29-31  National DM/NHPF Joint Annual Meeting, Phoenix, AZ
NOVEMBER 4-5  Dairy West Annual Meeting, Boise, ID
FEBRUARY 6-9  Utah Fusion AG Conference & Trade Show, St. George, UT

NOTE FROM KariAnne Fallow
DAIRY WEST CEO

In August, Dairy West staff and board members traveled our region to visit with farmers about checkoff. It’s always an exciting experience and this was no exception! During those visits, we met with 370 people, representing 108 dairies – 31 in Idaho and 77 in Utah. We met with nearly 20% of the dairy farmers in our region.

Our very last meeting will take place in Idaho Falls on October 26th at 8 AM at Sherry’s in downtown Idaho Falls. Farmers in the area can expect to receive an invitation by email or phone.

As the area visits, you heard lots of the kinds of programs we are doing and our focus on Partnerships for the Impact. To bolster the checkoff marketing efforts, I’ve been tenaciously working over the last several months with my counterparts across the country and national leadership to create stronger alignment between the states and regions and DMI. To make the long-term differences that checkoff makes, your investment has to work hard for you at the international, national, regional and local levels. So, we are working TOGETHER in your best interest to inspire trust in dairy farming and dairy products and building demand for dairy products around the world. I’m certain that the work we are doing now to create cohesion will pay off in terms of consumers returning to or solidifying their loyalty to the dairy category.

The Dairy West team and I remain committed to seeking opportunities that promote dairy and protect your best interests, working with and through our partners.

KariAnne Fallow@dairywest.com

ATTENTION

• Connect consumers with dairy farm families and the quality products they produce every day
• Position the dairy community to be a leader in driving health and nutrition-related initiatives
• Be a valued, relevant partner in the supply chain through innovation in processing, marketing and research

This newsletter is also available by email – with news and videos conveniently linked! Sign up today: www.dairywest.com/after-producers
Send name & address corrections to: info@dairywest.com

Dairy Farmers of Idaho & Utah

Dairy West

The Dairy West team and I remain committed to seeking opportunities that promote dairy and protect your best interests, working with and through our partners.
Winfield Anderson – Blackfoot, ID
John Brubaker – Buhl, ID
Chace Fullmer – Sigurd, UT
Dan Gilbert – Blackfoot, ID
Jeff Hardy – Brigham City, UT
John Brubaker – Buhl, ID
Pete Wiersma – Buhl, ID

Doing our part to inspire trust in dairy and grow demand for dairy products

> Specialty coffee (which usually include milk and dairy ingredients) at foodservice
> Sales of yogurt drinks are up nearly 15% in the last year.
> Retail ready-to-drink coffee sales (think: single-serve or larger pre-mixed coffee drinks) is up 4% in the last 12 months.
> Whole milk is up 10% ($498M) in the last four years.
> Flavored milk sales are up 16% ($225M) over the last four years.

Real results. We have several companies who have committed to investing in new partnerships who are willing to make their own financial commitment, is having success in international markets piloting partnerships with Pizza Hut in Asia Pacific and KFC in Latin America. Creating direct partnerships with companies who provide dairy products to the U.S. exports is as important as USDA’s pre-competitive efforts. This partnership model has been successful in the U.S. with foodservice companies like Pizza Hut and Taco Bell, as well as dairy processors like Danone. DMI is ready to make rapid sales in emerging international markets piloting partnerships with Pizza Hut in Asia and KFC in Latin America.

Our domestic Innovation Partnerships work, where we invest checkoff money in dairy innovation with partners who are willing to make their own financial commitment, is having real results. We have several companies who have committed to investing in new partners, and they are seeing some impressive growth in dairy sales growth. In fact, nearly half of the milk category is growing. Here are a few examples:

- Flavored milk sales are up 15% ($255M) over the last four years.
- Lactose free milk is up 15% ($246M) over the last four years.
- Whole milk is up 10% ($189M) in the last four years.
- Retail ready-to-drink coffee sales (single-serve or larger pre-mixed coffee beverages like Dunkin donuts and McCafe brands) are up 11.8% in the last year.
- Sales of yogurt drinks are up nearly 15% in the last year.
- Specialty coffee (which usually include milk and dairy ingredients) at foodservice establishments is up 15% in the last 12 months.

There is much work to do and our checkoff teams at Dairy West and DMI are doing our part to improve trust in dairy and grow dairy for demand products around the world.

Innovation Leads to Sales Growth

4th Firsthand Farm Experiences For Future Dietitians

We are expanding farm tours with University Nutrition and Dietetic programs into the following successful model in Utah. Farm tours for future nutrition and health professionals are key to providing the next generation of education and exposure to answer dietary-related questions in their future career. To meet this need we have taken over 600 students across 4 universities in Utah in the past 4 years to visit a dairy farm. Students reported increased positive feelings toward dairy farms, animal care, and the health and safety of dairy products. This fall, students from the University of Idaho and Idaho State University will participate. For more information, contact Rachid Clark (rclark@dairywest.com).

Focus on Performance Nutrition

In August, Dairy West co-hosted the 2018 Fuel Greatness Sports Nutrition Symposium and brought several experts to Boise to meet with sports nutrition, coaching, and training professionals. Because of the Symposium, attendees reported that they are more interested in the role of dairy and how to recommend consuming dairy products to meet protein needs post-workout.

The purpose of Fuel Greatness—our sports nutrition strategy—is to capture all available communications on dairy’s role in nutrition and performance. This may include starting activities, high-protein products, science and research surrounding nutrition, and youth and wellness initiatives. For more information, contact Jaycelyn St. John (jstjohn@dairywest.com).

Nutrition Education Resources

Dairy West also provides a variety of free nutrition education resources.

Starting this school year, the ISAT string cheese program will be discontinued if you or a family member are interested in giving a 30-minute farm tour to students using your smartphone, contact Becky Petersen (mpetersen@dairywest.com) or Melanie Peterson (mpetersen@dairywest.com).

OUTREACH

School is in Session... and We Need You!

If you or your family are interested in partnering with Dairy West to bring dairy farm to school visits using your smartphone or tablet? Technology allows us the opportunity to take your farm to school. Last year, our farm to school program reached more than 3,500 students through video conferencing. The program is so popular, we now have more classrooms than we have farmers. Don’t worry, we’ll train you if you or a family member are interested in giving a 30-minute farm tour to students using your smartphone.

For more information, contact Tim Pierson (tpierson@dairywest.com).

Culinary Arts

For more information about our work with retail, restaurants, and foodservice, contact Jerri Nelson (jnelson@dairywest.com).

Product Innovation

University Students Compete to Create New Dairy Products

A team of food science students from Brigham Young University-Idaho, The 2018 Milk Processor-Educators’ National dairy product development competition in August. The innovation students earned the $50,000 Grand Prize for their new product called Sparkling Eau, a carbonated, hard-pack ice cream, sold in single-serve, pull-top can.

Now in its 13th year, the Dairy Product Development Competition is sponsored by Dairy West helped its leading dairy farmers and industry experts and challenges universities with strong nutrition and food science programs to create the most promising new food product containing dairy ingredients.

In all, six teams (34 students) from the following universities participated in the competition: Brigham Young University, Cornell University, South Dakota State University, University of Idaho, Utah State University, Utah State University and Brigham Young University.

For more information about work with product innovation and research, contact Eric Bastian (ebastian@dairywest.com).