Dairy West is Social! Are you following Dairy West on social media? If not, you're missing out on some great content. Find us @DairyWest. Feel free to share!

Integrated Communications
Did you know there’s a page on dairywest.com exclusively for farmers and farmer resources? Find out about producer resources, contact Melinda Petersen (mpetersen@dairywest.com). For more information, contact Rashel St. John (jstjohn@dairywest.com).

Celebrate National Dairy Month
JUNE 15TH  WORLD MILK DAY
JUNE 4TH  NATIONAL CHEESE DAY
JUNE 7TH  NATIONAL CHOCOLATE MILK DAY
JUNE 10TH  NATIONAL BLACK COW DAY
JUNE 20TH  NATIONAL MILKSHAKE DAY & NATIONAL ICE CREAM SODA DAY
Don’t forget to share event photos and videos—use #DairyWest and #UndeniablyDairy when posting to social media.

Dairy West’s dairy farm families are passionate about their commitment to feeding student athletes with nutritious-rich dairy products to perform in sport and in the classroom. With the school year end near, and state tournaments wrapping up, here are some highlights from the 2018-19 high school athletic programs:

» Supported 38 Utah and Idaho state tournaments
» 106,503 students of milk provided to high school student athletes
» Keynote presentations at Athletic Directors and Coaches Association Annual Conferences and provided sports nutrition resources and dairy products
» Building the connection for student athletes between good nutrition and physical activity is why we work to educate the coaches, athletic directors, and administrators that influence these athletes every day for their performance.
» Keynote speaker at Utah’s Professional Coaches Association annual conference, keynote speaker at Idaho’s Athletic Directors Association annual conference, keynote speaker at Idaho’s Coaches Association annual conference

For more information, contact Deena Benjamin (dbenjamin@dairywest.com).

In March we hosted our first 317 school’s test pilot implementation of 1% milk found that:

» 82% found it was easy to incorporate within their financial bottom line
» 743 North Touchmark Avenue
» 58% of schools saw an increase in milk consumption, the USDA will allow schools to offer 1% flavored milk in over 300 schools across 8 states. 58% saw an increase in milk sold. 73% of students liked 1% milk better. We are working to encourage our school nutrition directors to add 1% flavored milk back to their menu. For more information, contact Deana Benjen (dbenjamin@dairywest.com).

For more information, contact Rashel St. John (jstjohn@dairywest.com).
2019 FUSION Conference

This year’s FUSION conference, in conjunction with Utah Farm Bureau, took place February 6-8 in St. George, UT. The networking seeks to celebrate and inform Utah’s agriculture community while developing leadership skills for the future through programming and a trade show.

We heard great feedback about Sara Dorland’s session on the dairy economy, the checkoff 101 panel discussion, and the communications training sponsored by the Dairy Women. We are already planning for 2020 (January 27-30) with programming based on your suggestions to offer more dairy-specific sessions and include topics and speakers that you feel will be most relevant.

Your Dairy West staff will be:
- Coordinating dairy tours for the public at Boisea’s Mud Shot Farms in Elberfeld, UT (June 8)
- Supporting Baltimore’s Miss Bagoos campaign to benefit the Idaho Food Bank

A coordinating dairy buyers, grocers, restaurants, food bloggers and more to join the farm with a dairy farm and wine tour followed by a wine and cheese pairing

- Organizing a Dairy Growth Summit where we will bring together dairy processors and leaders to collaborate on our future and opportunities for growth of the dairy industry

Congratulations to Pappy’s Farm and Houndon Dairy, recipients of Utah Department of Agriculture’s past 100% inspections awards.

Welcome Ambassador Class of 2019

Tyker Hyink, William Bokma Dairy, Twin Falls, ID
Alex Veenhouwer, Veenhouwer Family Dairy, Jerome, ID
Mitch Hancock, NoonSun Dairy, Comrie, UT
Siska Rees, Moonrash Diary, Melba, ID
Kellan Reece, P-BAR 5 Dairy, Melba, ID
Jarrin Nelson, Triple Peaks Jerseys, Brigham City, UT
Kalib Bateman, Bateman’s Moosida Farms, Elberfeld, UT
Nikkie Villalobos, Lehman Farms, Aberdeen, ID

New Staff Working for You

Meet Deena Benson, Deena brings great experience in the school foodservice arena and has relationships with a variety of Utah schools. Additionally, she has experience in coordinating and planning programs and events, working with vendors, and marketing nutrition programs. Deena is in our health & wellness team and based in the Draper office.

Meet Ann Lokuta. Ann is a Registered Dietitian and has a master’s of public health. Ann comes to us with a diverse background of experience in public health, the food retail industry, workplace well-being programs, and workplace communications. Ann is on our health & wellness team and based in the Draper office.

Meet Chris Bronson. Chris comes to us from the Idaho Press-Telegram. Prior to coming to Idaho, Chris was a staff photographer at the Manhattan Mercury newspaper in Manhattan, Kansas. He went to the University of Kansas — and graduated with a BFA in design with concentration in photo media. Chris is on our internal communications team and based in the Draper office.

Innovation Partnerships

The BUILD Dairy Annual Meeting was May 21-22 on the campus of Utah State University. Students presented current dairy research and connected with dairy processors in our region. For more information, contact Eric Basten (ebastian@dairywest.com).

Dongell presented their business plan to drive incremental dairy exports to board members recently. The Checkoff nationlly and locally, in supporting Dairy’s efforts through a three-year U.S. dairy export focused partnership. Dairy West and UDI are providing funding support.

Ballard Cheese (webinar) and Beehive Cheese (Idaho) showcased their artisan cheeses at the Northeast Food Show in Portland. This event provided opportunities for networking with buyers, chefs, restaurants and distributors to move more product into the Oregon and Washington foodservice market.

Call for Nominations

The Idaho Dairy Hall of Fame Award characterizes an individual who possesses the qualities of a successful dairy producer who has worked for the betterment of the dairy industry at the local, state, and national levels and who is committed to the qualities of a successful dairy producer, who has worked for the betterment of the dairy industry at the local, state, and national levels and who is committed to the long-term prosperity of the dairy industry. There are no restrictions on district, size of dairy or other production practices. The nomination form can be found at www.dairywest.com/for-farmers.

You are reading this newsletter? Prove it! Email the secret password “Moo Crew” to mpetersen@dairywest.com and we’ll mail you a prize (Hint: we’ll need your shirt size).

Be sure to include your name, dairy name and shipping address.

If you have comments, suggestions, or questions about FUSION, please reach out to Kris Spence (kspence@dairywest.com).

For more information contact Shawna Hagerty (shagerty@dairywest.com).
GROWING SALES
short- and long-term

TOTAL DAIRY SALES

↑ 2.2% IN 2018 (THRU NOVEMBER)

compared to 2017. Primary sales drivers were domestic cheese and butter sales, along with exports of U.S. dairy.

PARTNERS

Checkoff’s partnership with Pizza Hut branched outside the U.S.,

GROWING U.S. CHEESE SALES BY NEARLY 30%
at Pizza Hut Asia Pacific locations.

Marketing includes “made with U.S. cheese” TV advertising to global consumers.

Fluid milk sales at foodservice restaurants remain a bright spot. Milk offered through coffees and other specialty beverages GREW 2%.

McDonald’s has averaged 3.2% ANNUAL GROWTH IN DAIRY SALES over the 10-year partnership with the Checkoff. Successes include: McCafe relaunch, adding Yoplait® GO-GURT® Yogurt and transitioning to real butter.

FLUID MILK

Over the last 4 years, MILK COMPANY PARTNERS HAVE INVESTED MORE THAN $700M in new and upgraded plants to offer new products, and nearly doubled their investment in advertising.

2019 new product launches will focus on VALUE-ADDED DAIRY including protein and flavored options, with new products from Darigold, Kroger, Dairy Farmers of America, and Shamrock, among others.

DAIRY EXPORTS

In 2018 (thru November), U.S. Dairy exports represented nearly 16% OF TOTAL PRODUCTION. International demand for cheese, butter and milk powders is strong.
Bringing the industry together to advance farmers’ - and dairy’s - priorities to grow trust and sales, representing 98% of the U.S. milk supply.

Representing nearly 70% of the U.S. milk supply, the U.S. DAIRY STEWARDSHIP COMMITMENT demonstrates to customers, consumers and the global community that U.S. dairy stands united in our commitment to animal care and environmental stewardship.

300+ companies participating including — dairy co-ops, manufacturers, and foodservice leaders.

In 2018, Undeniably Dairy invested $5 million in paid media, generating 100M video views and nearly 460M impressions. To compare: a single Super Bowl LIII ad cost $5.2 million and generated 98 million views for a single-time opportunity.

Working together with milk companies and Milk Processor Education Program (MilkPEP) in 2019, we will “SHARE WHAT’S REAL” and remind people the role dairy plays in the real moments of life.

Fuel Up to Play 60 helped increase school breakfast participation, INCREASING MILK USE BY 1.2B LBS SINCE 2010.

Our partnership with Discovery Education INCREASED POSITIVE PERCEPTIONS OF FARMERS by introducing 2 million students to farming through virtual tours.

In 2018, GENYOUth partners helped place 104 breakfast carts in schools, increasing access to 10M school breakfast meals annually.

NDC launched the DAIRY NOURISHES NETWORK to engage and educate health and wellness professionals about the benefits of dairy.

NDC collaborates with dairy research centers, major universities, government and non-governmental agencies and other leading scientific and health organizations to conduct leading-edge research, resulting in 47 PUBLISHED RESEARCH PAPERS IN 2017.

Our partnership with Discovery Education INCREASED POSITIVE PERCEPTIONS OF FARMERS by introducing 2 million students to farming through virtual tours.