New year, new balance!

Producer reimbursement balances have been renewed for 2019. Are you buying dairy products for public community events? Complete the online form for reimbursements of up to $400 per per permit per year ($600 maximum). The Dairy Producer Reimbursement Program is in place to help support the public engagement efforts of Idaho and Utah dairy farm families in their local communities.

Farm tour materials are available!

Hosting a farm tour? Let us know so we can promote your farm tour! Visit us at dairywest.com or info@dairywest.com to request farm tour resources online at dairywest.com.For.farmers.

Dairy West flags

Do you have a flag pole on your farm? Would you like a Dairy West flag to fly? Contact us at info@dairywest.com or 208-810-7561.

Newtrent solutions supported by USDA and EPA

The Environmental Protection Agency (EPA) and United States Department of Agriculture (USDA) voice support for collaborative, market-based approaches to reduce nutrient overloading and improve waterways. Checkoff-funded Newtrent works to accelerate solutions like this that deliver economic value to dairy farmers. www.newtrent.com

BOOKMARK THESE

Stay up to date on the latest national checkoff news, research and resources by bookmarking these sites and following them on social media:

- Dairy.org
- Dairygood.org
- USDCouncil.org
- USDEC.org
- USDA.com
- NationalDairyCouncil.org

Dairy Management Inc.
Consumer information on dairy foods and dairy farming
Innovation Center for U.S. Dairy
National Dairy Council
U.S. Dairy Export Council

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On the road to 20% of production

In 2018, the first full year of “The Next 5%” plan, U.S. dairy exports were equal to around 13.7 percent of U.S. milk solids, a record. By comparison, exports in 2017 were 13.7 percent of milk solids, the previous high. U.S. Dairy Export Council (USDEC) has identified eight signposts that will shape market opportunities and direction in the year ahead.

What USMCA means for dairy

Want to know what the USMCA trade deal could mean for you, your fellow farmers, and the rest of the dairy industry? The policy experts at the National Milk Producers Federation and the checkoff-funded U.S. Dairy Export Council weigh in. Read more at blog.uidac.org.

USDA final rule on school milk

USDA announced the final rule to implement flexibility in the school meal programs for flavored milk, whole grains and sodium. In the final rule, USDA has made permanent school's ability to offer low-fat flavored milk in addition to fat-free flavored milk replacing the previous 2012 rule that all flavored milk had to be fat-free.

USDA school lunch program provides low-cost or free lunches in public schools. In the final rule, USDA has made permanent school’s ability to offer low-fat flavored milk in addition to fat-free flavored milk replacing the previous 2012 rule that all flavored milk had to be fat-free. The USDA school lunch program provides low-cost or free lunches in public schools and other institutions.

In 2018, record global exports were the main story. For 2019, we will continue to report trend and build demand. We will do that by focusing on developing dairy advocates at all levels, including consumers, partner organizations, and community-influencers.

Connecting consumers with the dairy community to be influential in driving health and nutrition-related initiatives. Be a robust, relevant partner in the supply chain through innovation in processing, marketing and research.

DAIRY WEST BOARD MEMBERS

Wendy Anderson – Blackfoot, ID
Steve Bakken – Gooding, ID
John Brubaker – Buell, ID
Chase Fisler – Sugar, ID
Dan Gilbert – Blackfoot, ID
Jeff Hardy – Brigham City, UT
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NOTE FROM
Karinanne Fallow
Dairy West CEO

Colin Powell is known to have said: “Perpetual optimism is a force multiplier.” And the need for optimism in pursuit of success is applicable now more than ever. This past year has been difficult for dairy farmers across the country; yet, in 2018, record global exports were the main story. We saw more companies seeking to innovate, witnessed greater commitment to dairy by industry leaders and partners, and dairy farmers gained tremendous respect from consumers through social media storytelling here in our region and around the country.

For 2019, we will continue to report trend and build demand. We will do that by focusing on developing dairy advocates at all levels, including consumers, partner organizations, and community-influencers.

Leveraging our partnerships for the impact, ensuring that every investment (capital, human or otherwise) creates the most potential to positively impact the farmer’s milk checks.

Always demonstrating solid financial stewardship of the farmer investment.

Being a checkoff brand leader for the dairy community in our region and beyond and bolstering our manufacturing partners to be leaders in their markets.

Establishing our organization as a power place to work so that we recruit, hire and retain the best talent on behalf of our farmers.

We very much look forward to the opportunities that lie ahead and to working with you to strengthen the consumer position of dairy products and dairy farmers throughout our region and beyond.

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

WWW.DAIRYWEST.COM

FOLLOW US THROUGHOUT OUR REGION AND BEYOND!
Mark your calendar! The 2019 Annual Dairy West Meeting will be November 13-14 in Boise, ID.

The Producer Ambassador Program helps prepare Dairy West producers develop the world of dairy promotion.

Congratulations Ambassador Class of 2018 and welcome Class of 2019!

The 2018 Annual Dairy West Meeting. This family-friendly, two-day conference serves to inform, educate and entertain those who attend the 2018 Annual Dairy West Meeting. This family-friendly, two-day conference serves to inform, educate and entertain those who attend the 2018 Annual Dairy West Meeting.

2018 Award Recipients

Dairy Farm Family Scholarship

For complete guidelines and online application, visit dairywest.com/for-farmers. Questions? Melinda Petersen, mpetersen@dairywest.com or 208-810-7561.

In the U.S., “food insecurity” refers to people who don’t know where they will get their next meal. Those struggling with food insecurity have very limited budgets leaving them little money for food — and particularly nutritious food like protein, vegetables, fruits, and dairy products. Poor nutrition may lead to future health issues.

This year, Dairy West will purchase refrigerated trucks for the Idaho and Utah Banks. This donation is meant to improve infrastructure, storage, and transportation capacity of food banks, allowing the food banks to transport and store more perishable goods (think dairy products!). This donation represents a sustainable and long-term solution to help curb hunger across our region while improving access to dairy.

For more information, contact Janel Nelson, jnelson@dairywest.com or 401-487-9976.

Dairy Farm Family Scholarship

Applications for the 2019-20 school year are now being accepted for the Dairy Farm Family Scholarship! Immediate family members of current dairy producers in Idaho and Utah are eligible to apply. Recipients are selected by a committee of Idaho and Utah dairy producers.

The Producer Ambassador Program helps prepare Dairy West producers develop the world of dairy promotion.

NUTRITION

Breakfast & Briefing addresses dairy and osteoporosis

In the past few years there has been an increasing body of evidence showing that dairy products can have a positive impact on the management of diabetes. For this reason, our Breakfast & Briefing topic brought together a local panel of experts, to discuss “Diabetes: Updates in Research, Clinical Practice, and Local Programs.” Of the 140+ attendees, 85% indicated it was a very useful presentation (85%) and that the panel discussed a very relevant topic in their field (78%), and that this panel was an excellent job (88%).

Schools reached a target, target market of 35 million students, 160 days a year, which makes schools the third largest category of meals prepared away from home—accounting for 11.0% of the total restaurants annual share. In addition, schools account for 18% total dairy sales, 6% of fluid milk sales, and over 6.1 billion pounds of milk, cheese, and yogurt each year.

Fuel Up to Play 60 is impacting 73,000 schools and 16 million students nationwide. Thank you to all Idaho and Utah dairy farmers. 15 Idaho and Utah schools have been generously funded to deepen their healthy eating and physical activity initiatives through Fuel Up to Play 60 in 2018 alone. 63 schools received $215,682 from Dairy West. To learn more, contact Jaclyn St. John at jstjohn@dairywest.com.