

## **Minutes for DW - IDPC - UDC Joint Meeting**

07/26/2023 | 07:30 AM - 10:15 AM - Mountain Time

Grand America | 555 S Main St | Venezia Room | Salt Lake City, UT 84101

Meridian Dairy West Office | 743 N. Touchmark Ave. | Meridian ID 83642

By video conference: <https://dairywest.zoom.us/j/91720752074>

### **Attendees**

#### **Dairy West Board of Directors present:**

Winfield Anderson, Deb Easterday Reeves, Chace Fullmer, Don Gaalswyk, Tom Kasper, Kim Korn, David Roberts, and Pete Wiersma

Director Anderson joined the meeting at 7:56 AM.

#### **Dairy West Board of Directors absent:**

Matt Leak, Siska Reece and Josh Webb

#### **Idaho Dairy Products Commissioners present:**

Devin Boehme, Brian Esplin, Don Gaalswyk, Tom Kasper, Kim Korn, Jeff Lund and Paxton Robinson

#### **Idaho Dairy Products Commissioners absent:**

Joel Boschma and Pete Doornenbal

#### **Utah Dairy Commissioners present:**

Kaleb Bateman, Daniel Buttars, Chace Fullmer, Mitch Hancock, David Roberts and Trevor Wayment

Commissioner Wayment joined the meeting at 9:27 AM.

#### **Utah Dairy Commissioners absent:**

Chet Hansen, Matt Leak and Sheila Sherwood

#### **Others present:**

Brandon Andersen, Eric Bastian, William Bokma, Alan Branch, Chris Bronson, Jerry Brown, Bryce Chambers, Rashel Clark, Meghan Conrad, Steve Doxey, Karianne Fallow, Pamela Fry (virtual), Shawna Hagerty, Brinlee Hall, Zack Hansen, Jason Kajkowski, Lynn Keetch, Ann Lokuta, William Loux, Heidi Martin, Rick Naerebout, Lacey Papageorge, Byron Pfordte, Mike Ragsdale, Tony Rigby, Arie Roeloffs, Kristi Spence, Jaclyn St. John, Chris Stevenson, Allan Swainston, Andrea Tinnesand, Ted Vander Schaaf, Andrew Vanderwoude, Marissa Watson, Melinda Wolfe and R. Kim Wolfley

### **Call to Order**

Chairman Chace Fullmer called the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission meeting to order at 7:38 AM MT.

Roll call for each Board and Commission was taken. A quorum was present for each.

The pledge was taken. Commissioner Don Gaalswyk provided the invocation.

Chairman Fullmer welcomed new Dairy West staff member, Bryce Chambers, Director of Industry Relations. He also welcomed new Idaho Dairy Products Commissioners Paxton Robinson and Jeff Lund and new Utah Dairy Commissioner Mitch Hancock.

### **IDPC Designation of Pamela Fry as IDPC Acting Director**

Chairman Fullmer called for a motion to confirm the designation of Pamela Fry as IDPC Acting Director Present at IDPC office at 743 N. Touchmark Avenue, Meridian, Idaho pursuant to IDPC Resolution No. 2021-05, dated June 17, 2021.

Idaho Dairy Products Commissioner Gaalswyk moved to confirm the designation of Pamela Fry as IDPC Acting Director Present at IDPC office at 743 N. Touchmark Avenue, Meridian, Idaho pursuant to IDPC Resolution No. 2021-05, dated June 17, 2021. Idaho Dairy Products Commissioner Brian Esplin seconded the motion. The motion passed unanimously.

### **Approval of the Agenda**

Chairman Fullmer called for any amendments to the Joint Dairy West, Idaho Dairy Products Commission, and Utah Dairy Commission meeting agenda and if none a motion to approve.

Director Kim Korn moved to approve the agenda without amendment. Commissioner Gaalswyk seconded the motion. The motion passed unanimously.

### **Sports Nutrition: The Tournament Experience**

Heidi Martin (VP Health and Wellness, Dairy West) and Jaclyn St. John (Director of Community Wellness, Dairy West) presented an overview of the high school state tournament experience.

Topics included:

- an overview of the sports nutrition strategy including marketing investment
- examples of sports nutrition messaging at tournaments
- logistics of coordinating milk distribution to (9) tournament finals
- the challenge of controlling product temperature
- marketing reach and impact of the Unbottled sports nutrition marketing
- ways Board members and farmers can get involved

## **USDEC Business Update**

William Loux (SVP Global Economic Affairs, U.S. Dairy Export Council) presented a global dairy market update.

Topics included:

- dairy markets
- dairy product and farmgate prices
- supply and demand
- performance in major markets
- expectations, projections and what to watch

Jerry Brown (SVP Communications, U.S. Dairy Export Council) presented an overview of USDEC's priorities and marketing strategies.

Topics included:

- innovation, audience reach and active markets (Southeast Asia, Mexico/Central America and Japan) for ingredients
- cheese marketing strategies focused on food service, retail and communications
- the June 2023 farmer mission to Singapore, Korea and Japan
- the U.S Center for Dairy Excellence (U.S. CDE) in Singapore
- engaging with international organizations such as the United Nations Climate Change Conference (COP27) in Sharm el- Sheikh, Egypt and the Inter-American Institute for Cooperation on Agriculture (IICA)
- the 2023 International Dairy Federation World Dairy Summit which will be hosted by the U.S.
- the new USDEC member relations manager position to be based out of the Dairy West offices in Meridian, ID
- new USDEC logo reveal

## **Dairy West Financial Update (April & May 2023)**

Jason Kajkowski (VP of Finance, Dairy West) presented an overview of Dairy West's April and May expenditures and financials.

## **Dairy West Metrics Update**

Kristi Spence (SVP of Marketing, Dairy West) reviewed Dairy West's 2023 organizational metrics and progress toward goals around inspiring trust and growing demand among consumers, farmers, staff and partners.

Topics included:

- Unbottled website and social media engagement
- paid campaign performance
- examples of marketing campaigns
- requests for interviews/presentations
- attendance at and satisfaction with Dairy West-hosted events
- farmer newsletter engagement
- Dairy West website and LinkedIn engagement
- employee engagement and financial stewardship
- partnerships and program initiatives
- BUILD Dairy engagement and research projects

## **Adjourn**

UDC Chairman David Roberts, acting by designation from Dairy West Chairman Chace Fullmer, called for a motion to adjourn the Joint Dairy West Board of Directors, Idaho Dairy Products Commission and Utah Dairy Commission meeting.

Director Deb Easterday Reeves moved to adjourn the meeting. Director Pete Wiersma seconded the motion. The motion passed unanimously.

The meeting adjourned at 10:20 AM MT.

## **Additional Meeting Information**

Zoom video conferencing technology was employed and operational during the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission Meeting including at the Idaho Dairy Products Commission office, 743 N Touchmark Ave., Meridian, ID 83642. The meeting was recorded.

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Chairman/Vice Chairman

Secretary