



Joint Board Budget Meeting (IDPC, UDC, DW) Minutes

10/16/2025 10:00 AM MDT to 12:00 PM MDT

Dairy West (98 West 13100 S, Draper, UT 84020) / 743 N Touchmark Ave., Meridian, ID 83642

Attendees

Dairy West Board Members present:

Winfield Anderson (arrived after roll call), Daniel Buttars, Deb Easterday Reeves, Chace Fullmer, Don Gaalswyk, Jeff Lund (arrived after roll call), David Roberts

Dairy West Board Members absent:

Donnie DeVries, Tom Kasper, Kim Korn, Siska Reece, Pete Wiersma

IDPC Board Members present:

Devin Boehme, Pete Doornenbal (arrived after roll call), Don Gaalswyk, Holly Hull, Jeff Lund (arrived after roll call), Paxton Robinson (arrived after roll call)

IDPC Board Members absent:

Tom Kasper, Kim Korn

UDC Board Members present:

Kaleb Bateman, Daniel Buttars, Chace Fullmer, Mitch Hancock, David Roberts, Trevor Wayment (arrived after roll call)

UDC Board Members absent:

Chet Hansen, Sheila Sherwood, Landon Wiser

Others present:

In-Person in Draper: Bryce Chambers, Cathy Knowlson, Steve Seppi, Steve Doxey

In-Person in Meridian: Amy Corley, Heidi Martin

Via Zoom: Shawna Hagerty, Anne Goetze, Celeste Piette, Eric Bastian, Jenny Nelson, Meghan Conrad, Pamela Fry, Lana Smaczarz, Quinton Bailly

Call to Order

Dairy West Chairman Chace Fullmer called the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission meeting to order at 10:02 am MT. Roll call for each Board was taken. At the time roll was called, a quorum was present for Dairy West Board of Directors and Utah Dairy Commission. Idaho Dairy Products Commission reached quorum after roll call.

An invocation was given by David Roberts.

Introductions

Chairman Fullmer asked for new Dairy West Staff and guests to introduce themselves.

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 Deb Easterday Reeves moved to approve the agenda without amendment. Director Daniel Buttars seconded the motion. The motion passed unanimously.

2025 Budget

Steve Seppi (CEO, Dairy West) reviewed the current 2025 Dairy West Budget and presented on the reallocation of 2025 funds.

Chairman Fullmer called for a motion to approve the reallocation of 2025 funds as presented. Director Easterday Reeves moved to approve reallocation of 2025 funds as presented. Director Don Gaalswyk seconded the motion. The motion passed unanimously.

2026 Dairy West Budget

Steve Seppi (CEO, Dairy West) began the presentation of the 2026 Dairy West budget by asking the department leads to introduce themselves. The presentation of the 2026 Dairy West budget was introduced, with the goal of providing a comprehensive overview of budgeting strategies, investment areas, and financial allocations. Mr. Seppi encouraged the board to give any feedback, with final approvals scheduled for November 4th. Functional area leads presented their budgets for 2026.

- The total projected income for Dairy West is \$28.35 million, with contributions from Washington (\$4.84 million), Oregon (\$2.12 million), Idaho (\$19.35 million), and Utah (\$2.02 million).
- Production rate changes are anticipated: Washington (-3%), Oregon (+5%), Idaho (+3.36%), and Utah (+1.2%).

Cathy Knowlson (Vice President - Marketing & Communication, Dairy West) presented on the Marketing & Communications budget and stood for questions.

- The marketing strategy is focused on improving the perception of dairy by using coordinated efforts to build trust and increase usage. Coordinated efforts are considered essential given the limited budget of 9% for marketing.
- The marketing budget comprises \$1.795 million for consumer marketing, \$415,000 for communication, and \$645,000 for creative services, totaling \$2.855 million.
- Three strategic goals in consumer marketing include increasing perception (trust, relevance, nutrition), awareness among moms and teens about Dairy West's role, and consideration leading to increased purchase intent.

Anne Goetze (Executive Director, Oregon Dairy Products Commission) presented on the Business Development budget and stood for questions.

- Report on business development activities focusing on expanding areas of success, establishing benchmarks and stimulating sales through partnerships and innovation.
- Key focus on data-driven and integrated efforts aligned with DMI Unified Plan to drive sales and improve consumer perception.
- Presentation of a \$3.65 million budget allocation across various functional areas: food service (\$735,000), retail (\$1,040,000), export (\$450,000), and processor relations (\$1.425 million).

Eric Bastian (Vice President - Stakeholder Development, Dairy West) and Jenny Nelson (Strategic Advisor, Dairy West) presented on the Research & Innovation budget and stood for questions.

- There are significant opportunities for innovation in the dairy industry, focusing on protein content. Efforts will involve workforce development, research, and the new Dairy Protein Institute (DPI) Innovation Commercialization.
- DPI is in development and will allow proprietary research while continuing non-proprietary work, potentially returning value back to dairy producers who invest in DPI.

- A budget presentation notes an increase in research funding, with a total ask of \$3.2 million, up from the previous year.
- Ms. Nelson outlines the organizational structure and shareholder information of the DPI, which will provide direct financial benefits to dairymen with minimal investment required.
- The planned buy-in cost for DPI shareholders is 25 cents per 100 weight, emphasizing a true membership stake.
- Expected outcomes for the next year include continued innovation, development of proprietary and non-proprietary technologies, and profit-sharing through DPI efforts.

Heidi Martin (Vice President - Strategic Partnerships) presented on the Nutrition Partnerships budget and stood for questions. Ms. Martin also presented on the Strategy & Insights budget and stood for questions.

- Discussion focused on current and potential nutrition partnerships across four states, emphasizing leveraging and expanding existing partnerships.
- Objective is to empower health professionals, educators, and athletes to advocate for dairy in their respective fields.
- Four functional areas were discussed: health stakeholders, next-gen health professionals, performance nutrition, and youth wellness.
- Effort to build long-term partnerships with health systems, governing bodies, and associations to enhance dairy messaging.

Bryce Chambers (Director - Industry Relations, Dairy West) presented on the Industry Relations & Sustainability budget and stood for questions.

- Presentation focused on the importance of industry and farmer relations, emphasizing their role as the number one priority to bring farmer perspectives internally and externally.
- Discussion on budget allocations related to industry and farmer relations, highlighting strategic areas like farmer relations, industry relations, Emerging Leaders program, and sustainability.
- Emphasis on building trust with farmers by engaging directly and amplifying their voices, particularly through in-person farm visits.

Ms. Nelson presented on the overview of the operations budget.

- An internal audit has been conducted to assess contracts and identify cost-saving opportunities, reducing operations costs overall.
- Efforts have been made to project the operations budget for 2026, with some numbers increased by roughly 30%.
- The organization has managed to reduce expenses by approximately \$130,000 through revising existing contracts for services and scaling down.

Chairman Fullmer made a few comments on the presentation. He expressed confidence in the detailed plan presented, which incorporated input from various regions, including Washington and Oregon. He gave recognition for the passion and effort put into the plan. Mr. Fullmer discussed the importance of aligning budget priorities and spending with strategic goals, noting that this alignment should be reviewed annually.

Chairman Fullmer called for a motion to tentatively approve the proposed 2026 Dairy West Budget and authorize distribution of the proposed budget to the Idaho Division and the Utah Division.

Director David Roberts moved to tentatively approve the proposed 2026 Dairy West Budget and authorize distribution of the proposed budget to the Idaho Division and the Utah Division. Director Easterday Reeves seconded the motion. The motion passed unanimously.

UDIA & NDB Board Seat Allocations

Quinton Baily, CFO and COO of DMI, presented information regarding the UDIA national board seat allocation formula, which is now included in the UDIA Board Bylaws. The allocation formula consists of one basic membership seat per state and regional organization, plus an additional 25 seats distributed based on Unified Plan spend amounts over the past three years. A decision will be needed by the board regarding board seat allocations following potential organizational combinations which allow for a two-year period to determine the number of dues and board seats retained or relinquished. At the annual board meeting in November, the board seat allocations for the upcoming year will be made effective, impacting board structure following any mergers.

Open Discussion

Chairman Fullmer began with a discussion on board seats for UDIA suggesting the potential drop of two seats which would provide a financial saving of a quarter million dollars. He proposed for board members to attend national board meetings once a year for informative purposes.

Adjourn

Chairman Fullmer called for a motion to adjourn the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission Budget Meeting.

Director Buttars moved to adjourn the meeting. Director Easterday Reeves seconded the motion. The motion passed unanimously. Meeting adjourned at 12:09 pm MT.

Additional Meeting Resources

Zoom video conferencing technology was employed and operational during the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission Budget Meeting including at the Utah Dairy Commission office, 98 W. 13100 So., Draper, Utah 84020 and at the Idaho Dairy Products Commission office, 743 N. Touchmark Ave., Meridian, ID 83642. The meeting was recorded.

Chairman/Vice Chairman

Secretary