



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

11/04/2025 7:30 AM MST to 9:30 AM MST

Boise Centre, 850 W Front St, Suite 130, Boise, ID 83702 or

4315 So. 2700 W. | TSOB South Building, Floor 2 | Taylorsville, UT 84129

Attendees:

Dairy West Board Members present:

Winfield Anderson, Daniel Buttars, Donnie De Vries, Deb Easterday Reeves, Chace Fullmer, Don Gaalswyk, Tom Kasper, Kim Korn, Siska Reece, David Roberts, Pete Wiersma, Todd Leuthhold (non-voting)

Dairy West Board Members absent:

Jeff Lund, Lana Smaciarcz (non-voting)

IDPC Board Members present:

Devin Boehme, Pete Doornenbal, Don Gaalswyk, Don Heida, Holly Hull, Tom Kasper, Kim Korn, Paxton Robinson

IDPC Board Members absent:

Jeff Lund

Utah Dairy Commissioners present:

Kaleb Bateman, Daniel Buttars, Chace Fullmer, Mitch Hancock, Chet Hansen, David Roberts, Sheila Sherwood, Trevor Wayment, Landon Wiser

Utah Dairy Commissioners absent:

None

Others present:

Amy Corley, Lacey Papageorge, Meghan Conrad, Steve Doxey, Tyler Fredericksen, Bryce Chambers, Cathy Knowlson, Arie Roeloffs, Lynn Keetch, Carlie Fullmer, Celeste Piette, Heidi Martin, Jenny Nelson, Rob Peterson, Eric Bastian, Megan Satterwhite, Rick Naerebout, Scott Snelders, Pam Fry, Celina Matuk, Braden Munk, Logan Bown, Launa Fowler, Farrah Newberry, Jaclyn St. John, April Leytem, Steve Seppi, Allan Swainston, Erica Louder, Anne Goetze, Alison Rosenblum, Deanna Poland, Phil Ward, Brandon Hazenberg, Adrienne Allen, Kaleb Whitby, Jim Werkhoven, Andrew VanderWoude

Via Zoom: Jason Vander Kooy, Drew Johnson

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 7:37 am MT.

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

The pledge was taken.

Invocation given by Siska Reece.

Chairman Chace Fullmer invited Oregon and Washington Staff and Board Members 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.

Chairman Welcome / Announcements / CEO Comments

Chairman Chace Fullmer welcomed the room. He noted the significance of the day with the upcoming consideration of contracts for services between Dairy West and Washington Dairy Products Commission (WDPC) and Oregon Dairy Products Commission (ODPC). Chairman Fullmer expressed appreciation to Steve Seppi (CEO, Dairy West) who joined the team in June 2025.

Mr. Seppi emphasized the significance of the meeting and the strategic direction for Northwest dairy farmers, highlighting unity and the diverse strengths of products and production methods. He outlined plans for January 2026 to be more external-facing, noting ongoing programming execution in 2025 despite internal changes.

Mr. Seppi commented that the National Annual Meeting is planned for the following week in Arlington, where Dairy West aims to ensure strong regional representation and influence.

He also shared that communication of an updated organizational structure will be shared out on November 24th, in preparation for the start of 2026.

A new HR director has accepted the position at Dairy West and will start on November 11th, with further information to be shared soon.

Chairman Fullmer requested for board members to provide comments on what success looks like for Dairy West in three years, focusing on alignment with staff.

Dairy West Financial Reports: June - August 2025

Tyler Fredericksen (Controller, Dairy West) presented an overview of Dairy West's June through August 2025 expenditures and financials.

Program Updates

Trade Mission, Bryce Chambers (Director - Industry Relations, Dairy West)

Mr. Chambers shared his excitement and gratitude for the opportunity to travel to Singapore for the export and trade mission in October 2025 and highlighted the unique experiences and insights gained from the trip. This mission was in partnership with US Dairy Export Council (USDEC). A USDEC office exists in Singapore, providing a strategic location for promoting and implementing dairy trade initiatives.

- The mission provided insights into the perception and consumption of dairy in Singapore, where only 20% of dairy products are produced locally and the rest are imported and often reconstituted from dry powders.
- There is a notable opportunity to expand educational initiatives to inform Southeast Asian markets about the nutritional benefits of dairy, especially protein content.
- Major challenges include addressing protective domestic policies in countries like Indonesia, which are cautious about increasing imports despite having high import dependency.

Mr. Chambers also shared information around the AED Safety Program Launch.

- Dairy West announced the launch of a project offering AEDs to Utah and Idaho dairy farms at half the cost, aiming to improve farm safety and alter negative perceptions about the dairy workforce.
- Dairy West to cover half of AED costs, offering delivery or shipping options.
- The AED Safety Program aims to address sudden cardiac arrest, the number one cause of death in the United States, and to enhance positive outcomes due to challenging paramedic response times on rural dairy operations.

Retail Update, Rob Peterson (Manager - Business Development, Retail, Dairy West)

Mr. Peterson discussed the year's work focused on increasing sales and demand for dairy products through retail activations, marketing partnerships, and digital campaigns.

- Year-to-date activations have occurred approximately 12 times with over 2,400 stores impacted. There have been successful promotions resulting in sales increases of 5% to 50%.
- A particularly successful activation was with Maverick C-Store, covering 800 stores and selling half a million units of milk. Notably, 250,000 pints were sold in Idaho and Utah.
- There are upcoming activations planned with WinCo projected for 2026 and sampling events at Walmart and Albertson Safeway Banner Stores towards the end of the current month and into December. A promotional event with Holiday Oil is also planned for December featuring a buy one, get one offer.
- There were 20 million impressions and 26% of purchases were new-to-brand, indicating successful introduction of regional products to new consumers.
- Future plans include expanding into Seattle and Portland markets should contracts for services be entered into between Dairy West and Oregon and Washington.

Farmer Relations, Celina Matuk (Manager - Farmer Relations, Dairy West)

Ms. Matuk presented on workforce development and farm safety training for dairy farmers in Idaho, emphasizing the importance of collaboration with farmers and industry partners.

- Collaboration with the University of Idaho to provide first aid training under the Extension Risk Management Education Grant. Goal to train 200 dairy employees on identifying cardiac arrest, CPR, and AED use.
- Dates for training programs are yet to be finalized, but are targeted to start on November 12th. Programs include both basic and instructor-level blended trainings, requiring hands-on participation.
- Presentation materials for training sessions are being prepared, including custom onboarding presentations for farms with their specific policies and guidelines.
- Goal to certify 200 individuals by March 31st as part of the project. Long-term goal is to reach 1,500, aiming for national recognition.

Dairy Convention January 7 – 8, 2026, Lacey Papageorge (Manager - Farmer Relations, Dairy West)

Ms. Papageorge gave a quick update around the upcoming Dairy Convention in January.

- The Utah Dairy Convention is scheduled to be held in Provo, Utah, on January 7th and 8th, offering updates and insights from Dairy West to the farmers in the region.
- Action Needed - Board members are requested to promote the convention among farmers to ensure high attendance for the guest speaker, Captain Plum.
- Highlights of the program include presentations by Dairy West CEO, Steve Seppi, on Dairy West's direction in the next three years, and by Jenny Nelson on the Dairy Protein Institute, along with a Q&A session with Dairy West team members.

Health Promotions, Jaclyn St. John (Director - Health Promotions, Dairy West)

Ms. St. John provided an update on physician outreach projects related to Dairy West's health promotions.

- A study found that 75% of physicians received less than two classes of nutrition education, highlighting a need for outreach and education.
- Materials focusing on pediatrics were distributed to 250 pediatricians in Idaho and Utah, supporting child growth and development through dairy nutrition.
- Health professional toolkits for pediatricians and handouts for parents were created to bridge the information gap on dairy consumption.
- Materials were also optimized for dissemination to 250 WIC clinics, targeting nutrition for children from birth to five years.
- The next outreach project targets 1,500 OBGYN clinics across six states, focusing on dairy's contribution to women's wellness and nutrition.
- Plans for a potential family physician project are anticipated for early 2026.

PNW Dairy Research Consortium RFA

Megan Satterwhite (Director of Operation, Idaho Dairymen's Association (IDA)) and April Leytem (United States Department of Agriculture (USDA)) discussed The Pacific Northwest Dairy Research Consortium. They explained that it aims to tackle challenges in environmental research due to shifts in federal and state funding, focusing on

sustainability projects. The consortium intends to support young researchers in building connections with industry stakeholders to facilitate collaboration and career development. A proposed mission is to conduct large-scale research projects to help the dairy industry achieve 2050 environmental goals, focusing on reducing the carbon footprint.

The initiative requests \$1 million to explore forage production impacts on carbon footprint in the western U.S., aiming to influence forage production practices. The \$1 million funding is planned to be distributed over a 3-year period with up to \$350,000 per year. There is an action item for budget approval for this initiative at the Dairy West Board meeting seeking to allocate funds from the 2025 budget to kick-start this initiative in preparation for 2026 activities.

Adjourn Joint Meeting

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

Director Pete Wiersma moved to adjourn the meeting. Director Easterday Reeves seconded the motion. The motion passed unanimously.
The meeting adjourned at 9:40 am 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 Meeting. The meeting was recorded.

Chairman/Vice Chairman

Secretary