

Minutes for DW - IDPC - UDC Joint Meeting

07/13/2021 | 07:30 AM - 12:15 PM - Mountain Time

Utah State University | Maverik Stadium | 1000 North 800 East | Logan, UT 84341

Draper Office | 98 W. 13100 So. | Draper, UT 84020

Meridian Office | 743 N. Touchmark Ave. | Meridian, ID 83642

To join by video, please visit: <https://zoom.us/j/94984778390>

Dairy West Board of Directors present:

Winfield Anderson; Steve Ballard; John Brubaker; Chace Fullmer; Jeff Hardy; Joshua Webb

Dairy West Board of Directors absent:

Tom Kasper; Matt Leak; Mike Siegersma; Pete Wiersma

Idaho Dairy Products Commission Board of Directors present:

Devin Boehme; John Brubaker; Pete Doornenbal; Brian Esplin; Don Gaalswyk; Kim Korn; Kallan Rex

Idaho Dairy Products Commission Board of Directors absent:

Tom Kasper; Mike Siegersma

Utah Dairy Commission Board of Directors present:

Kaleb Bateman; Daniel Buttars; Chace Fullmer; Jeff Hardy; Malarik Harrison; David Roberts; Sheila Sherwood

Utah Dairy Commission Board of Directors absent:

Matt Leak; Trevor Wayment;

Others present:

Eric Bastian; Chris Bronson; Morgan Carey; Sam Cohen; Meghan Conrad; Steve Doxey; Matt Evans; Karianne Fallow; Pamela Fry; Tatum Gardiner; Shawna Hagerty; Krysta Harden; Jason Kajkowski; Gail Legaspi-Gaull; Heidi Martin; Rick Nearebout; Bob Nearebout; Steve Seppi; Kristi Spence; Marissa Watson; Randy Welk; Crystal Wilson; Melinda Wolfe

Call to Order

Chairman Ballard called the Joint Dairy West, Idaho Dairy Products Commission, and Utah Dairy Commission Board of Directors meeting to order at 7:36 AM MDT.

Roll call for each Board was taken and a quorum was present for Dairy West and IDPC at the beginning of the meeting. A quorum for UDC was present by 8:04 AM.

The pledge was taken.

Invocation - John Brubaker

Designation of Acting Director

Vice-Chairman Esplin called for a motion, per Idaho State Statute, to approve the designation of Pamela Fry as IDPC Acting Director present at IDPC office at 743 N. Touchmark Avenue, Meridian, Idaho.

1st - John Brubaker

2nd - Josh Webb

Motion passed (unanimous)

Ms. Fry's presence was confirmed via Zoom.

Approval of the Agenda

Chairman Ballard 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.

1st - Kim Korn

2nd - Kallan Rex

Motion passed (unanimous)

Chairman Ballard's opening remarks called attention to the upcoming presentations coming from current partners and to the importance of partnerships for Dairy West. He asked those assembled to introduce themselves and acknowledge a partner with whom Dairy West, IDPC, and UDC work.

Meadow Gold

Matt Evans provided an overview of Meadow Gold's Mountain West market strategy, operational objectives, sales objectives, and regional brands, providing Directors an update of their partnership with Dairy West.

Chairman Ballard called for any questions. Discussion topics included current Meadow Gold products, product and package innovation, market/category competition, and Meadow Gold's marketing strategy.

US Dairy Export Council

Krysta Harden provided Directors with current totals specific to dairy product exports as well as insights into global shipping reliability.

Ms. Harden also provided an update on U.S. Dairy Export Council's international dairy exports and markets including their global network of staff representing U.S. Dairy, in-store activations, merchandising and e-commerce programs, and partnerships. She included an update on the international support for cheese processors Beehive Cheese, Glanbia, and Agropur and shared upcoming activities for Summer 2021.

Chairman Ballard called for any questions. Discussion topics included global shipping logistics, international customer needs/expectations of U.S. dairy, international market research, and geopolitical uncertainties.

Darigold International Growth

Joe Coote provided an update on Darigold's partnership with Dairy West to implement Darigold's direct selling model to accelerate U.S. Dairy exports and value-added growth. Mr. Coote included a summary of their international team and network, progress to goals, international customer development, growth statistics, partnerships, and capital infrastructure.

Karianne Fallow deferred all questions for Darigold until after the Northwest Fluid Milk Revitalization Project presentation.

Northwest Fluid Milk Revitalization Project

Sam Cohen provided an update on Darigold's "D4" partnership with Dairy West, Dairy Farmers of Washington, and DMI to promote consumer products - specifically FIT milk. Mr. Cohen included a summary of creative marketing, messaging, and tactics, product interest and loyalty, retail sales, and partnership opportunities. He acknowledged Coke/Fairlife and plant beverages as threats to Darigold's position to be competitive. He shared opportunities to expand including the aseptic processing plant in Boise - milk now has the technology to compete with soda and water, away-from-home sales, club/wholesale sales, product, package, assortment innovation, and e-commerce.

Chairman Ballard called for questions of both Joe Coote and Sam Cohen. Discussion topics included plans for by-products of ultra-filtered products, fluid milk attrition, marketing messages, partnerships with quick-serve restaurants and coffee shops, product innovation in dairy categories other than fluid milk, and aseptic school milk pilot projects.

Dairy West Financial Report

Jason Kajkowski provided an update on Dairy West's year-to-date expenditures and financials through May 2021.

Metrics Report: Progress to Goals

Kristi Spence provided an update on Dairy West's progress to goals in inspiring trust in Dairy West, in dairy foods, and in building demand for dairy foods.

Discussion topics included school milk and Unbottled-branded milk.

Back Half of 2021

Kristi Spence provided an overview of events, activities, meetings, and marketing outreach happening through the end of 2021.

Adjourn

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

1st - Chace Fullmer

2nd - Jeff Hardy

Motion Passed (unanimous)

Meeting adjourned at 11:49 AM MT.

Additional Meeting Information

Zoom video conferencing technology was employed and operational during the Joint Dairy West, Idaho Dairy Products Commission, and Utah Dairy Commission Board of Director's Meeting. The meeting was recorded. *Signatures on next page.*



12 Nov, 2021 10:27:08 PM MST

Chairman/Vice Chairman



12 Nov, 2021 6:10:00 AM MST

Secretary