

Minutes for DW - IDPC - UDC Joint Meeting

03/15/2023 | 07:30 AM - 11:45 AM - Mountain Time

Boise Centre | 850 W Front Street | Suite 130 | Boise, ID 83702

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

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

Dairy West Board of Directors present:

Winfield Anderson, John Brubaker, Deb Easterday Reeves, Chace Fullmer, Don Gaalswyk, Tom Kasper, Kim Korn, Matt Leak, Siska Reece, and Pete Wiersma

Dairy West Board of Directors absent:

Jeff Hardy and Joshua Webb

Idaho Dairy Products Commissioners present:

Joel Boschma, John Brubaker, Brian Esplin, Don Gaalswyk, Tom Kasper, Kim Korn, and Kallan Rex

Idaho Dairy Products Commissioners absent:

Devin Boehme and Pete Doornenball

Utah Dairy Commissioners present:

Kaleb Bateman, Daniel Buttars, Chace Fullmer, Matt Leak, David Roberts, and Sheila Sherwood

Utah Dairy Commissioners absent:

Jeff Hardy and Trevor Wayment

Others present:

Tyler Visser, Andrew VanderWoude, Alan Branch, Mike Ragsdale, Jaclyn St. John, Tim Villarreal, Rob Peterson, Brandon Andersen, Brinlee Hall, Zack Hansen, Lacey Papageorge, Crystal Quallio, Pamela Fry, Jason Kajkowski, Marissa Watson, Crystal Wilson, Paul Ziemnisky, Kristi Spence, Jessica Schmitt, Kristiana Alexander, Robert Hagevoort, Willie Bokma, Mattie Sherwood, Tony Rigby, Paxton Robinson, Derek Whitesides, Steve Doxey, Meghan Conrad, Melinda Wolfe, and Karianne Fallow

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 7:37 AM MT.

Roll call for each Board was taken. A quorum was present for the Dairy West Board and Idaho Dairy Products Commission at the time roll was called.

Commissioners David Roberts and Kaleb Bateman joined the meeting virtually after the roll was called but before the open meetings training, at which time a quorum was present for UDC. Commissioners Roberts and Bateman left the meeting at approximately 8:50 AM MT.

The pledge was taken.

Invocation - IDPC Commissioner, Kallan Rex

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 Kim Korn seconded the motion. Motion passed (unanimous).

Introductions

Chairman Fullmer welcomed the 2023 Ambassador class:

- Tyler Visser (Gooding, ID)
- Andrew VanderWoude (Parma, ID)
- Brandon Andersen (Elberta, UT)
- Brinlee Hall (Logan, UT)
- Zack Hansen (Duchesne, UT)
- Mattie Sherwood (Nephi, UT)
- Paxton Robinson (Oakley, ID)
- Tony Rigby (Montevieu, ID)

Board members, Ambassadors, guests, and staff introduced themselves.

Public Meetings Training

Meghan Conrad (Elam & Burke, P.A.) and Steve Doxey (DoxeyLaw, P.C.) led Board members through training on public/open meeting laws in Idaho and Utah. Topics included: what is and isn't considered a meeting, quorums, meeting notices, voting requirements, and audio recordings. The purpose, procedures, and permissions for Executive Sessions (closed meetings) were addressed. Ms. Conrad and Mr. Doxey also shared information regarding electronic meetings and penalties for noncompliance.

Changing Consumer Landscapes, Sales Trends and Retail Activations

Kristiana Alexander (Director, Consumer Insights & Innovation, Dairy Management Inc) presented on the changing consumer landscape. Topics included shifting U.S. demographics, impacts and implications for food and beverage, consumer perceptions of dairy, and opportunities for dairy.

Karianne Fallow (CEO, Dairy West) facilitated a discussion panel on sales trends and regional retail activation. Panelists included Rob Peterson (Health & Wellness Manager, Dairy West), Tim Villarreal (Darigold), and Paul Ziemnisky (EVP Global Innovation Partnerships, Dairy Management Inc). Topics included national and regional e-commerce and dairy merchandising efforts, current and future retail promotions, and product availability.

Heidi Martin (VP Health & Wellness, Dairy West) presented the next steps for retail efforts including building relationships, piloting new ideas, and measuring impact.

Farmer Workforce Development Update & Next Steps

Kristi Spence (SVP Marketing, Dairy West) provided an update and facilitated a panel discussion on farmer workforce training and skills development. The program was initially presented to Board members at the May 24, 2022 DW-IDPC-UDC Joint meeting.

Panelists included Dr. Robert Hagevoort (New Mexico State University), Elissa Clark (Dairy Worker Training & Safety Director, Idaho Dairymen's Association), Bryce Chambers (Milk Quality Specialist, Dairy Farmers of America), and Bruce Richards (Dairy Extension Specialist, Utah State University Caine Dairy).

The presentation included a review of the program's journey from the beginning, checkoff's role in the program, the results of the pilot training/discovery session, key considerations of the program, and the next steps for selecting training topics, researching content, developing materials, distribution, and continued testing.

The program's Farmer Advisory Committee includes:

- Sheila Sherwood (UT)
- Chace Fullmer (UT)
- Siska Reece (ID)
- Deb Easterday Reeves (ID)
- Lael Schoessler (ID)
- Caleb DeGroot (ID)

Dairy West Financial Report

Jason Kajkowski (VP Finance, Dairy West) provided an update on Dairy West's year-end expenditures and financials for 2022.

Metrics Update

Ms. Spence reviewed Dairy West's 2022 organizational metrics around inspiring trust and growing demand among consumers, farmers, staff, and partners.

She also shared the plan for marketing and communications in 2023 including a preview of Q1 campaigns.

Chair and CEO Remarks

Chairman Fullmer closed the meeting by revisiting a slide from an earlier presentation depicting how the beverage category has grown exponentially since the 1970s. He also reinforced the idea that the dairy industry must continue to find opportunities to work with other beverages.

Karianne Fallow (CEO, Dairy West) expressed her appreciation to the staff and guests for the strong alignment between the meeting's presentations. She expressed excitement for the opportunity, possibility, and potential for growth in the dairy category and reiterated Dairy West's commitment to continue to work tirelessly to inspire trust and build demand. She closed by announcing the Idaho Dairymen's Association Legislative Dinner happening that evening.

Adjourn

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 Matt Leak moved to adjourn the meeting. Director Winfield Anderson seconded the motion. Motion passed (unanimous).

The meeting adjourned at 11:54 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 Utah Dairy Commission office, 98 W. 13100 So., Draper, Utah 84020. The meeting was recorded.

Chairman/Vice Chairman

Secretary