## Dairy West Statistics (as of 2017)

<table>
<thead>
<tr>
<th>Category</th>
<th>Idaho</th>
<th>Utah</th>
<th>Together</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Operations</td>
<td>457</td>
<td>180</td>
<td>637</td>
</tr>
<tr>
<td>Milk Cows</td>
<td>592,000</td>
<td>95,000</td>
<td>687,000</td>
</tr>
<tr>
<td>Average Herd Size</td>
<td>1,295</td>
<td>528</td>
<td>1,078</td>
</tr>
<tr>
<td>Milk Production (annually)</td>
<td>14.6 billion lbs.</td>
<td>2.2 billion lbs.</td>
<td>16.8 billion lbs.</td>
</tr>
<tr>
<td>U.S. Rank (production)</td>
<td>4th</td>
<td>21st</td>
<td></td>
</tr>
<tr>
<td>Processing Plants</td>
<td>24</td>
<td>12</td>
<td>36</td>
</tr>
<tr>
<td>Dairy Exports</td>
<td>$466 million</td>
<td>$64 million</td>
<td>$530 million</td>
</tr>
<tr>
<td>Local Economic Impact (from exports)</td>
<td>$1.24 billion</td>
<td>$183 million</td>
<td>$1.42 billion</td>
</tr>
<tr>
<td>Direct Jobs</td>
<td>8,010</td>
<td>9,632</td>
<td>17,642</td>
</tr>
<tr>
<td>Indirect Jobs (additional)</td>
<td>33,654</td>
<td>21,340</td>
<td>54,994</td>
</tr>
<tr>
<td>Consumer Population</td>
<td>1.7 million</td>
<td>3.1 million</td>
<td>4.8 million</td>
</tr>
</tbody>
</table>

DAIRY TOURS

Don't just tell me.
SHOW ME.
COMMUNITY TOURS

PERCENTAGE OF TOUR GUESTS WHO HAVE NEVER BEEN ON A FARM

57%
UNIVERSITY TOURS

PERCENTAGE OF TOUR GUESTS WHO HAVE NEVER BEEN ON A FARM

56%
MEDIA RELATIONS

IT ONLY TAKES ONE NEGATIVE STORY TO ERASE 10 "ATTA-BOYS."

THAT'S WHY WE PUT MORE ATTA-BOYS IN THE BANK.
INNOVATION PARTNERSHIPS

ATTRACTING NEW PROCESSORS

WORKING WITH RESTAURANTS AND FOOD SERVICE

SUPPORTING COMMERCIAL PARTNERS WITH INFORMATION AND RESOURCES

Select USA Conference (June 2018)

- Dairy West
- IDA
- Dept of Commerce
- SEIDO
- Governor's Office
Smoky Mountain Pizza
- Monthly dairy promotions
- Dairy usage up 2.1% annually
- Supporting Dairy West events with over $14k in product

Trade Missions with ISDA and USDEC
**Exports as a Percent of Production**

![Graph showing percent of U.S. production from 1995 to 2018](chart)

*Through the first four months of 2018. Source: U.S. Dairy Export Council, USDA.*

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**U.S. Exports as a Percent of Production**

<table>
<thead>
<tr>
<th>Product</th>
<th>2017</th>
<th>2018 thru Oct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whey Protein</td>
<td>66%</td>
<td>72%</td>
</tr>
<tr>
<td>NDM/SMP</td>
<td>57%</td>
<td>70%</td>
</tr>
<tr>
<td>Dry whey</td>
<td>45%</td>
<td>49%</td>
</tr>
<tr>
<td>Cheese</td>
<td>5.9%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Butterfat</td>
<td>3.3%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

*Source: LAREP, USDA, U.S. Bureau of Census*
The Next 5% is Vital to Our Future

U.S. Milk Production and Domestic Consumption

Exports can close the gap—95% of our customers live outside of the US.
2019 KEY AREAS OF FOCUS

CONTINUE TO WORK TO ATTRACT MORE PROCESSING AND INTERNATIONAL OPPORTUNITIES

EXPANSION OF ZOOM TOURS FOR SCHOOLS (BRINGING THE FARM TO THE SCHOOLS)

MORE WORK WITH HEALTH PROFESSIONALS AND MEDICAL STUDENTS TO REINFORCE THE IMPORTANCE OF DAIRY IN THE DIET

Financial Reports

2018 Dairy West Budget*

- Operating Budget Reserve, $0.48M
- Program Implementation, $0.54M
- UDIA Dues, $0.13M
- Integrated Communications, $0.93M
- Innovation Partnerships, $0.45M
- Industry Relations/Research, $2.1M
- Health & Wellness, $1.9M
- DMI Expert Funding, $1.1M
- USDEC Funding, $1.1M

*Includes 9 months of Utah contributions
THANK YOU!

KARIANNE FALLOW
kfallow@dairywest.com

DAIRY FARMERS OF IDAHO & UTAH
dairy west®