



Working Together.. Taking a Stand.. Partnering for Progress

2018 Year in Review

As we close the books on another fiscal year here at WIDA, we will never forget how much rain we have received throughout 2018. WOW! I hope this weather turns around soon! We also will never forget how bad milk prices have been throughout the year! With political trade/tariff wars we have all been through a lot. We also have seen a scarce labor pool as inflation is causing a spike in wages and workers are looking for their next opportunity. It's never been harder to operate a dairy farm as it has been this year. We hope this is a short-term problem and hope there is some optimism brewing. With the current trade deal announced with Canada and Mexico, there is light at the end of the tunnel to end this trade war! These trade agreements are essential to exporting more product and while the trade agreements are beyond WIDA's control there are things that WIDA can still do.

WIDA can be the unified voice for our members, working together with ISDA and America Dairy Coalition to ensure that voice is heard at the State and National Level. WIDA continues promoting our industry in our local communities about the benefits of dairy nutrition and enticing people to purchase dairy products. WIDA has also been working with ADC on encouraging the U.S. Congress and FDA to pass laws to stop the mis-labeling of "soymilk" and "almond milk" as these are not labeled correctly and have hurt the sales of fluid milk from cows (mammals). Market share is growing under the soymilk and almond milk sectors while fluid milk continues to decline.

This past year during National Dairy Month, Summit Farms, Inc. of Lester, IA hosted our Annual Open House with nearly 1,000 people attending despite the massive rain and flooding prior to the event. Dairy Day at the Children's Museum in Sioux City drew nearly 350 people educating kids and their parents about dairy. Iowa Dairy Day at the Clay County Fair was again a big hit. We saw over 180 students and hundreds of fairgoers stop by Central Park.

As we move into a new year WIDA's focus is on making sure we continue to promote our industry. WIDA is currently in the planning stages of hosting another Dairy Open House in June and other National Dairy Month Activities. Furthermore, WIDA will have a presence at Central Plains Dairy Expo, Siouxland Home Show, and LaunchPAD Children's Museum. WIDA is also connecting with Libraries incorporating dairy into their summer reading programs.

As we start another fiscal year, please plan on attending our Annual Meeting to be held again at the Triple Box Event Center on January 28th. Sarina Sharp is our guest speaker this year.

Lastly, WIDA has two positions available on our board of directors. As a board member, you get to serve our organization in many different capacities assisting in promoting the industry across Western Iowa. If you know of anyone willing to serve please contact Scott.

WIDA will continue to work as an advocate in Western Iowa, making sure to bring value to our dairy industry, dairy farm families, and businesses. We continue to explore avenues to increase our consumer outreach efforts. If you have any ideas, please contact us at 712-441-5308 or info@wiadairy.com.

A handwritten signature in black ink that reads "Evan Metzger".

Evan Metzger, Multi-Rose Jerseys
WIDA President

Our Mission:

Western Iowa Dairy Alliance is a unified voice for western Iowa dairy producers to support farm families, engage with consumers, advocate for this essential industry, and build the next generation of leaders.

WIDA Board Members

Evan Metzger—President
Multi-Rose Jerseys

Matt Schelling— Past President
Walnut Grove Dairy

Eric Van Wyk— Vice President
Dykstra Dairy

John Brantsen— Secretary
Midwest PMS

Anna Van Ess— Treasurer
Van Ess Dairy

Dan Koenen
Post Equipment

Adam Maassen
Maassen Dairy

Eric Metzger
Summit Farm

Kia Nystrom
Boehringer Ingelheim

Ron Smit
Deluxe Feeds

Kevin Vander Stoep
City View Farms

Mark Van't Hul
Hillside Dairy

Fred Hall
ISU Extension Dairy Specialist

Paige Huitink
Dordt College
Student Representative

Ellie Steensma
Dordt College
Student Representative

Mitch Schulte
ISDA/MDA

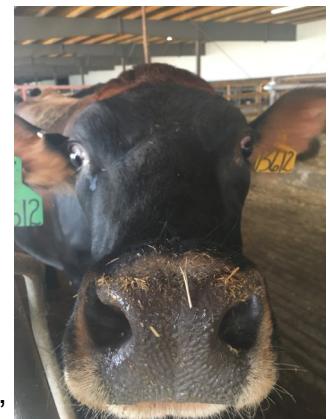
Scott Schroeder
Executive Director

Exciting Year as Director

As I complete my first year with WIDA, I have had the privilege to work alongside many individuals who are passionate about dairy farming and assisting me in understanding the needs of the dairy industry. Over the next year, WIDA will continue to host events, producer workshops, educational opportunities for consumers, and advocating for our industry. WIDA has built a reputation of being able to connect with thousands of consumers each year and I want to continue building off of that reputation. Working together with farmers and industry partners, building stronger relationships, we can further our outreach efforts. I am always interested in bringing new ideas and programs to the table that accomplish WIDA's mission, working with all of you to bring dairy to life, and advocating for the dairy industry in Western Iowa.

Sincerely,

Scott Schroeder



The Product Donation Program in 2018 was a huge success. WIDA was able to contribute dairy products to over 40 organizations across Western Iowa. We are currently taking request for dairy products for 2019. Please contact Scott at 712-441-5308 or email info@wiadairy.com. We have a limited budget, but we want to try and help as many organizations as we can so send in your request today!

2018 Donations

- Akron Westfield Schools
- CASA of Sioux County
- Central Lyon Football
- Cherokee Co. Farm Bureau
- Community Basket– Ida County
- Dordt College Ag Day
- End it for Autumn Color Run
- First Reform Church
- Hegg Health Center
- I29 Moo University
- Inwood Awana Club
- ISU Extension– Buena Vista
- ISU Extension– Cherokee County
- ISU Extension– Lyon County
- ISU Extension– Obrien County
- ISU Extension– Osceola County
- ISU Extension– Plymouth County
- ISU Extension– Sioux County
- Kids Block
- LeMars Chamber of Commerce
- Love Inc of Greater Obrien County
- Love Inc. Sioux County
- Mid Sioux Opportunity– Cherokee County
- MMCRU Scholarship Banquet
- Obrien County 4-H Foundation
- Obrien County Soil & Water Conservation District
- Pioneer Village Winter Wonderland
- Precision Ag and Animal Science
- Rejoice Food Pantry
- Sheldon Area Unity Meal
- Sibley–Ocheyedan Football
- Sibley–Ocheyedan Youth Football
- Sioux Center Community Meal
- Sioux Center Hockey Association
- Sioux County Pulse 4-H Club
- Siouxland Ag in the Classroom
- Spencer Chamber of Commerce
- Tulip Festival
- Unity Christian Football
- Upper Des Moines Opportunity
- Village Northwest Unlimited
- Wee Wisdom Preschool– Holstein
- Western Christian FFA

Consumer Outreach Efforts

- Annual Meeting
- Booth Exhibit at Central Plains Dairy Expo
- Booth Exhibit at Siouxland Home Show
- Dairy Day at LaunchPAD Children's Museum
- Dairy Day at Clay County Fair
- Dairy Open House at Summit Farm
- Dairy Product Donations
- Iowa State Animal Learning Day
- ISU Extension S.T.E.M Fest
- Dairy Display at Plymouth County Fair Round Barn
- Presence on social media and web
 - Twitter
 - Facebook
 - Instagram
- Printed Newsletters
- Dairy Farm Tours

Join our Community!

The Value WIDA brings to your Farm

As we move forward we are excited to provide additional benefits to our members. We continue to support farm families, engage with consumers, advocate for the industry, and build the next generation of leaders but we need your support. Our success is not made possible without our members, so please renew your membership and reach out to fellow dairy farmers to consider becoming members for 2019. Your investment in Western Iowa Dairy Alliance not only benefits you but also the dairy industry and local communities by providing.....



- Federal Level representation through WIDA's membership with American Dairy Coalition and ISDA's membership in National Milk Producers Federation
- Through a Strong relationship with ISDA, ISDA Lobbyist works to give members an active voice on state level issues
- Confidence in knowing WIDA is reaching out to consumers and community leaders with positive information about modern dairy farming and dairy nutrition
- Opportunities to request dairy products donations for your school, organization, community events
- Scholarship Opportunities for children and grandchildren of WIDA dairy farm members and for WIDA Dairy Farm employees and their children through ISDA Scholarship Program.
- Free or discounted registration to top quality unbiased educational programming.
- Network of industry personnel and dairy farmers to meet the needs of your dairy farm operation
- Dairy Farmers supporting Dairy Farmers and together being a unified voice for the industry

Dairy at the Library Program

WIDA is beginning a new program for educating our youth on the importance of dairy and agriculture. WIDA is partnering with libraries across the region to bring dairy to life at the Library as an after-school program or as part of their summer reading program. The program will consist of working with the libraries to showcase agriculturally related books, make butter or ice cream as a hands-on activity, FarmChat with a dairy farmer, and possibly have some baby calves brought to the library. The goal of this program is to inform children and parents about the importance of dairy products. This program will expand our outreach efforts to as many communities throughout Western Iowa. WIDA is starting to reach out to libraries now so make sure to encourage your local library to host this program. Have the library give us a call or send us an email.



Mark Your Calendars

December

December 4

Dairy Directions Meeting
Orange City, IA

December 5th- 6th
ISDA Annual Meeting
Ames, IA

December 11

Dairy Directions Meeting
Sac City, IA

December 12th

Dairy Directions Meeting
Pocahontas, IA

January

January 28th

Annual Meeting
Orange City, Iowa

January 17th

I29 Winter Workshop Series
Orange City, Iowa

February

Feb 28th– March 3rd

Siouxland Home Show
Sioux City, Iowa

March

March 20th

National Ag Day

March 26th- 28th

Central Plains Dairy Expo
Sioux Falls, SD

March 27th

Ag Prayer Breakfast
Sioux Falls, SD



400 Central Ave. NW #900
Orange City, IA 51041

2018 Industry Partner Members

Thank You to all of the industry partners for the continued commitment and support of the dairy industry.

2018 Gold Members



2018 Silver Members



2018 Bronze Members

Alta Genetics
American Agco Trading Company
American State Bank
Associated Milk Producers Inc.
Bakker Consulting
Central Valley Dairy Supply
Cooperative Farmers Elevator
Dairy Farmers of America
Faber's Farm Equipment
Farmers Mutual Insurance
Franken Custom
Freeburg Hay Company
Gorter's Clay & Dairy Equipment
GPS Dairy Consulting
HJ Baker
Hull Co-op Association
Iowa Area Development Group
Iowa Lakes Electric Cooperative
Iowa State Bank

Jochum Agri Service
JPW Nutrition, LLC
Kroese & Kroese
Lyon REC
Northwest Iowa Power Cooperative
North West REC
Nutrient Advisors
Peoples Bank
Post Equipment
Prairie State/Select Sires
Primebank
ProAg Engineering, Inc.
Sheldon Livestock
Sioux Automation Center, Inc.
Trans Ova Genetics
Tri-State Calf Products, Inc
Tri-State Ready Mix
Veterinary Medical Center
Wells Enterprises

2018 Associate Members

Ahlers Consulting Inc.
Commstock Investments
ISU Extension

Popkes, Inc.
Dairy Health Services
Prairie Land Ag Supply