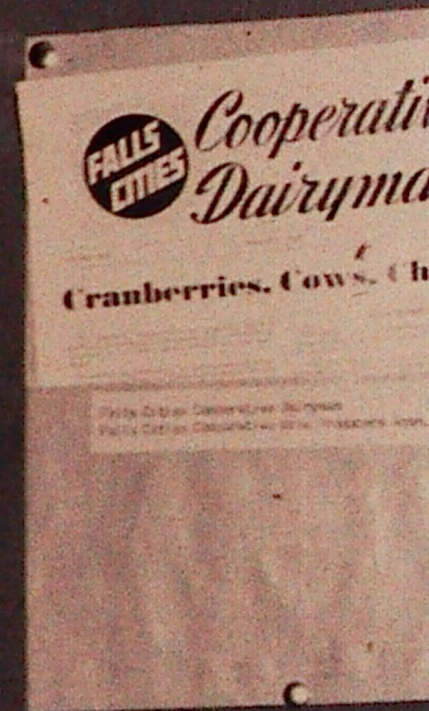
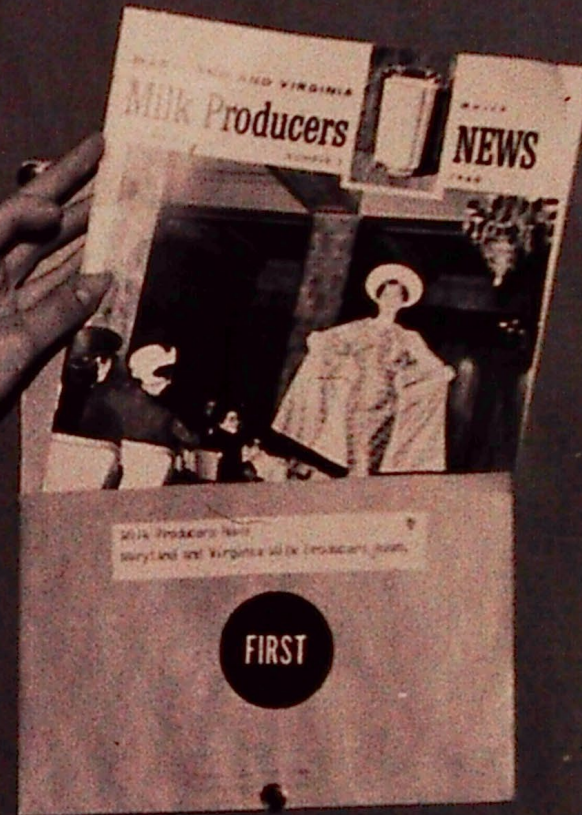
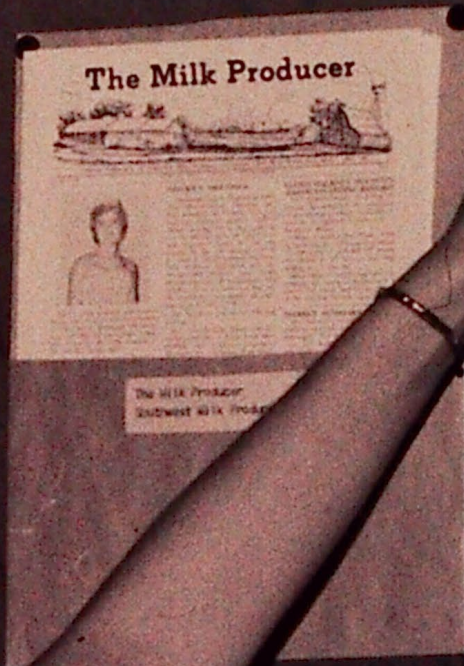


# DAIRY CO-OP PRESS SWEEPSTAKES

• CLASS 6 •



## 2022 CO-OP COMMUNICATIONS CONTEST

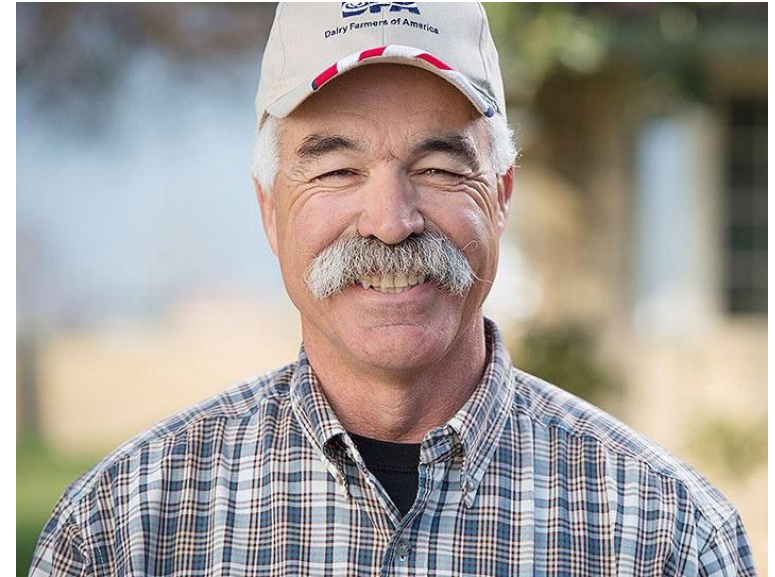




# FARMER COMMUNICATOR OF THE YEAR

**Melvin Medeiros**  
Medeiros Holsteins  
Laton, California

*Nominated by  
Dairy Farmers of America*



# Judges

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**Jenny Martin**  
*Filament*



**Scott Wallin**  
*Dairy Management Inc.*



**Megan Bykowski**  
*S/B Strategic Marketing*

# Participating Co-ops

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# **Publications**

**Member Magazine**

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**Third Place**

**Milk Messenger**  
**Michigan Milk Producers Association**  
***MMPA Communications Team***

# Member Magazine

Second Place



**Half & Half Spring and Summer 2022**  
**Dairy Farmers of America**  
***DFA Communications Team***

# Member Magazine

**First Place**



**Dairymen's Digest**  
**Associated Milk Producers Inc.**  
***AMPI Communications Team - Sarah Schmidt & Nickie Sabo***



# Member/Employee Newsletter

**Third Place**



**Milkline Employee Newsletter**  
**United Dairymen of Arizona**  
***Roxy Helman***

# Member/Employee Newsletter

# Second Place



## CHEDDAR CHATTER

SEPTEMBER 2022

### IN THIS ISSUE

- EXECUTIVE REPORT
- LEADERSHIP SCHOLARSHIPS, CONT.
- SALES REPORT: JULY RESULTS
- UNMILK AND MCBROW COUNTY FAIRS
- SHREDDEBATION CAMPAIGN
- TCCA PATROL SPOTLIGHT
- NAVIGATING SUPPLY CHAIN CHALLENGES
- 2022 INTERVIEW REFLECTIONS
- ROCKWATER TEAM ADJUST
- 2022 INTERVIEW REFLECTIONS, CONT.
- FOOD CONTAMINATION SPOTLIGHT
- SCOOPS FOR N-H
- EXTRA SHARP EMPLOYEES
- ANNIVERSARIES

**EMPLOYEE NEWSLETTER**  
TILLAMOOK COUNTY CREAMERY ASSN.  
405 S. 10th Ave., Tillamook, OR 97141  
T 503 842-9461 | Tillamook.com

**QUESTIONS OR COMMENTS CONTACT:**  
Tillamook County Creamery Association  
405 S. 10th Ave., Tillamook, OR 97141  
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### 10 Student Leaders Recognized with Leadership Scholarships

Many students rejoiced at being able to return to their schools and the classroom this past year. Looking ahead, there is a sense of normalcy with undertaking the tasks of packing items to take to the dorm room or apartment, purchasing books and learning a new class schedule. While some impacts from the pandemic are still present, students have been able to return to clubs, sport and general school activities.

The TCCA scholarship committee had the opportunity to interview several student leaders in Tillamook and Morrow counties who applied for our Excellence in Leadership scholarship program, and learn more about their school and community involvement, and how they remained committed to being engaged even with the unique circumstances of the past two years. It is a challenge to narrow the pool of exceptional candidates to the final scholarship recipients. In August, we shared the news with 10 finalists that they were selected for one of our \$2,500 scholarship awards. We're proud to

Introduce you to the class of 2022 TCCA scholarship recipient!


**MIGUEL PIMENTA BERNAL** is the son of Marcelino Bernal of Clatskanie. Miguel is a recent graduate of Nestucca High School and is heading to the University of Oregon to study business administration and public relations.

**URIEL CARRILLO** is the son of Antonio and Beatriz Carrillo of Stanfield. He is currently attending Oregon State University and is interested in studying interior design with a minor in business administration with a goal of working in the real estate industry. Uriel spent his summer at our Boardman plant working on the towers, and alongside his dad, who is an engineer for TCCA.

**CODY FLETCHER** is heading to the University of Oregon this fall to study business administration. He is a recent graduate of Heppner High School and is

*Continued on Page 3.*





## CHEDDAR CHATTER

OCTOBER 2022

### IN THIS ISSUE

- EXECUTIVE REPORT
- BUILD BEACH CLEAN UP
- DAIRY DONATIONS PROGRAM REINVESTMENT
- SALES REPORT: AUGUST RESULTS
- FOOD SAFETY QUIZ WINNERS
- ART 3.0 CAMPAIGN
- WOOD TO GROW 2022 SPOTLIGHT
- CELEBRATING THE SWISS SOCIETY
- A SUSTAINABILITY BOOST AT THE CREAMERY
- MILK RECEIVING CIP RENOVATIONS
- MODELING VENDOR PARTNERSHIPS
- CELEBRATING THE SWISS SOCIETY, CONT.
- EXTRA SHARP EMPLOYEES
- ANNIVERSARIES

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### Celebrating Co-ops and Farmers


Every month and every day seems to have a special celebration associated with it. Visit the National Day Calendar and you will find the expected and the unexpected, the celebratory and the zany. A few of those celebrations are special to TCCA. This month we celebrate two National Co-op Month and National Farmers Day.

National Co-op Month is an opportunity to showcase the benefit of cooperatives as a unique yet highly trusted business model, and one that builds its local economies since co-ops are businesses inherently tied to the communities where they are located.

Around the world, there are about 3 million cooperatives and 12% of the human population are members of a co-op. Those cooperatives are operated by 280 million employees. In the U.S. specifically, the National Cooperative Business Association (NCBA) states that there are around 65,000 co-ops in nearly every U.S. industry — construction to farmer co-ops, and housing to utilities co-ops. It's estimated that one out of every three people are co-op members and benefiting from the cooperative difference.

As member-owned and member-led businesses, co-ops commit to meeting the needs of their members, employees and communities, rather than generating returns for distant investors. Co-ops drive economic growth as local businesses and keep money circulating within the community where they operate. In a year where the country has faced considerable challenges, and businesses continue to deal with inflation and supply chain

disruptions, co-ops have continued to provide opportunities and stability. This year's Co-op Month theme is "Co-ops Build Economic Power," to spotlight the cooperative business model as the best way to build an economy that empowers everyone.



Another special day this month is National Farmers Day, a day where everyone who eats can say thank you to the people who grow, raise or produce the food that people enjoy. The day has deep roots and opportunity was originally called "Old Farmers Day." The celebration was meant to be after harvest and a time when the farmers themselves could celebrate.

In mid-October, we will share resources to advance your learning about farms and farmers, and ways TCCA works to narrow the farmer-employee gap through education and experiences. We're also excited to share some of the heart-felt messages of thanks from our employees to our farmers in a brand new video - stay tuned!

TCCA is proud to be a farmer-owned dairy cooperative, and set an example of how successful a group of people can be when they come together in the spirit of cooperation. J.

**Cheddar Chatter Employee Newsletter**  
**Tillamook**  
**TCCA Corporate Communications**

# Member/Employee Newsletter

**First Place**



**thescoop Spring and Summer 2022**  
**Dairy Farmers of America**  
***DFA Communications Department***



# Annual Report

# Third Place



**Our Proud Legacy – NDA/Darigold 2021-2022 Annual Report**  
**Darigold**  
***Chris Arnold, Klein & Klein Consulting, Anita Williams Graphic Design, Darigold Finance Team***

# Annual Report

# Second Place



## 2021 Land O'Lakes, Inc. Annual Report

Land O'Lakes, Inc.  
*Land O'Lakes Communications & Design Studio*

**Annual Report**

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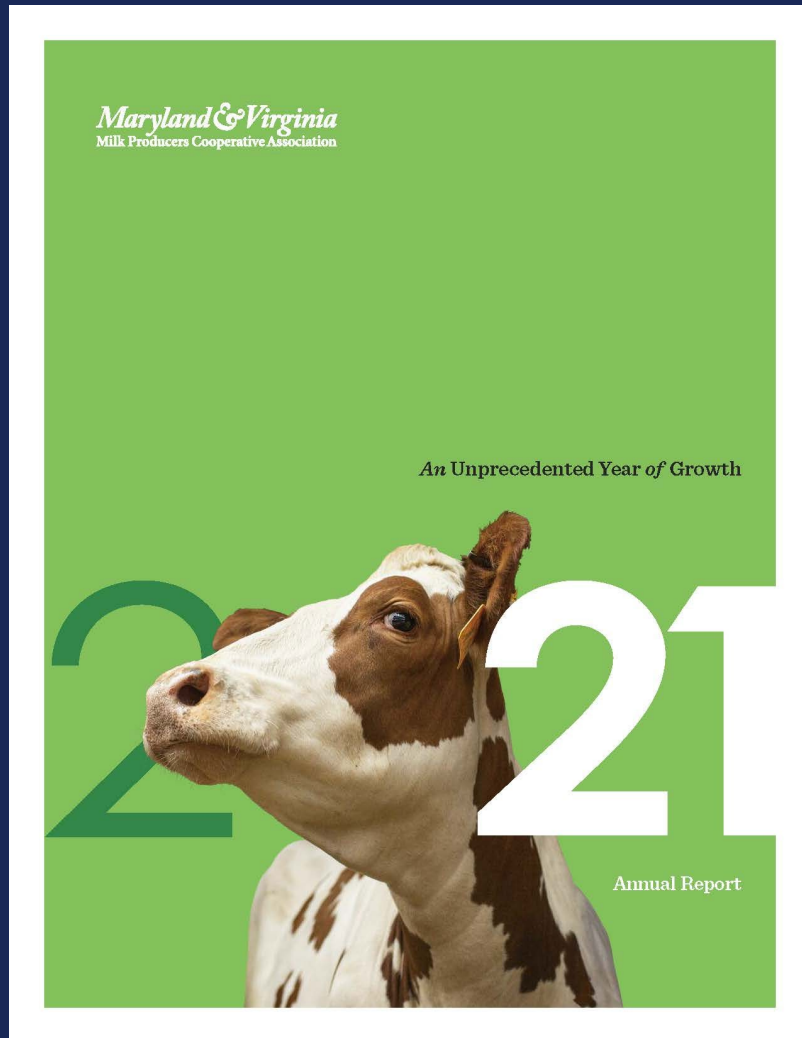
**First Place**

**2021 Annual Report**  
**Tillamook**  
***TCCA Corporate Communications***



# Cover Design

**Third Place**



**2021 Annual Report: An  
Unprecedented Year of Growth**  
Maryland & Virginia Milk Producers  
Cooperative Association  
*MDVA Communications Team*

# Cover Design

Second Place



**Cover of the Spring 2022 Issue of  
Half & Half Magazine**  
Dairy Farmers of America  
*DFA Communications Department*

# Cover Design

**First Place**



**AMPI Stewardship Report**  
**Associated Milk Producers Inc.**  
***AMPI Communications Team - Sarah***  
***Schmidt & Nickie Sabo***



# Photography

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**Third Place**



## Family Photo

**Maryland & Virginia Milk Producers Cooperative Association**  
***MDVA Communications Team and ALH wordandimage***

# Photography

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# Second Place



**“Feeding Dandelions” in the fall 2022 issue of Half & Half magazine**

**Dairy Farmers of America**

***Shaun Cloud***

# Photography

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**First Place**



**Prairie Farms Painted Canyon**

**Prairie Farms**

***Prairie Farms Marketing Team***



## **Best of Show: Publications**

### **Annual Report:**

#### **2021 Annual Report**

**Tillamook**

***TCCA Corporate Communications***

**Writing**

**Column/Editorial**

**Third Place**

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**Baby Formula Shortage Spotlights the Value of Real Dairy**

**Farm First Dairy Cooperative**

*Julie Sweney*

**Column/Editorial**

**Second Place**

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**Milk Minute: Bringing Superior Dairy's Experiences to MMPA**  
**Michigan Milk Producers Association**  
*Brad Parks*



**Column/Editorial**

**First Place**

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**Milk Minute: Taking Charge of Change**  
**Michigan Milk Producers Association**  
*Doug Chapin*

**Feature Story**

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**Third Place**

**A Commitment to Quality**

**Tillamook**

***Chandra Allen***

**Feature Story**

**Second Place**

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**From Cow to Curd to Counter**  
**FarmFirst Dairy Cooperative**  
*Julie Sweney*

**Feature Story**

**First Place**

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**Perfect Pairing - The Link Between Compost & Milk**

**Maryland & Virginia Milk Producers Cooperative Association**

***MDVA Communications Team***



**News Story**

**Third Place**

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**Scientist "confident" U.S. dairy will mitigate methane emissions**

**Darigold**

***Taflin Laylin***

**News Story**

**Second Place**

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**Sharing Our Stewardship Story**

**Associated Milk Producers Inc.**

***AMPI Communications Team***

**News Story**

**First Place**

---

**Manure Injection Adding Value for Farms Large and Small**  
**Maryland & Virginia Milk Producers Cooperative Association**  
***MDVA Communications Team***

**Dairy Farmers of America and its regional brands taking action  
to ensure families in need have milk**

**Dairy Farmers of America**

***Kim O'Brien***



**News Release**

**Second Place**

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**Cabot Earns Four Best of Class Honors at World  
Championship Cheese Contest**

**Agri-Mark**

***Amber Sheridan***

**Darigold breaks ground on new production facility  
in Pasco, Wash.**

**Darigold**  
***Chris Arnold***

## **Best of Show: Writing**

### **Feature Story:**

#### **Perfect Pairing - The Link Between Compost & Milk**

**Maryland & Virginia Milk Producers Cooperative Association**

***MDVA Communications Team***

# **Special Projects**

# Advertising

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# Third Place



**Cultivating Dairy Goodness at Maryland & Virginia**  
**Maryland & Virginia Milk Producers Cooperative Association**  
***MDVA Communications Team***



# Advertising

# Second Place



**Too hot? Dairy Farmers of America helps cool things  
down with milk**  
**Dairy Farmers of America**  
***DFA Communications Department***

# Advertising

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# First Place



**We are Cabot**  
**Agri-Mark**  
***Cabot Marketing Team***

**Videos**

**Third Place**



**From our Farms to Your Families**  
**United Dairymen of Arizona**  
***Roxy Helman and Resound Creative***



**On the path to greenhouse gas neutrality**

**Darigold**

***Taflin Laylin and Axios***



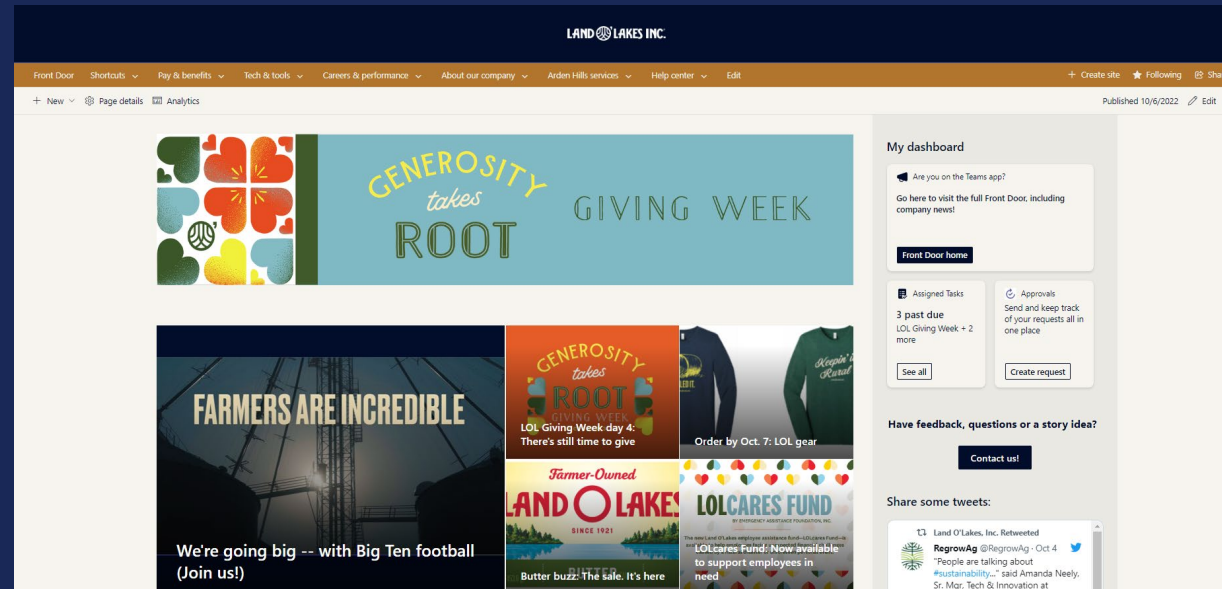
## **Did You Know? Cow Care Video** **Tillamook**

*Tillamook Stewardship, Communications and Marketing teams*



# Website

# Third Place



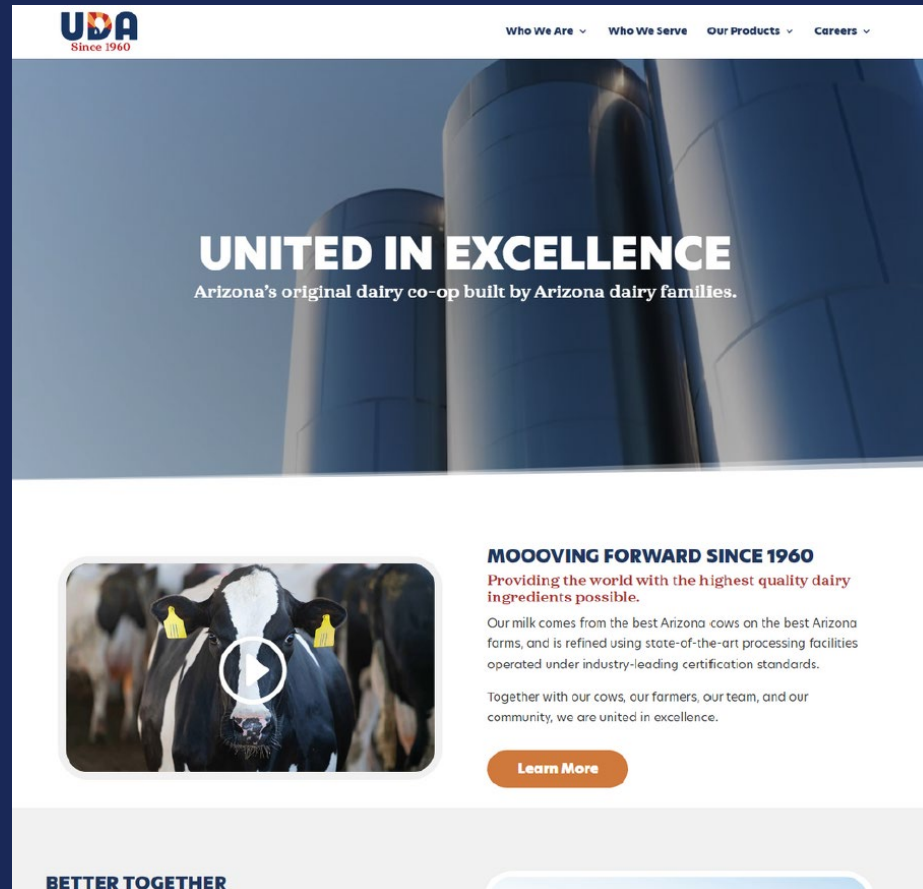
## Land O'Lakes Front Door

Land O'Lakes, Inc.

*Land O'Lakes, Inc. Communications, IT and HR Teams*

# Website

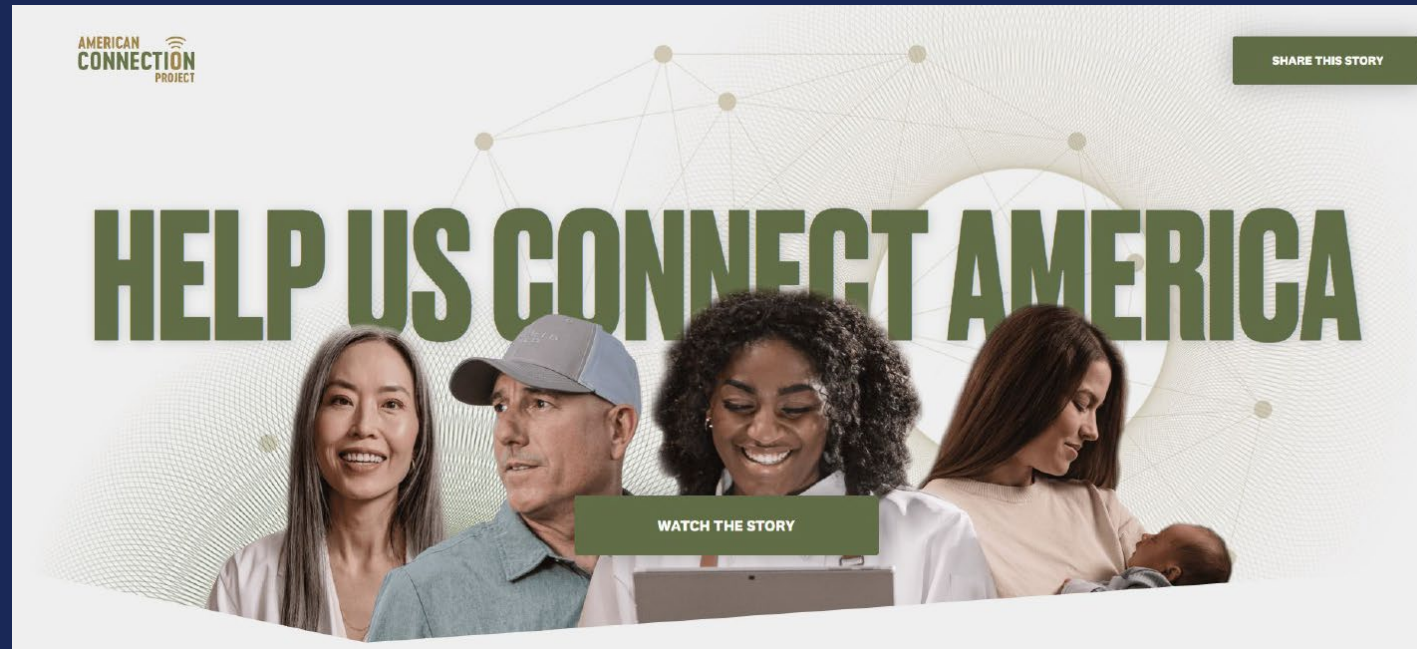
# Second Place



**UDA's Rebranded Website**  
**United Dairymen of Arizona**  
***Roxy Helman and Resound Creative***

**Website**

**First Place**



**The American Connection Project**

**Land O'Lakes, Inc.**

***Land O'Lakes Communications and Brand Marketing Teams***

# Campaign

Third Place



ASSOCIATED MILK PRODUCERS INC.  
Special Projects - 14: Campaign  
**NATIONAL BUTTER DAY CAMPAIGN**

## CAMPAIGN DESCRIPTION

**Objective** AMPI's Dinner Bell Creamery established the annual National Butter Day to celebrate this simple and delicious food.

Our research found Wikipedia listed National Butter Day as Oct. 25. However, Wikipedia doesn't reference or link to any other sites and no other sites listed Oct. 25 as National Butter Day. The unofficial keeper of national days is [NationalDayCalendar.com](http://NationalDayCalendar.com), who did not yet have a butter day registered. We reached out and began the process.

Since National Butter Day was not an established day, taking the initiative to do so gave Dinner Bell the opportunity to "own the mindshare" of this event.



**Purpose** We want butter buyers to:

- Share their love of butter – whether it's the reason they love butter or how they use butter.
- Tag their butter or recipe photos and videos with #NationalButterDay.
- Follow @dinnerbellcreamery on social media channels to enter a contest to win butter for a year.
- Buy more butter.

## National Butter Day Campaign Associated Milk Producers Inc. *AMPI Communications Team*

**Campaign**

**Second Place**



**Dairy Farmers Of America Shows Consumers How Dairy  
Can Help The Planet**

**Dairy Farmers of America**  
*DFA Communications Department*



# Campaign

# First Place



**June (Extraordin)Dairy Month Campaign**  
**Prairie Farms**  
*The Prairie Farms Marketing Team*

**Single Issue/Special Purpose Publication**

**Third Place**

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**2022 Social Responsibility Report**  
Dairy Farmers of America  
*DFA Communications Department*

# Single Issue/Special Purpose Publication

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## Second Place



**AMPI Stewardship Report**  
**Associated Milk Producers Inc.**  
*AMPI Communications Team - Sarah Schmidt &  
Nickie Sabo*

# Single Issue/Special Purpose Publication

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**First Place**



**Tillamook's 2021 Stewardship Report**  
**Tillamook**  
*Colleen Heffernan, Jenna Cerruti and Paul Snyder*

## **Best of Show: Special Projects**



**Advertising:**  
**We are Cabot**  
**Agri-Mark**  
***Cabot Marketing Team***





# COMMUNICATOR OF THE YEAR

