News Release

United Dairymen of Idaho

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FOR IMMEDIATE RELEASE

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Jerome Woman Inducted into the Idaho Dairy Hall of Fame

Boise, ID – Mary Ellen Roth of Jerome was inducted into the Idaho Dairy Hall of Fame at the United Dairymen of Idaho 2009 Annual Meeting held in Boise.

Roth's many activities on behalf of the dairy industry during her many years in the business are a testament to her selection into the Idaho Dairy Hall of Fame. The Idaho Dairy Hall of Fame award was sponsored by D.L. Evans Bank and Gnesa Excavating, Inc.

Mary Ellen Ramey was born to James and Carrie Ramey in Scapoose, Oregon in 1923, the third oldest of nine children. Mary Ellen was raised on a farm and learned from a young age the value of hard work, God, church and faith have been the foundation of her life.

Mary Ellen married Simon Roth in Vancouver, Washington in 1941. The story goes that during their honeymoon in Canada, all Simon wanted to do was look at dairy farms. Being the visionary she is, she knew if Simon's dream of owning a dairy came true he would need plenty of help, and so were born the eight Roth children. The majority of her life was spent in support of Simon's visions and raising their family. In addition to their own children, she also became mother to many children in the neighborhood who needed a safe place to stay, whatever the reasons. Money was scarce at the Roth home and it is often joked that we were raised on pancakes and love in an old farmhouse built for four, but housing ten to fifteen.

As time went on and the family grew, Simon and Mary Ellen's farm began to grow as well. In the early years, they established a small one hundred cow dairy, and by 1995, they had expanded to three dairies in the Vancouver, Washington area, milking a thousand cows. When the dairy industry began expanding to Idaho, Simon and Mary Ellen took a leap of faith and moved their family, cattle and equipment to Jerome, Idaho.

Mary Ellen got spend four wonderful years in Idaho with Simon by her side before his untimely death in 1999. In that time, they were able to realize their dream of what is known today as Si Ellen Farms, which was coined from Simon and Mary Ellen's names.

Si-Ellen Farms began in the magic Valley with 1,400 acres and 1,000 animals. Today, under Mary Ellen's continual guidance and support, Si-Ellen Farms has 125 employees, 9,000 milking cows, almost that man y Holstein cows on the way up and nearly ,000 acres capable of growing all of the corn silage and a third of the alfalfa needs for the farm.

Si Ellen, along with their sister dairy, White Clover, ship approximately 650,000 pounds of milk a day, enough to producer over thirty tons of cheese per day.

Si-Ellen Farms, under Mary Ellen's watchful eye emphasizes cleanliness, road side appearance, giving back to the land, treating employees with dignity and respect, caring for their animals an helping in the community. Mary Ellen has instilled those values in her children and believes that when you do things the right way, it shows.

Approximately eight years ago, the Simon and Mary Ellen Roth Charitable Foundation was established with the goal of raising money for those in need and it was a success from the very beginning. Countless charities, families, and organizations have received contributions form the Foundation that have allowed them to establish new programs, fund facilities and even seek treatments that may not have been possible without the funds the Foundation raised on their behalf. In the past eight years, more than $100,000 has been raised for different causes.

Mary Ellen was the first recognized in Phoenix Arizona in January of 2002 for her contribution to the dairy industry when Si Ellen Farms was nominated and awarded the Innovative Dairy Award from the International Dairy Foods Association. This prestigious award was given to recognize individuals in the dairy industry who clearly are innovative in their approach to environmental and animal husbandry practices. Letters of recognition were also sent from the Governor of Idaho and two Idaho Senators and Si Ellen has hosted may farm tours for the Idaho leadership groups, legislative tours and dignitaries.

Mary Ellen has been a member of the Dairy Wives for many years, helping to promote the dairy industry by going to schools, fairs, and other functions.

For all the business awards and recognition Si Ellen has received, there is one thing Mary Ellen deserves to be recognized for over all others - her love of people and kindheartedness is something that will remain unmatched. Her soft spoken manner, good nature and her genuine love and concern for people and animals are what set Mary Ellen apart from the rest of the industry.

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United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho's dairy farm families.

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Idaho Dairy Farmers Nominated for 2009 Milk Quality Award

Boise, ID - The 2009 Idaho Milk Quality Award was presented at the 2009 United Dairymen of Idaho Annual Meeting. The award is sponsored by Pfizer Animal Health.

Fourteen dairies in the state were nominated for the prestigious award. The award recognizes the finalists for excellence and superior milk quality in the state with an overall award winner for the dairy that produced the highest quality milk. Processors nominate individual dairies for the award.

United Dairymen of Idaho congratulates Tom and Mary Heida from Buhl, who were the overall winners of the 2009 Idaho Milk Quality Award.

The fourteen nominated dairy producers for 2009 were:

Tom and Mary Heida, Buhl
Ray Robinson & Brent Stoker, Burley
John Price, Rigby
Hans Nederend, Homedale
Ray & Norman Rueth, Parma
Terry Kay, Tetonia
Tim Petterson, Jerome
Ward & Wynn Nielsen, Weston
Nick Deruyter, Marsing
Andrew Fitzgerald, Shoshone
Ryan Visser and William DeJong, Wendell
Daryl Hilt, Gooding
Jack & Tena Petter, Buhl
Luis Bettencourt, Wendell

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Dairy Industry Awards "Friend of the Industry"

Boise, ID - United Dairymen of Idaho presented Dean Falk with the 2009 "Friend of the Industry Award at the UDI annual meeting, which was recently held in Boise. Idaho's dairy farm families are proud to recognize Leavitt's commitment to Idaho agriculture.

Falk retired from the University of Idaho in 2002 after a distinguished career of service to the University and dairy industry. In September 1974, he joined the University Of Idaho Department Of Animal Science as Dairy Specialist located in Twin Falls. He graduated with two degrees from UI; a Bachelor of Science degree in Animal Science and a Master of Science degree in Dairy Science with emphasis on reproductive physiology.

After graduation from the University of Idaho, Falk spent two years in large herd management in Southern Idaho prior to his University appointment. Falk was granted tenure in the department of animal science and promoted to professor in July 1988. He played a major role in the department's dairy extension planning unit and provided leadership to this effort late in his career.

Falk's program efforts were dedicated to Idaho's dairy industry. He was a valued team member of many industry committees providing leadership and researched based knowledge. He offered key support to the Idaho Dairymen's Association serving several years as secretary and ex-official member of the board of directors during their formative years. He was instrumental in the development of the Idaho Dairy Memorandum of Understanding in 1988 relating to the regulation of dairy waste systems. This effort received an Environmental Excellence Award from the Environmental Protection Agency for progressive vision and commitment. Falk was also one of five team members recognized by Vice President Gore's National Performance Review Hammer Award for development of the Idaho Pollution Prevention Initiative. He was also actively involved in the DHI Program and received the Association's DHI Distinguished Service Award.

Falk was a valued resource to colleagues, producers and allied industry in all areas of dairy management and especially nutrition, milking management, reproduction and waste management. His knowledge of waste management and the development of many early tools to size and design waste management facilities were important to the industry in meeting new regulations. He incorporated

research projects into program efforts, often funded by the dairy industry to generate data in support of recommendations to producers and the development of regulatory guidelines.

Falk and his wife Marilyn are enjoying life in the Boise area after moving from Twin Falls to be closer to family. Sons Eric and Matt and their families both live in Boise. Their daughter Sara and family live in the Richland, Washington. The Falk's have 8 grandchildren.

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