

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. July 2011 • Volume 2 Issue 3 • www.southwestdairyfarmers.com

Caring For Our Cows Just Makes Sense

It's the cow."

That's the fast, hard answer that Brad Bouma gives to the question of what represents the single, most critical focus of his dairy business. "There are a lot of things that make up a successful dairy farm," he said, "but there isn't anything more important."

Brad is a nationally known and respected Southwest Dairy Farmer who started over three decades ago, just east of El Paso, Texas. In 2003, the Bouma family opened Legacy Farms outside of Plain-



Pictured from Left: Brandon, Stephanie, Brad, Barb, Brent, JuLea Bouma

view, Texas, and today operates a modern, high-tech dairy facility with 13,000-plus cows. They also raise their own calves and operate a heifer ranch named Arroyo Seco (Dry Ravine) near the dairy. Brad and his wife, Barbara, and their two sons, Brandon and Brent, truly represent the

essence of what a family-owned and -operated dairy is all about. And they're not shy when it comes to talking about their livelihoods. As Brad recently told the Plainview Herald newspaper, "We just feel we can be a good voice." And when you talk to anyone in the Bouma family about their operation and animals, you can easily see why they really are a "good voice" for

dairy farmers.

What is paramount in the Bouma family's role as ambassadors for dairy farming today is truth and clarity. There is no shortage of either in what you hear, and see, at Legacy Farms. But Brad is quick to point out that Legacy is, by itself, representative

of the modern large dairy farm in America. "When I say we can be a good voice, I mean that our operation demonstrates the good work and stewardship of most dairy farmers today," said Brad. "We're not special; we simply practice what we preach, and in American dairy farming, that's the norm, not the exception." One of those norms Brad speaks about often, and with passion, is animal welfare. "If cows are the most important things on our farms, then it just follows reason that they get the most attention," says Brad. "Strong, healthy cows produce the most milk; in turn, they generate the most revenue. If you don't have good, well-

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SWDF Personnel Announcement...

Southwest Dairy Farmers is pleased to announce that Larry Hale will be taking over the position as Director of Events and Exhibits; Raymond Haygood will be retiring this position at the end of July after 12 years of loyal service to our organization. Jay Crawford, previously a Mobile Dairy Classroom Instructor, will move into the Sulphur Spring offices as Assistant to the Director of Events. Bernadette McKenzie will continue working in her current position as Assistant to the Director of Events and Exhibits.



One of our 2011 Summer Billboards!
Coming soon across our Southwest area.

Southwest Dairy Farmers Play Big Role In Hopkins County Dairy Festival

A week of festivities highlighting the dairy industry kicked off on Friday, June 12, and continued through the entire week in Sulphur Springs, Texas, home of the Southwest Dairy Farmers and the Dairy Museum and Education Center. It was the 50th anniversary of the Hopkins County Dairy Festival, and the Southwest Dairy Farmers were a big part of the planning and execution of the annual event.

“To me, what is so important about the Southwest Dairy Farmers, and what makes them different from other dairy groups” said Carolyn McKinney, Director of Administration for the Museum and Education Center, “is that they are such a hands-on organization. They represent tremendous support, both financially and in manpower, to local and regional civic efforts.”

What Ms. McKinney is referring to for the Hopkins County Dairy Festival is the fact that many of the staff of the Southwest Dairy Farmers assisted Festival organizers from the planning stages through imple-



Jim Hill, Grand Marshall of the Hopkins County Dairy Festival Parade, is shown here with his “official” driver, Southwest Dairy Farmers Director of Administration, Carolyn McKinney.

mentation of the actual events. Those included hot air balloon rallies, a 1k and 5k “Milk Run”, a Corvette show, a Domino 42 tournament, milking contest, the Northeast Texas Livestock Association Junior Dairy Show, a dairy foods contest, and the three big events, the pageant and coronation of the Dairy Festival Queen, the Texas State Champion Homemade Ice Cream Freeze-Off and the Festival parade.

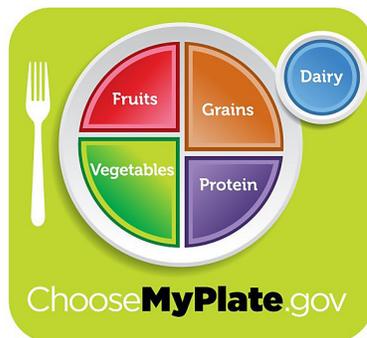
The Southwest Dairy Farmers had a hand in the planning, work, and staging of almost all of those events. In addition, the spotlight was focused even more on the Southwest Dairy Farmers when Jim Hill, the CEO of the Southwest Dairy Farmers, was named to ride as Grand Marshall of the Dairy Festival Parade. “It was unexpected, that’s for sure,” said Mr. Hill. “But it was an honor to represent all of the dairy farm families of our organization at this county festival.” Jim Hill added that it was especially pleasing to see the

Southwest Dairy Farmers in such a high-profile role in almost every aspect of the Festival. “We have a great organization, and it certainly showed,” he said.

MyPlate, Newly Revised Nutritional Recommendations

The Food Pyramid icon has now evolved into a new image called, MyPlate. The new look of the nutritional guide now known as MyPlate is meant to be a simplified version of the food pyramid, breaking down a dinner plate into proper portions and essential selections of food groups including fruits, vegetables, grains, protein and of course, dairy. The U.S. Department of Agriculture released a new set Dietary Guidelines for Americans in 2010 encouraging people to make simple changes in their diet and the MyPlate layout will help promote these healthy eating habits.

ChooseMyPlate.gov is based on the 2010 Dietary Guidelines for Americans and offers addi-



tional nutritional tips to help incorporate dairy in your everyday diet. The site includes how to substitute healthy dairy ingredients in recipes, shows specific amounts of dairy products that count toward the recommended daily intake and explains health benefits and nutrients included from products in the dairy group.

Food Bank and SWDF Teams Up to Fight Hunger

Alleviating hunger in the Texas Panhandle, the High Plains Food Bank delivered 7.2 million pounds of food in 2010 to the 29 counties they serve. Not only does the High Plains Food Bank distribute an abundance of food to those in need, but also assists families with finding the resources each may be eligible for and providing educational programs for families to make healthy, inexpensive food choices.

The Southwest Dairy Farmers is joining the High Plains Food Bank’s initiative by partnering in the teaching aspects of nutrition education with the families in the counties that the food bank services. Southwest Dairy Farmers welcomes new opportunities to interact with families to educate parents and children about the importance of milk and milk products in a healthy diet. The Mobile Dairy Classroom will make several appearances throughout the year giving the families

in need, as well as the surrounding communities, an up-close look at where their milk comes from and how essential milk products are to children and adults alike. Instilling the importance of a balanced diet in families is pivotal and will lead to a healthy and active lifestyle.



Animal Welfare

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cared-for cows, you ultimately have no dairy.”

The Boumas and many other dairy farm families realize that animal welfare is a hot topic today. Some critics say cows should be roaming in open, green pastures. Or, they say cows should not be given anything “man-made” or “not natural”. Others say dairies should be monitored for national, enforceable, animal-care standards. The Boumas are well aware of the arguments. And they, along with the majority of dairy farmers, know that much of the criticism stems from the public’s lack of knowledge concerning dairy operations and accurate communications about what really takes place on a dairy farm. “I don’t fault those who want to feel safe about the milk and milk products they buy,” said Brad, “and I don’t fault them for wanting a good, healthy environment for dairy cows. That’s natural, and it shows they care.”

What Brad says the public needs, however, is education and clear, transparent communication. The Ag Conservancy, a communications initiative of the Southwest Dairy Farmers, was developed for that purpose. The Ag Conservancy has aired radio and television commercials and placed newspaper ads -- all focusing on the environment and animal welfare. It is telling an accurate story of the modern dairy farm. And much like Legacy Farms and the Bouma family, The Ag Conservancy uses real people with real life experiences - “practicing what we

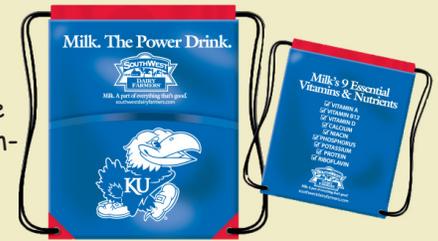
preach” – to deliver the core messages. “We open our dairy for the public during certain times of the year, and when visitors leave, they have an accurate perspective of what takes place on a dairy farm. When they can actually see it, the vast majority of those people are satisfied that modern dairy operations adequately address animal-health and product-quality concerns.”

Dairymen, veterinarians, and Ag consultants know the pros and cons of every criticism. They are not new. But the bottom line, says Brad, is common sense about treating every animal in the herd humanely. “We will never please everyone, because views are diverse and some people are convinced their way is the best way. But what our industry has today is a consensus of intelligent minds – vets, dairy experts, dairymen, independent consultants – all agreeing that the dairy must meet certain standards of good herd health, cleanliness, and individual animal well being.”

One of the programs coming out of that “consensus” Brad speaks of is the National Dairy FARM Program: Farmers Assuring Responsible Management, created by the National Milk Producers Federation (NMPF). It is designed to

Community Outreach Programs and College Promotions

Look for the Southwest Dairy Farmers at college sponsorship activities, community events and our popular backpack giveaways alongside our Mobile Dairy Classroom coming soon this Fall!



demonstrate that U.S. milk producers are committed to providing the highest standards of animal care and quality assurance. The program provides a consistent on-farm animal well-being program that includes education, on-farm evaluations, and third-party verification.

“This is actually an improved program that comes out of the 2008 National Dairy Animal Well-Being Coalition,” said Brad. “That previous initiative adopted a set of principles and guidelines to serve as the foundation for dairy animal well-being programs. It was, by itself, a good program.” After substantial, up-to-date input from dairy animal care experts, NMPF revised the “Caring for Dairy Animals” manual and incorporated current practices, animal health concerns, innovations, and advances in technology. Today, according to NMPF, the organization is “...managing the production and dissemination of technical animal care manuals, producer education and training, on-farm evaluation, and third-party verification.”

Brad believes the new FARM program will be a boost to consumer confidence in milk product quality as well as provide consistent, animal well-being guidelines that the public can know are being monitored.

“Consumers want food sources they can trust. If those sources involve animals, they want to know the animals are being taken care of and treated humanely.” Brad adds that it’s all about meeting expectations. “The FARM program, along with other verifiable certification programs, will go a long way in making sure the American public can feel good about where, and how, they get their milk supply.”

Cookies and Cream Ice Cream

Ingredients

- 1 cup of whole milk, cold
- 3/4 cup of sugar
- 2 cups of heavy cream
- 2 tsp vanilla extract
- 10 Oreo cookies, crumbled

Preparation Instructions

1. Freeze your ice cream bowl prior to starting your recipe, as it is very important that it is completely frozen.
2. Begin by adding the milk and sugar to your mixing bowl, and mix with a whisk until all of the sugar dissolves. Add in the vanilla extract,

and the heavy cream. Assemble your ice cream maker, and turn it on, adding in your mixture.



3. Let the mixer spin for at least 30 minutes, adding the crumbled Oreo cookies about 25 minutes into mixing. Place the bowl back in the freezer for at least an hour, or overnight. Scoop and enjoy.

Recipe and photo by: <http://simplecomfortfood.com>

Upcoming Events

JULY 4, 2011
Red, White and Moo- Plainview, TX

JULY 4, 2011
DairyFest Red, White and Blue (Moo Too!) -
Stephenville, TX

JULY 22-24, 2011
Sooner State Dairy Show- Stillwater, OK

JULY 29- AUGUST 7, 2011
Ozark Empire Fair- Springfield, MO

SEPTEMBER 2-4, 2011
Kendall County Fair- Boerne, TX

SEPTEMBER 2-4, 2011
West Fest- West, TX

SEPTEMBER 5-9, 2011
Comanche County Ag Days- Lawton, OK

SEPTEMBER 9-18, 2011
Kansas State Fair- Hutchinson, KS

SEPTEMBER 9-25, 2011
New Mexico State Fair- Albuquerque, NM

SEPTEMBER 9-17, 2011
Permian Basin Fair and Expo- Odessa, TX

SEPTEMBER 9-17, 2011
West Texas State Fair- Abilene, TX

SEPTEMBER 10-17, 2011
Hopkins County Fall Festival- Sulphur Springs,
TX

SEPTEMBER 10-17, 2011
Washington County Fair- Brenham, TX

SEPTEMBER 15-18, 2011
Grapefest- Grapevine, TX

SEPTEMBER 16-25, 2011
Four States Fair- Texarkana, AR

SEPTEMBER 16-24, 2011
Tri State Fair and Rodeo Gala- Amarillo, TX

SEPTEMBER 22-OCTOBER 2, 2011
East Texas State Fair- Tyler, TX

SEPTEMBER 23-OCTOBER 1, 2011
Arkansas Oklahoma State Fair- Fort Smith, AR

SEPTEMBER 23-OCTOBER 1, 2011
Panhandle South Plains Fair- Lubbock, TX

SEPTEMBER 30-OCTOBER 23, 2011
State Fair of Texas- Dallas, TX

SEPTEMBER 23-OCTOBER 1, 2011
Fort Bend County Fair- Rosenberg, TX

SEPTEMBER 28-OCTOBER 2, 2011
Comal County Fair- New Braunfels, TX

SEPTEMBER 28-OCTOBER 3, 2011
Southern New Mexico State Fair and Rodeo-
Las Cruces, NM

SEPTEMBER 29-OCTOBER 9, 2011
Tulsa State Fair- Tulsa, OK



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