

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. April 2012 • Volume 3 Issue 2 • www.southwestdairyfarmers.com

Giving Back to Our Communities

Champion. It's a title that is often sought after and rarely achieved. A champion is passionate, driven, and talented. But above all, a champion is someone who never gives up on their dreams.

As proud supporters of events such as the Special Olympics and the March of Dimes, the Southwest Dairy Farmers have had the honor of meeting many champions -- from top athletes to passionate advocates. And throughout our involvement, Southwest Dairy Farmers has learned that the title of "champion" belongs to many. It is owned not only by competitors, but also by those who have put their hearts, hands, and time in for the betterment of their communities.

Inspiring Triumph On the Field and In Life

For the past several years, the Southwest Dairy Farmers have been proud supporters of the Special Olympics' in Texas, Oklahoma, New Mexico, Kansas, Arkansas, and Missouri. As both a sponsor and through active volunteering, it has been a humbling and inspiring experience for our organization. "The Special Olympics has shown how the power of acceptance, achievement and self-worth is so important to our communities. When an athlete's hard work pays

off, and you see the triumph written across their faces, it's one of the most rewarding moments you can experience," says Jim Hill, CEO of Southwest Dairy Farmers. "It really drives home our mission to keep kids healthy; to have the physical strength to achieve their dreams, even in the face of

benefits of what we do every day as dairy providers. The ultimate result is happier, healthier kids and families."

Making Victories a Little Sweeter
Though sponsorship is a major part of our involvement with the Special Olympics and the March of Dimes, one of the most

fun and informative ways the Southwest Dairy Farmers has engaged with these organizations is through the Mobile Dairy Classroom.

The Mobile Dairy Classroom is a fan favorite, and can be spotted at events ranging from the Special Olympic Games in 6 states to March for Babies in New Mexico. Promoting healthy eating for kids, as well as communicating with kids, teachers, and parents about the dairy industry as a whole, the Mobile Dairy Classroom is packed with



Southwest Dairy Farmers billboards dedicated to Special Olympics

adversity." **Encouraging Growth**

In addition to the Special Olympics, Southwest Dairy Farmers are also active sponsors of the March of Dimes, which strives to save the lives of babies through research, education, and advocacy. "The connection with each of these organizations is so meaningful to us," says Carolyn McKinney, Director of Administration for Southwest Dairy Farmers. "We all want to help kids be healthy, and we know that milk contains essential vitamins and nutrients they need to grow up big and strong. By supporting these important, inspirational partners, it gives us a great chance to educate families about the

Giving Back continued on Page 3

IN THIS ISSUE

Lean Towards Lean, New Spring Billboards; Dairy in the Kitchen with Kimberley; Friend of Extension Award in Oklahoma2

Kids & Kows & More; Upcoming Special Olympics & March of Dimes Events; Dairy Recipe3

Upcoming Events.....4

Lean Towards Lean, New Spring Billboards

The U. S. population is always on the lookout for the newest diet or popular health craze. Steering the public toward healthy eating choices has been a part of the Southwest Dairy Farmers' mission from its beginning. Milk has always offered nine essential vitamins and nutrients to its consumers; dairy products present a key element in nutrition from bone growth to mood improvement.



And now we want to remind the public that they have a plethora of low fat options from which to choose! Our newest billboards for Spring 2012 focus on milk's plentiful benefits. "Lean towards lean" is intended to inform consumers that milk and milk products, the wholesome powerhouse for

building strong bones and muscles, is available in several low fat options for the health conscious consumers. Whether your choice is milk, yogurt, cheese or another of our nutritious dairy products, we remind consumers there are a variety of whole, skim, or no fat options available, and all continue to provide the 9 essential vitamins and



nutrients per serving. The Southwest Dairy Farmers' billboards will encourage consumers to remember that they have low fat or no fat options to meet their dairy dietary needs as they try to "Lean towards lean" in their daily choices of delicious dairy products.

Dairy in the Kitchen with Kimberley



On February 10-12, 2012, the Southwest Dairy Farmers participated in the 26th Annual Spring Texas Home and Garden Show at the Reliant Center in Houston, Texas where over 1,600

people attended. The next week another cooking venue was located in Wichita, Kansas at Century II on February 17-19, 2012 at the 14th Annual Wichita Women's Fair. Both events were busy with shoppers and foodies. Kitchen Kimberley represented the Southwest Dairy Farmers at the Southwest Dairy Farmers "Cooking Café" at Houston and the "Cooking Stage" at Wichita with cooking demonstrations along with sampling during these three day events. Next to the cooking demonstration area was the Southwest Dairy Farmer's booth with the exhibit display of the nine essential nutrients which echoed Kitchen Kimberley's demonstrations of "Cooking With Dairy." Kitchen Kimberley shared with the audience the importance of dairy in the daily diet,



Friend of Extension Award in Oklahoma

Southwest Dairy Farmers was awarded the Friend of Extension Award sponsored by Epsilon Sigma Phi the Honorary Extension Fraternity. This honor received recognized the Southwest Dairy Farmers for their support and sponsor of Kids & Kows & More and other programs offered through the Oklahoma Cooperative Extension Service. Recognition was given during the Awards Luncheon on the campus of Oklahoma State University during the OSU Extension Conference held on January 17, 2012. The Kids & Kows & More program in Tulsa County began in 2005. Since then, the agricultural literacy program has reached over 7,000 third and fourth grade students in the Tulsa area alone. Southwest Dairy Farmers sponsorship in Oklahoma includes: 2011 4-H dairy project medals, 4-H dairy project scholarship, 4-H enhancement grants for dairy, the award winning *Farm To You* interactive exhibit, "Adults Need Dairy Too" adult nutritional classes, Ag in the Classroom "Teacher of the Year" award and Ag Day at the State's capitol.



the nine essential nutrients and the percentage of each nutrient that is in a glass of milk. Southwest Dairy Farmers distributed promotional items at these two events which included a set of twelve prepackaged cards of Kitchen Kimberley's dairy recipes. Both shows were a great complement to the Southwest Dairy Farmer's mission to educate consumers about cooking and consuming healthy dairy products.

Kids & Kows & More

Experiencing the world of agriculture through live milking demonstrations, sheep shearing, vegetable production and much more is exactly what the Kids & Kows & More programs are designed to do. School aged children, 3rd-4th graders, have the opportunity to get an up-close glimpse into what the great world of agriculture is all about. Texas, New Mexico and Oklahoma have adopted these programs to their states through the help of local extension offices and outside sponsors such as the Southwest Dairy Farmers.



Each Kids & Kows & More program varies every year to keep a fresh take on Agriculture. Tulsa County received a treat during the live milking demonstration with special guest Miss Oklahoma, Betty Thompson. Betty spoke to the children about the wonderful nutrients and benefits of drinking milk every day. She had them flexing their muscles and showing their teeth to ensure they knew what vital nutrients dairy products give to growing children such as themselves.



French Onion Potato Casserole

Ingredients

- 6 cups red potatoes, diced, boiled until fork tender
- 2 tablespoons unsalted Butter, melted
- 1/2 cup Milk
- 1 cup prepared French onion dip
- 1 cup grated Cheddar Cheese
- 1/2 cup French fried onions



Preparation Instructions

Preheat oven to 350 degree. Place cooked, drained potatoes into large mixing bowl; smash potatoes, leaving some chunks for texture. Add melted butter, milk, and French onion dip. By hand, mash and blend well. Transfer mixture to a lightly greased shallow baking dish. Bake uncovered for 20 minutes. Remove from oven, top with shredded cheese and French fried onions; return to oven for 5 minutes, just to melt the cheese and crisp the fried onions. Garnish with thinly sliced green onion, if desired.

Recipe by: Kitchen Kimberley

Special Olympic Summer Games

- May 9-11- Special Olympics Oklahoma
Stillwater, OK (Oklahoma State University)
- May 18-20- Special Olympics New Mexico
Albuquerque, NM (University of New Mexico)
- May 24-25- Special Olympics Texas
Arlington, TX (University of Texas)
- May 25-26- Special Olympics Arkansas
Searcy, AR (Harding University)
- May 29-31- Special Olympics Missouri
Columbia, MO (Missouri University)
- June 1-3- Special Olympics Kansas
Wichita, KS (Wichita State University)

March of Dimes

- April 14- March for Babies
Roswell, NM
- April 28- March for Babies
Las Cruces, NM
- May 5- March for Babies
Albuquerque, NM
- May 19- March for Babies
Farmington, NM

Giving Back

continued from page 1

informative and exciting demonstrations, such as:

- Characteristics and the anatomy of a dairy cow
- Milking demonstrations with a real, live cow
- The importance of dairy foods for good health
- The modern milking process – from cow to the table
- Modern environmental and food safety practices

In addition, at the end of these presentations and events, participants and their families can always count on a delicious treat from the Mobile Dairy Classroom. Adds Hill, “When we are able to offer a free sample of our delicious ice cream or chocolate milk after a long day, I like to think that we can make the accomplishments of the athletes or volunteers - like finishing a race or even just attending - a little sweeter.”

Giving back through event sponsorship and dairy-focused educational programs are just two ways Southwest Dairy Farmers enhance their communities. The organization looks forward to continuing to promote efforts that will positively affect the lives of kids and families throughout 2012 and beyond.



Special Olympics

march of dimes

Upcoming Events

APRIL 9-14, 2012
Cleveland Livestock Show- Cleveland, TX

APRIL 13-22, 2012
Montgomery County Fair- Conroe, TX

APRIL 14, 2012
March for Babies- Roswell, NM

APRIL 14-15, 2012
Baldwin County Strawberry Festival- Loxley, AL

APRIL 28, 2012
March for Babies- Las Cruces, NM

MAY 5, 2012
March for Babies- Albuquerque, NM

MAY 9-11, 2012
Oklahoma Special Olympics Summer Games- Stillwater, OK

MAY 16-19, 2012
Farm Day- Mesquite, TX

MAY 18-20, 2012
New Mexico Special Olympics Summer Games- Albuquerque, NM

MAY 19, 2012
Farm and Ranch Day, Scottish Rites Hospital- Dallas, TX

MAY 19, 2012
March for Babies- Farmington, NM

MAY 24-28, 2012
Texas Special Olympics Summer Games- Arlington, TX

MAY 25-26, 2012
Arkansas Special Olympics Summer Games- Searcy, AR

MAY 29-31, 2012
Missouri Special Olympics Summer Games- Columbia, MO

JUNE 1-3, 2012
Kansas Special Olympics Summer Games- Wichita, KS

JUNE 2-9, 2012
Hopkins County Dairy Festival- Sulphur Springs, TX

JUNE 8-10, 2012
Folk Life Festival- San Antonio, TX



ADDRESS SERVICE REQUESTED

Milk. A part of everything that's good.

P.O. Box 936
Sulphur Springs, TX 75483



SOUTHWEST DAIRY MUSEUM, INC.

FIRST CLASS
US POSTAGE
PAID
PERMIT NO 14
SULPHUR SPRINGS TX