

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. January 2012 • Volume 3 Issue 1 • www.southwestdairyfarmers.com

Cheese Me! A New Dairy Marketing Campaign

A It stands to reason that every year, cheese purchases and consumption increase in the fourth quarter—mainly due to increased holiday cheese consumption and gift-giving. So it also stands to reason that the holidays are a perfect time to remind consumers that cheese is a nutritious, flavorful benefit to meals and snacks, or maybe even sent to a friend wrapped with a big red bow. With this in mind, Southwest Dairy Farmers created and implemented a brand-new advertising campaign to promote this healthy dairy product. And like every initiative of the Southwest Dairy Farmers, the campaign needed to be smart, consumer-relevant, and effective. So throughout our regions, you'll see holiday messages in various mediums reminding consumers to say, Cheese Me! And with that message, consumers will see mouthwatering samples of many ways cheese can be used—personally, or as a gift. The strategy of the campaign came from an old advertising rule-of-thumb, which is, give a call-to-action. And what better

way to do it than provide consumers with a memorable, fun way to have their own call-to-action: Cheese Me! That line will serve as a reminder that cheese goes well with just about any food and drink, including wines. It also gives the consumer a great opportunity to have fun with a

melted cheddar cheese, or an open-faced roast beef sandwich with a couple of slices of fresh Swiss Cheese. Simple images of various cubed cheeses on a platter show how easy it can be to serve cheese in a variety of ways.

Southwest Dairy Farmers also has instructional video recipes available for viewing at southwestdairyfarmers.com. These videos encourage the addition of dairy to our daily meals. As we've mentioned Southwest Dairy Farmers takes seriously its role in educating consumers about dairy and promoting its use. The Cheese Me! campaign is



Cheese Me! continued on Page 3

request to “add cheese to that”. And so far, we've heard it used for lots of meal items, from tacos to hamburgers to crackers. The next time you're served something that might go well with cheese, just say, Cheese Me! Some of the messages that you might see during the holiday and winter seasons are on our many outdoor boards purchased by the Southwest Dairy Farmers, all over New Mexico, Texas, Missouri, Oklahoma, Arkansas, Kansas and Montana. Potential cheese customers will see images like the southwestern enchiladas covered in

IN THIS ISSUE

Miss Oklahoma, Betty Thompson is Dairy Proud; Vitamin D May Slash Pancreatic Cancer Risks; Partnership Award with Texas A&M Announced
.....2

Southwest Dairy Farmers Board of Directors; Chocolate Milk, Baylor Basketball Approved
.....3

Upcoming Events.....4

Kids and Kows and More...

Upcoming in 2012, Southwest Dairy Farmers will continue working with cooperative extension services in Texas, Oklahoma and New Mexico to implement the Kids and Kows and More (KKM) program. This program introduces elementary students to the world of agriculture. With each KKM program, our Mobile

Dairy Classroom instructors provide a live milking demonstration, speaking to the children about nutrition, cow care and the measures the industry takes to keep milk safe, clean and wholesome. Other agricultural commodities present their message at a station as well. Feel free to stop by any of the upcoming KKM programs that may be in your area!

March 5-9, 2012
Ft. Bliss Replica Museum- El Paso, TX

March 13, 2012
Miami Fairgrounds- Miami, OK

March 14-15, 2012
Expo Square, Mustang Arena- Tulsa, OK

Miss Oklahoma, Betty Thompson is Dairy Proud



Betty Thompson, Miss Oklahoma 2011, was raised on a small Jersey dairy farm in central Oklahoma. Betty is a senior Elementary Education major at Oklahoma State University. Betty's platform, Milk It Really Does a Body Good, ties perfectly into our mission at Southwest Dairy Farmers.

At the Tulsa State Fair Miss Oklahoma joined the Southwest Dairy Farmers during the Mobile Dairy Classroom Presentations to school

children. Betty spoke about the goodness of milk and all the nutrients that milk and its products provide. The fair crowds were eager to meet Miss Oklahoma in person and receive an autographed photo with Betty holding a tall glass of delicious and nutritious milk.

Billboards located in Tulsa, Oklahoma City and near Betty's home town of Davenport, Oklahoma, remind travelers to drink their milk on a daily basis to stay healthy.

Betty will be competing in the Miss America Pageant in Las Vegas, Nevada on January 14, 2011. We wish Betty all the best, and the Southwest Dairy Farmers is proud to have an outstanding young woman representing the dairy industry with her encouragement to children in developing healthy eating choices and habits at a young age by having three servings of dairy every day.



Vitamin D May Slash Pancreatic Cancer Risks

Increased blood levels of vitamin D may decrease the risk of developing pancreatic cancer by an impressive 30%, according to a new Harvard-led study.

Data from over 1,500 people collected over 14 years indicated that people with vitamin D insufficiency were at a 30% increased risk of developing pancreatic cancer, compared with people with adequate levels of the vitamin.

Michael Holick, PhD, MD, Professor of Medicine at Boston University Medical Center and a world-renowned expert in vitamin D, said the association between high vitamin D levels and lower incidences of cancer continues, and he can see "no other explanation" than vitamin D reducing the incidence.

Studies with mice have also indicated that vitamin D can slow growth of pancreatic cancer cells.

"Clinical studies are underway to exploit these effects of vitamin D and its analogues in patients with pancreatic cancer," wrote the researchers.

Source: nutraingredients-usa.com by Stephen Daniells, 14-Dec-2011

Kitchen Kimberley on the move with Dairy Recipe Demos

Kitchen Kimberley continues to delight her crowds with dairy driven recipes after the holidays. Up next, Kimberley will be performing live on the Southwest Dairy Farmer's cooking stage at the Texas Home and Garden Show in Houston February 11-12, as well as, at the Wichita Women's Show February 17-19. Kitchen Kimberley is a self-described "everyday kitchen cook," but in reality she's a fabulous food talent and author of three cook books, and featured on local television. Please visit our website to see Kitchen Kimberley's video demonstrations, or to print off her delicious recipes.

Partnership Award With Texas A&M AgriLife Announced

Texas A&M AgriLife Extension selected Southwest Dairy Farmers to receive the Extension Partnership Award for 2011.

"This award is a tribute to Southwest Dairy Farmers' service to the people of Texas—especially our youth, consumers and dairy industry—in partnership with the Texas Agrilife Extension Service.

The Southwest Dairy Farmers is one of two Extension Partnership Award recipients chosen this year. This annual program was established in 1999 to recognize alliances with agencies, organizations, and others beyond the Texas A&M University system. Those who have been honored in years past are either in the private or public sector, whose dedicated collaboration and support have most significantly enhanced the impact of extension education.

"The Southwest Dairy Farmers has long demonstrated such dedication to extension education, as well as teaching research. We are deeply grateful for your organization's support."

The Southwest Dairy Farmers are proud and privileged to accept the Extension Partnership Award. We continually strive to better our organization to provide dairy education and service to the dairy industry. The award will be presented at the Southwest Dairy Farmer's next board meeting.



Cheese Me!

continued from page 1

just one of the ways we do that. But in every activity, we remind people that a good, healthy diet includes milk or a product made from it. Because after all, milk is a part of everything that's good.



Southwest Dairy Farmers Board of Directors

David DeJong, President
Hico, Texas

Dr. James Norwood, Vice President
Campbell, Texas

Phil Porter, Secretary
Arlington, Texas

Andy Schapp, Treasurer
Hereford, Texas

Ted Boersma
Cimarron, KS

John Breedyk
Roswell, New Mexico

Joe Hylton
Mountain Grove, Missouri

Jerry Leep
Toston, Montana

Bernadette Mulliken
Plainview, Texas

Mike Rauch
Billings, Missouri

Jeff Sapp
Roswell, New Mexico

Larry Schendel
Runge, Texas

Mike Schouten
Hereford, Texas

Frederic Simon
Conway, Arkansas

Don Smith
Sulphur Springs, Texas

Rick Strain
Quitman, Arkansas

Randy VanderDussen
Clovis, New Mexico

Joel Van Ravenswaay
Demotte, Indiana

Chocolate Milk, Baylor Basketball Approved



Chocolate Milk as a sports recovery drink is becoming a popular trend. Whether you are in the pee-wee league or the big leagues, milk can fuel your body the way no other sports related drink can. Baylor Basketball applauds the Chocolate Milk campaign, and supports the promotion of Chocolate Milk as a workout recovery drink.

Southwest Dairy Farmers has aligned with Baylor University athletics through their strength and conditioning programs.



Southwest Dairy Farmers produced a video where Head Basketball Coach Scott Drew discusses the importance of the right nutrition, including chocolate milk being a key part of the success of their student athletes' conditioning.

This video will play on the jumbotron at game venues for basketball, as well as, at our Mobile Dairy Classroom presentations and trade show exhibits.

To view these videos please visit our website at:

www.southwestdairyfarmers.com

Farmer's Breakfast Pie

Recipe by: Kitchen Kimberley

Ingredients

- 5 large eggs, beaten
- 1/4 cup all-purpose flour
- 1 (8 oz) container small-curd Cottage Cheese
- 1 (4 oz) can chopped green chiles
- 2 tablespoons melted butter
- 1/2 teaspoon baking powder
- 2 cups grated Pepper Jack Cheese
- 1/2 cup finely-diced fully-cooked ham
- 1 (9-inch) deep-dish pie crust

Preparation Instructions

1. Preheat oven to 400 degrees.
2. In a medium mixing bowl, combine eggs, flour, cottage cheese and green chiles; beat well at medium speed with an electric mixer.
3. Stir in remaining ingredients and pour mixture into a deep-dish pie crust.



4. Bake for 10 minutes at 400 degrees, then reduce oven temperature to 350 degrees and bake 30 minutes longer, or until set.

5. Allow pie to rest for 5 minutes prior to cutting into wedges for serving.

Upcoming Events

JANUARY 13- FEBRUARY 4, 2012
Fort Worth Stock Show and Rodeo- Fort Worth, TX

FEBRUARY 4, 2012
Milk Lover's Ball- Clovis, NM

FEBRUARY 9-26, 2012
San Antonio Stock Show and Rodeo- San Antonio, TX

FEBRUARY 16-26, 2012
San Angelo Stock Show and Rodeo- San Angelo, TX

FEBRUARY 17-19, 2012
Wichita Women's Fair- Wichita, KS

FEBRUARY 20-26, 2012
Pasco County Fair- Dade City, FL

FEBRUARY 25, 2012
Springfield Women's Show- Springfield, MO

FEBRUARY 26- MARCH 18, 2012
Houston Livestock Show and Rodeo- Houston, TX

MARCH 7-8, 2012
High Plains Dairy Conference- Amarillo, TX

MARCH 8-10, 2012
Southeastern Livestock Exposition- Montgomery, AL

MARCH 9-18, 2012
Rio Grande Valley Livestock Show- Mercedes, TX

MARCH 9-24, 2012
Star of Texas Fair and Rodeo- Austin, TX

MARCH 16-25, 2012
Sarasota County Fair- Sarasota, FL

MARCH 17, 2012
Keep On Truckin'- Hot Springs, AR

MARCH 22- APRIL 1, 2012
South Texas State Fair- Beaumont, TX

MARCH 30- APRIL 8, 2012
Walker County Fair- Hunstville, 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