

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



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

Dairy and Vegetables, Better Together

Picture a bowl of steamed, tender broccoli smothered with a rich and creamy cheddar cheese sauce. Now imagine a colorful plate of crisp, garden veggies and a tangy sour cream dip on the side.

Farm-fresh dairy and vegetables: delightfully delicious served on their own, are even more irresistible to consumers when paired together. It's a tasty and healthful match made in...well, the kitchen, of course.

This is precisely the thinking behind the on-going strategic marketing partnership between the Southwest Dairy Farmers and

the Texas Vegetable Association. And it's the very same messaging objective behind this year's collaborative "3-D" advertising campaign.

Launched in early May, and scheduled to continue again in Fall 2012, the "Dip, Dunk, Drizzle" campaign includes a mix of billboard executions, television commercials and a targeted online strategy to reach five major markets in Texas. Those markets include Houston, Dallas, San Antonio, Austin and El Paso.

Clever, insightful and educational, the campaign encourages consumers to eat their vegetables with a pairing of dairy.

Some of the messaging highlights the occasional difficulties of getting children to eat their vegetables. Just add dairy, and you not only have a healthy meal, but one to which kids will more readily adapt.

And for Southwest Dairy Farmers and Texas Vegetable Association the advantage of partnering results in a "strength in numbers" approach.

"By combining each organizations' marketing dollars, the alliance more efficiently reaches greater numbers of consumers while creating a more commanding media presence than could possibly be achieved by marketing separately," says Jim Hill, CEO of Southwest Dairy Farmers.

For these reasons and many more the two organizations are well matched for combining their product messaging and marketing efforts. Both represent healthy, wholesome and nutritious food consumption.

Further, consumers typically understand that including vegetables and dairy prod-

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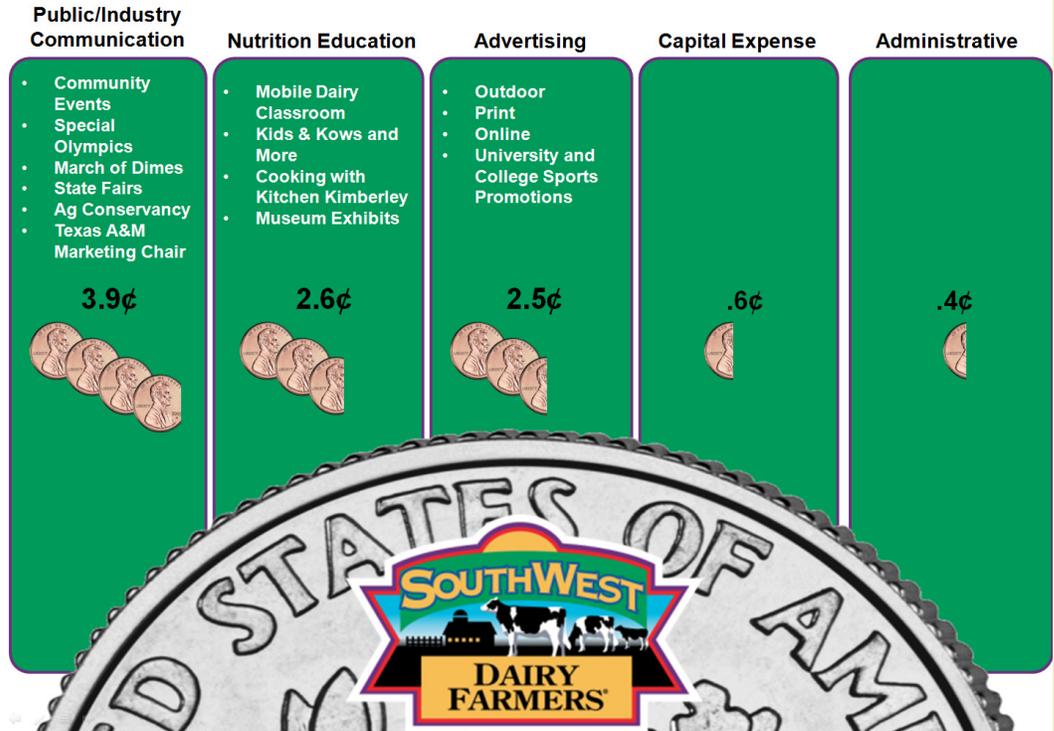
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Making More of an Impact with your Checkoff Dollars

Every year, our mission at Southwest Dairy Farmers is to increase awareness of the dairy industry and to promote the nutritional benefits of dairy products. We do this through a number of strategic marketing, educational and public relations initiatives, all targeted to specific audiences ranging from kids to parents. Southwest Dairy Farmers provide a multi-state presence committed to health, education and community. The chart at right depicts the Southwest Dairy Farmers' yearly expenditures, putting dairy farmer's check off dollars for state and regional promotional programs (10 cents per hundred weight) to work.



Newest Member of Animal Agriculture Alliance

Established in 1987, the Animal Agriculture Alliance is a broad based coalition of individual farmers, ranchers, producer organization, suppliers, packer-processors, scientist, veterinarians and retailers. The Alliance with its members are interested in helping consumers better understand the role animal agriculture plays in providing a safe, abundant food supply to a hungry world. The Alliance provides support and a consistent message for the Ag Conservancy, an environmental stewardship initiative of the Southwest Dairy Farmers.



The mission statement of the Animal Agriculture Alliance is to communicate the important role of modern animal agriculture to the nation's economy, productivity, vitality, security and that animal well-being is central to producing safe, high-quality, affordable food and other products essential to your daily lives.

As the newest member of the Alliance SWDF, Jim Hill, CEO quotes, "On behalf of the many dairy producers of the Southwest Dairy Farmers, we are pleased to be a member of the Animal Agriculture Alliance. It is in our best interest to join to help educate the public about those efforts- that they are in line with good environmental practices and techniques to assure the health and safety of the livestock and the product that they produce."

Kilgore Rangerettes Believe in Healthy Diets

Located in Kilgore, Texas the world renowned Kilgore College Rangerettes have partnered with Southwest Dairy Farmers to encourage young women to include dairy in their everyday diet. The Rangerettes are the premier collegiate drill team, who travel coast to coast appearing in many events from the Macy's Day Parade to football bowl games. The Rangerettes made their first appearance in 1940, and to this day the dance team continues to entertain crowds and appear in publications such as Life, Newsweek, and many others. The marketing partnership will include billboards, backpacks and posters illustrating how the dance industry supports dairy nutrition. Throughout the Southwest area an increasing number of young girls and women are active in dance and gymnastics. Our message to these individuals and all athletes is to utilize lowfat dairy products not only to replenish your body after a strenuous workout, but to enjoy dairy to supply the proper nutrients growing, healthy bodies need. Southwest Dairy Farmers are excited to take this opportunity to partner with the "gold standard" of college drill teams to highlight low-fat dairy products and stress the importance of milk's nutrients for young women.



Keeping Cool this Summer

Featured below are the Southwest Dairy Farmers Summer Billboards featuring everyone's favorite chilled shake or a scoop of ice cream. Look for these colorful billboards soon in your area. Stay cool this summer!



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ucts together in their daily diets offers numerous health benefits and provides two important and nutritious food groups at the same time. When it comes to creating

and enjoying even greater marketing success, the value and advantages of Southwest Dairy Farmers partnering with other organizations such as the Texas Vegetable Association are numerous. Even though the two organizations can be

University Promotions Renewed for 2012-2013 School Year

University of Arkansas
University of Baylor
Carroll College
University of Houston
University of Kansas
Kansas State University
University of Montana
Montana State University
Montana Tech
University of New Mexico
New Mexico State University

University of North Texas
University of Oklahoma
Oklahoma State University
Rice University
University of Texas
Texas A&M University
Texas Christian University
University of Texas- El Paso
Texas Tech University
University of Tulsa

Southwest Dairy Farmers continues to develop special programs and promotions at major college sports venues across the Southwest and in Montana. This school year, we will be distributing drawstring backpacks, or six-foot tall growth charts for children. Both of these popular giveaways feature the Nine Essential Vitamins and Nutrients found in milk.

powerful in their individual marketing efforts, together they make more of an impact, with smaller investment levels for both.

The bottom line benefit to the marketing alliance as well as consumers is exactly the same: wholesome dairy and fresh vegetables are always better together. So remember to eat your vegetables in "3-D." Dip, Dunk or Drizzle!



Look for our re-usable shopping bags at Texas store demos this Fall.

Peaches and Cream Milkshake

Ingredients

- 1 cup Skim Milk
- 2 cups non-fat vanilla Frozen Yogurt
- 2 fresh peaches, sliced
- 2 tablespoons orange juice
- 1 teaspoon vanilla extract

Preparation Instructions

Place all ingredients into a blender. Blend until smooth and creamy.

Kitchen Kimberley's Tip:

Substitute any fresh or frozen fruit for the peaches to make your own version of this delicious milkshake. A couple of my personal favorites are 'Strawberries and Cream' or 'Banana Cream.'



Recipe by: Kitchen Kimberley

Upcoming Events

JULY 4, 2012

Dairy Fest: Red, White and Moo- Stephenville, TX

JULY 20-21, 2012

Dairy Producers of New Mexico Annual Convention & Trade Show- Ruidoso, NM

JULY 20-22, 2012

Sooner State Dairy Show- Stillwater, OK

JULY 27- AUGUST 5, 2012

Ozark Empire Fair- Springfield, MO

SEPTEMBER 7-15, 2012

Permian Basin Fair and Exposition- Odessa, TX

SEPTEMBER 7-15, 2012

West Texas State Fair- Abilene, TX

SEPTEMBER 7-16, 2012

Kansas State Fair- Hutchinson, KS

SEPTEMBER 7-23, 2012

New Mexico State Fair- Albuquerque, NM

SEPTEMBER 8-15, 2012

Hopkins County Fall Festival- Sulphur Springs, TX

SEPTEMBER 13-16, 2012

Grapefest- Grapevine, TX

SEPTEMBER 14-23, 2012

Four States Fair- Texarkana, AR

SEPTEMBER 14-22, 2012

Tri State Fair and Rodeo Gala- Amarillo, TX

SEPTEMBER 15-22, 2012

Washington County Fair- Brenham, TX

SEPTEMBER 19-23, 2012

Comal County Fair- New Braunfels, TX

SEPTEMBER 20-30, 2012

East Texas State Fair- Tyler, TX

SEPTEMBER 21-29, 2012

Panhandle South Plains Fair- Lubbock, TX

SEPTEMBER 21-30, 2012

Fort Bend County Fair- Rosenberg- TX

SEPTEMBER 21-30, 2012

Arkansas Oklahoma State Fair- Fort Smith, AR

SEPTEMBER 25-30, 2012

Southern New Mexico State Fair and Rodeo- Las Cruces, NM

SEPTEMBER 27-OCTOBER 7, 2012

Tulsa State Fair- Tulsa, OK

SEPTEMBER 28-OCTOBER 21, 2012

State Fair of Texas- Dallas, TX



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