

# THE DAIRY DATELINE

Southwest Dairy Museum's  
Quarterly Newsletter



Milk. A part of everything that's good. January 2013 • Volume 4 Issue 1 • www.southwestdairyfarmers.com

## Southwest Dairy Farmers Look Forward to 2013

**A** n open letter from CEO, Jim Hill

As we turn the calendar to 2013, the Southwest Dairy Farmers continue to develop our programs to increase awareness of dairy and its importance in a healthy diet for all ages. Whether we achieve this through:

- Our award winning educational programs such as the Mobile Dairy Classroom and Kids & Kows & More; or

- Our promotions or information booths at fairs, shows, and other events; or

- Our agreements with college athletic departments to promote the health benefits of dairy in young active lives; or

- Our participation in community events and charitable organizations to show the industry's commitment to the local com



munities in which they live; or

- Our billboards displaying the dairy message 24 hours a day, 7 days a week; or

- Our partnerships with other organizations, such as, the Kilgore Rangerettes, the Texas Vegetable Association, and others

to encourage the inclusion of dairy in our everyday active lives; or

- Our Ag Conservancy to be proactive about the dairy industry's commitment to the environment and

animal welfare; or

- Our commitment to the Southwest Dairy Milk Marketing Chair at Texas A&M for dairy marketing research to find and evaluate better ways to market dairy; or

- Our support of the national dairy promotional programs;

the Southwest Dairy Farmers strive to deliver the important dairy message to the public.

Our entire staff is dedicated to providing quality programs and activities to support our mission to increase the demand for milk and dairy products, educate the public of the nutritional benefits of dairy foods, and enhance the image of the dairy industry. We welcome your comments and suggestions to help us find new and effective ways to tell "the dairy story."

Please feel free to contact me anytime at [jhill@southwestdairyfarmers.com](mailto:jhill@southwestdairyfarmers.com). We certainly appreciate your support as we look forward to an exciting and rewarding 2013.

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### Research Continues for Milk Promotion at Texas A&M University—by Oral Capps, PhD

Under my direction, my team at Texas A&M University has been quite busy during this past year at work on several projects. First, we have been at work on the quantitative evaluation of the effectiveness of the marketing and promotion activities by the Milk Processor Education Program (MilkPEP); Dairy Management, Inc. (DMI); and Qualified Programs (QPs). In this regard, the ef-

fectiveness of the dairy checkoff program in increasing the per capita consumption of fluid milk and other dairy products was investigated. Bottom line, the checkoff program truly is a benefit to dairy farmers and milk processors. Second, the impact of changes in the WIC Program on milk consumption was explored. In the revised WIC program, participants may no longer use vouchers to buy whole milk.

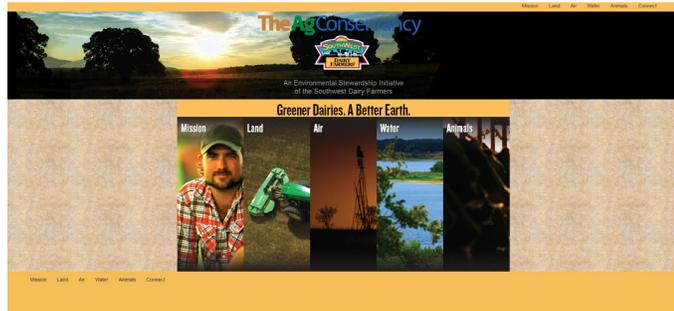
Despite this change, total milk consumption from WIC participants largely has been unaffected. However, whole milk consumption has declined but this decline has been counterbalanced by a rise in the consumption of low-fat milk. Third, efforts were begun to investigate the dairy alternative beverage market with a prima-

**Milk Promotion at Texas A&M**  
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# The Ag Conservancy Receives Fresh Look

Acting as an environmental stewardship initiative of the Southwest Dairy Farmers, The Ag Conservancy continues to convey the message that the dairy industry can produce high-quality milk and dairy products without compromising land, air, and water quality. This is important for the well-being of the animals that sustain us, as well as for the benefit of dairy communities throughout America.

Visit the new and improved website at [www.TheAgConservancy.com](http://www.TheAgConservancy.com) to learn more about what our dairy farmers are doing to clear the air, keep the land beautiful, provide clean water and raise our animals with compassion. *“Greener Dairies. A Better Earth.”*



# Southwest Dairy Day at Tarleton State University

Texas A&M AgriLife Extension and Tarleton State University hosted the annual Southwest Dairy Day at the Southwest Regional Dairy Center on October 18, 2012 in Stephenville, Texas. The day began with an open house utilizing self guided tours of the facilities. Educational seminars, keynote speakers, and exhibitors from 41 organizations also were a part of the day. Under the exhibit tent, Southwest Dairy Farmers spoke with visitors about our outreach and educational programs, handed out ice cream bars, and gave away poly-knit bags. The Southwest Dairy Farmers were eager to highlight the new permanent interactive model dairy display donated to the Southwest Regional Dairy Center.



This educational model is the Southwest Dairy Farmers contribution to the new instruction and research facility. The model, located in the entrance foyer, is a reduced scale replica of the Southwest Regional Dairy Center. When each button is pushed, the corresponding area of the model illuminates and an audio message discussing the function of that specific area of the dairy operation is triggered.



## Upcoming Kitchen Kimberley Appearances

**Women's Living Expo/Rogers, AR**

January 12 and 13, 2013

**Women's Living Expo/Tulsa, OK**

February 8, 9 and 10, 2013

**Women's Fair/Wichita, KS**

February 15, 16 and 17, 2013

**Southwest Chocolate and Coffee Fest-Albuquerque, NM**

March 23-24, 2013

*Join us at one of the venues above for educational cooking demonstrations and delicious samplings by Kitchen Kimberley!*

# Rangerettes Believe in Chocolate Milk

The Kilgore Rangerettes and the Southwest Dairy Farmers are now reaching an important audience. Young girls throughout the country dream of a healthy future and should be encouraged to start making informed nutrition decisions, such as drinking milk, at a very young age. The Kilgore Rangerettes offer an avenue of opportunity to reach young girls and women who take interest in dance, cheerleading, pom squad, gymnastics and drill teams. The Rangerette squad, is making visits to schools sharing their message about leading a healthy lifestyle through exercise and proper nutrition. Chocolate milk is being highlighted through a scripted presentation designed by Southwest Dairy Farmers, and a 5 minute video supporting the beverage as a recovery drink for all athletes. Please visit [southwestdairyfarmers.com](http://southwestdairyfarmers.com) to view the video "Kilgore Rangerettes Believe in Chocolate Milk."



## Milk Promotion at Texas A&M

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ry focus on soy milk. This work largely entailed profiling U.S. households consuming soy milk. Fourth, work also was done on understanding the determinants of demand for flavored milk, particularly chocolate milk, as well as on understanding the drivers of the demand for drinkable yogurts. Moreover, an assessment of the demands for various natural cheeses (swiss, cheddar, etc) was conducted with emphasis placed on the impacts of economic factors (prices and income) and on the impacts of demographic factors (household size, region, ethnicity, race, education and age of consumers). Lastly, the feasibility of fortifying processed cheese with omega-3 fatty acids was considered. Because of the positive benefits associated with omega-3 fatty acids, this fortification might lead to a rise in the demand for processed cheese. We found that this development indeed was quite feasible from the standpoint of processed cheese manufacturers (e.g. Kraft) in the sense that they could easily recover their production costs and maintain and even increase their profits.

## SWDF 2013 Calendars

Twelve of Kitchen Kimberley's favorite dairy recipes are featured on the 2013 Southwest Dairy Farmers calendar. Each dish is prepared with wholesome dairy products and encourages the substitution of low-fat and fat-free products, if you so choose. If you would like an additional calendar please call: 903.439.MILK



Thank you Southwest Dairy Farmers for your continued support of the research led by me at Texas &M University. Please email me for questions, [ocapps@tamu.edu](mailto:ocapps@tamu.edu). Please check our website at <http://afccrc.tamu.edu>.

## University Involvement Still Strong

Once again major college sports venues in the Southwest yield great results as we continue to reach our target audiences to promote the value of dairy through more than just their football programs. Most often at our partner universities, we attend a SWDF sponsored football game with our Mobile Dairy Classroom. However, often SWDF also piggybacks visits to elementary schools alongside the college athletes in community read-

ing programs and we have continued our involvement in university kids clubs and sports camps. In early December the University of Texas hosted over 7,000 elementary students for a women's basketball

game. Southwest Dairy Farmers took the opportunity to provide backpack tags to the attendees and the student attendees played "dairy trivia" during timeouts. For the 2012 - 2013 school year, SWDF gave the participating schools the option of distributing their college mascot growth charts or college colors canvas backpacks - both prominently displaying milk's nine essential vitamins and minerals. These promotional tools offer a constant take home message about the nutritional value of milk.



## Creamy Chicken Tortilla Soup

### Ingredients

- 3 tablespoons unsalted butter
- 1 pound boneless, skinless chicken breast, chopped
- 1 medium yellow onion, diced
- 3 tablespoons all-purpose flour
- 1 tablespoon chili powder
- 2 teaspoons ground cumin
- 3 cups (99% fat-free) chicken broth
- 3/4 cup reduced-fat (2%) milk
- 1 (14.5 oz) can petite diced tomatoes
- 1 (15.25 oz) can whole kernel sweet corn, drained
- 1 (4oz) can diced green chiles, drained
- 1 (16 oz) can Great Northern beans, rinsed and drained
- 2 cups reduced-fat Mexican-style shredded Cheese, divided use
- 2 tablespoons chopped fresh cilantro
- 2 tablespoons chopped fresh chives
- Baked yellow corn tortilla chips, optional

*Garnish:* Dollop of fat-free sour cream, salsa, diced onion, addition-

al fresh cilantro or chives, etc. For a spicier soup, add more chili powder, to taste.

### Preparation Instructions

In a Dutch oven over medium-high heat, melt butter and cook chicken until lightly browned about 5 minutes. Add chopped onions and cook until translucent, 2 to 3 minutes, stirring occasionally. Stir in flour, chili powder, and ground cumin; cook for 1 minute. Slowly add chicken broth and milk, stirring to blend well. Bring to a simmer; cook for 5 minutes. When liquid has thickened slightly, add tomatoes, corn green chiles, and beans. Reduce heat to medium, and simmer for 10 minutes. Stir in 1 cup of the cheese, and the fresh herbs. Continue cooking for another 5 to 10 minutes, until cheese is melted, and soup is heated through. To serve, crush some baked tortilla chips into serving bowl, sprinkle with 1 tablespoon of cheese, then ladle the hot soup over top. Garnish as desired, and enjoy!



Recipe by Kitchen Kimberley

# Upcoming Events

JANUARY 12-33, 2013

Women's Living Expo-Rogers, AR

JANUARY 18-FEBRUARY 9, 2013

Fort Worth Stock Show and Rodeo- Fort Worth, TX

FEBRUARY 2, 2013

Milk Lover's Ball- Clovis, NM

FEBRUARY 7-24, 2013

San Antonio Stock Show and Rodeo- San Antonio, TX

FEBRUARY 8-10, 2013

Women's Living Expo-Tulsa, OK

FEBRUARY 9-24, 2013

San Angelo Stock Show and Rodeo- San Angelo, TX

FEBRUARY 15-17, 2013

Women's Fair- Wichita, KS

FEBRUARY 18-24, 2013

Pasco County Fair- Dade City, FL

FEBRUARY 23, 2013

Springfield Women's Show- Springfield, MO

FEBRUARY 25-MARCH 17, 2013

Houston Livestock Show and Rodeo- Houston, TX

FEBRUARY 28-MARCH 10, 2013

Florida Strawberry Festival- Plant City, FL

MARCH 7-9, 2013

Southeastern Livestock Exposition- Montgomery, AL

MARCH 8-17, 2013

Rio Grande Valley Livestock Show- Mercedes, TX

MARCH 8-23, 2013

Star of Texas Fair and Rodeo- Austin, TX

MARCH 15-24, 2013

Sarasota County Fair- Sarasota, FL

MARCH 16, 2013

Keep On Truckin'- Hot Springs, AR

MARCH 21-31, 2013

South Texas State Fair- Beaumont, TX

MARCH 23-24, 2013

Southwest Chocolate and Coffee Fest- Albuquerque, NM

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