

THE DAIRY DATELINE



Milk. A part of everything that's good.

Southwest Dairy Museum's
Quarterly Newsletter



January 2015 • Volume 6 Issue 1 • www.southwestdairyfarmers.com

Southwest Dairy Farmers Take Our Dairy Education and Promotion Programs Eastward

Exciting news! Beginning in January 2015, Southwest Dairy Farmers will be taking its award-winning dairy education and promotion programs to Kentucky, North Carolina, and Virginia. A significant number of dairy producers and cooperatives in these states have requested Southwest Dairy Farmers marketing support and have pledged funding commitments through their local dairy check off assessments.

The organization's consumer-based, regional programs will be launched under the name of Southland Dairy Farmers, a subsidiary of Southwest Dairy Farmers and Southwest Dairy Museum, Inc.

Jim Hill, CEO of Southwest Dairy Farmers said, "In early 2015 we will move Southland Dairy Farmers Mobile Dairy Classrooms into Kentucky, Virginia, and North Carolina. Those units are highly visible and arguably the most popular among our marketing initiatives. We want to get them up and running as soon as possible." Hill added that Michaela Sanders will be the instructor of the Kentucky mobile unit based in Southern Kentucky and Courtney Bumgarner will operate the Virginia unit. "These instructors and our Mobile Dairy Classroom management team will begin immediately to schedule schools, fairs, and other events in these states where we can provide a direct dairy message to promote and educate the public about dairy products and dairy

production."

In addition to the Mobile Dairy Classroom program, Southland Dairy Farmers will be launching various advertising and promotional initiatives throughout the year in these southeast markets. These will include outdoor boards, education exhibits and materials, college athletic programs, and local and regional charitable organization sponsorships. Later in the year, Southland Dairy Farmers will promote positive dairy messages about the environment and animal welfare through The Ag Conservancy, a public relations initiative started by Southwest Dairy Farmers. Hill said, "We look forward to providing our producers in these states with our positive, direct dairy messages and programs. We invite everyone to look for Southland Dairy Farmers in these local southeastern communities and to come see us at our many events as we promote "Milk. A Part of Everything That's Good."



IN THIS ISSUE

Snack Pak 4 Kids Success Story; "Half Pint, The Milk Truck" Continued

.....2

SWDF Kid's Day Was A Huge Success; SWDF Board of Directors; "Cooking With Dairy" 2015 Calendar's Available; Dairy Recipe

.....3

Southwest Dairy Farmers Upcoming Events.....4

Southwest Dairy Farmers is Excited to Introduce "Half Pint, The Milk Truck"

Southwest Dairy Farmers is excited to introduce our newest interactive educational resource, "Half Pint, the Milk Truck". SWDF contacted Robotronics, which is the world leader in interactive robotic education products, to customize a robotic milk truck and be a new and effective way to spread our message: "Milk. A Part of Everything That's Good". Half Pint is a fully animated remote controlled exhibit, that moves, speaks, listens, and flashes its lights.

SWDF "Half Pint, The Milk Truck"

Continued on Page 2

Right: A child listening to Half Pint's dairy message.



Snack Pak 4 Kids Success Story

Snack Pak 4 Kids is a non-profit program that provides shelf stable nutritious food snacks to children from food insecure homes. This program has grown to serve 30 independent school districts throughout the Texas Panhandle with approximately 4,500 packs distributed each weekend during the school year. SWDF along with generous donations from Elanco allow Snack Pak 4 Kids to include shelf stable UHT milk in every weekend food pack. This is another program that indicates SWDF's strong commitment to noble endeavors in our local communities. Here is one story which illustrates the reason why SWDF donates to Snack Pak 4 Kids:

Last week when I was pushing into a fourth-grade classroom, I pulled a little girl back to the round table with me. I didn't know much about her because she is new to our campus this year. While we were working on the ever so tedious process of long division, I couldn't help but notice that her stomach was continuously growling-very loud. It was only 10:45 in the morning and their lunch isn't until 12:30! While we continued to work I asked the little girl what her mom did. She said her mom worked at a nursing home and her hours were from eight in the morning until eight in the evening. We chatted about her family for a few minutes and then I asked her what her favorite meal was that her mom would cook in the evening when she got home. She said my mom doesn't cook when she gets home because she is too tired. I said "oh so she stops by a fast food restaurant and grabs you something for supper?!" She said "no, if I get really hungry then sometimes I cook myself scrambled eggs..." She motioned for me to lean down closer so she could whisper something to me. With big tears in her eyes she whispered, "I usually just wait and eat breakfast at school the next morning." UGH- we were both crying! I leaned back and caught the attention of the teacher and I mouthed to her "does she get snack pak?" She was unsure because this sweet girl isn't in her home room class when snack paks are delivered. I followed up with the counselor and we realized that she had

two younger siblings at another elementary school. When our counselor contacted the other counselor we were able to tell that they were not getting a snack pak for the weekend. The teachers at the other elementary school and I filled out the necessary forms and sent home the permission form for her mother to fill out. The next morning I stopped the little girl in the hall and asked her for the permission form from her mother. She said her mother couldn't fill it out last night because she was too tired when she got home from work. So I went to the office and called her mom. I explained the program, the purpose and the benefits! Mom was very confused as to why the community would be so giving (for free) to help her kids out and at one point she said "I will believe it when I see it." GUESS WHAT?!?! She was able to believe it because that sweet girl took her very first snack pak home last Friday!

Thank you for everything you are doing! Taking the blind-fold off and making our community aware of this problem leads to action and allows our sweet babies at school to have one less thing to worry about!

SWDF "Half Pint, The Milk Truck"

Continued from Page 1

The operator has the ability to wink, blink, move, or sound a siren while conversing with its audience. With its smiling face and friendly banter, the child friendly Half Pint presents a positive and friendly image to all. Half Pint's dimensions are 3' x 2' x 2' and weighs less than 80 pounds, just the right size for teaching children and is very inviting in young crowds. Unveiled at the Tulsa State Fair and the State Fair of Texas, Half Pint interacted with fair goers and encouraged them to get 3 servings of milk and dairy in their daily diet. Be on the lookout for Half Pint at educational programs, state and local fairs, trade shows, and other events to interact with children of all ages about the importance of dairy.



Above: Children flocking to Half Pint during the Tulsa Fair.



SWDF Kids' Day With Women's College Basketball Is A Huge Success

As part of our college athletic partnerships, Southwest Dairy Farmers sponsored educational Kid's Days in conjunction with the women's basketball programs at Oklahoma State University, the University of Texas, and Texas Tech University. At OSU's second annual "Cowgirls Class on the Court" on November 14, 2014 in Stillwater, Oklahoma 4,500 elementary school students were bussed in for the event. At Texas Tech on December 3, 2014 school buses brought 4,000 students to the United Spirit Arena in Lubbock. On December 8, 2014, the 4th Annual University of Texas Women's Basketball 40 Acres Field Trip was held on the campus in Austin where over 7,000 attendees were brought in from surrounding school districts. In addition to enjoying the basketball game, at each of these events the children participated in programs involving messages about a healthy lifestyle and the nutritional benefits of milk in their daily diets. These interactive programs included presentations from the athletic departments' strength and conditioning coaches, as well as, interactive programs including questions about dairy, nutrition and health to challenge the students.



Above: The jumbotron at Oklahoma State University.



Above: The children's lunches during the Texas Tech game were served in SWDF bags.

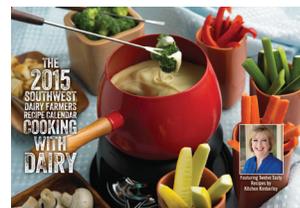
Southwest Dairy Farmers

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"Cooking with Dairy" 2015 Calendars Are Available

The Southwest Dairy Farmers "Cooking With Dairy" 2015 Calendar featuring tasty dairy inspired recipes of Kitchen Kimberley are now available. These popular calendars contain 12 "dairylicious" recipes. In addition, many of the community events which we attend and at which SWDF promote dairy interests throughout the year are highlighted. If you would like to receive a free 2015 calendar, please call 903-439-MILK.



Butter Toffee Coffee Cake

Ingredients

- 2 cups all-purpose flour
- 1 cup packed light brown sugar
- 1/2 cup granulated sugar
- 1/2 cup unsalted butter
- 1 teaspoon baking soda
- 1 large egg
- 1 teaspoon vanilla extract
- 1 cup buttermilk



- 1/2 cup English Toffee bits
- 1/2 cup chopped pecans
- 1/4 cup mini chocolate chips

Directions

Preheat oven to 350 degrees. Lightly grease a 9x9-inch baking dish and set aside. In a large mixing bowl, combine flour and sugars; cut in butter until crumbly. Remove 1/2 cup of flour mixture and set aside for topping. Add baking soda, egg, vanilla extract, and buttermilk to the remaining flour mixture in a large bowl, and blend well. Pour batter into the prepared baking dish. To the reserved flour mixture, add the English Toffee bits, chopped pecans, and mini chocolate chips. Sprinkle evenly over top of batter. Bake for 45 minutes, or until a toothpick inserted into the center comes out clean. Serve warm or at room temperature.

Recipe by Kitchen Kimberley

Upcoming Events

JANUARY 16- FEBRUARY 7, 2015
Ft. Worth Stock Show & Rodeo- Ft. Worth, TX

FEBRUARY 12- MARCH 1, 2015
San Antonio Stock Show & Rodeo- San Antonio, TX

FEBRUARY 13- MARCH 1, 2015
San Angelo Stock Show & Rodeo- San Angelo, TX

FEBRUARY 20-22, 2015
Women's Fair- Wichita, KS

FEBRUARY 26- MARCH 8, 2015
Florida Strawberry Festival- Plant City, FL

MARCH 3- 22, 2015
Houston Livestock Show & Rodeo- Houston, TX

MARCH 13- 22, 2015
Rio Grande Valley Livestock Show- Mercedes, TX

MARCH 14- 28, 2015
Star of Texas & Rodeo- Austin, TX

MARCH 21, 2015
Southwest Chocolate & Coffee Fest- Albuquerque, NM

MARCH 26- APRIL 5, 2015
South Texas State Fair- Beaumont, TX

*Please look for our newly designed
website in early 2015 at
www.southwestdairyfarmers.com*

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