

THE DAIRY DATELINE



Milk. A part of everything that's good.

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good.

October 2015 • Volume 6 Issue 4 • www.southwestdairyfarmers.com

SWDF Encourages Participants To Think Pink With Your Drink During Susan G. Komen's Race For The Cure

Southwest Dairy Farmers are proud supporters in the fight against breast cancer awareness with the Susan G. Komen Foundation. At Susan G. Komen, their mission is pretty simple: save lives and end breast cancer forever. The Komen Foundation does this through education, supporting research, offering grants that provide financial and emotional assistance and ad-

have lost the battle. SWDF actively participates in many race sites across the Southwest region. This year we attended race sites at Plano, TX, Tulsa, OK and North Texas in Denton and will continue our support on October 17 in Oklahoma City, OK, October 31 in Houston, TX and November 15 in Austin, TX. At the race sites SWDF representatives encourage partici-



vocating for a better breast cancer policy. They are empowering others and ensuring quality care for all and investing in science to find the cure. Last year Susan G. Komen provided financial and social support to over 50,000 families that have been impacted by breast cancer.

Race for the Cure is the world's largest and most successful education and fund raising event for breast cancer that has been created. During these races it not only brings awareness for the movement but celebrates the survivors and honors those who

participants to think pink with your drink by handing out strawberry milk along with our bright pink bags and promoting a balanced healthy diet that includes dairy.

Every year SWDF donate billboards around these race sites that highlight an extraordinary cancer survivor. This year our billboards carry extra significance for us because we have featured our own Director of Administration, Cancer Survivor, Carolyn McKinney.

SeptemberFest 2015

The 19th annual SeptemberFest was held Saturday, September 12, 2015 at the Oklahoma History Center in Oklahoma City, OK. Hosted by Oklahoma Governor Mary Fallin and First Gentleman Wade Christiansen, this free family event celebrates the history and heritage of Oklahoma with many attractions and fun activities. During this day-long event, families were also exposed to agriculture and livestock. Southwest Dairy Farmers were among the agricultural commodity groups serving beverages and food. Chocolate and white milk were given to attendees courtesy of SWDF. This was a great event to encourage all the attendees to have three to four servings of dairy every day.



Above: Governor Mary Fallin with SWDF representatives thanking them for their contributions to SeptemberFest

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Busy Fair Season Promoting Dairy

The 2015 Fall Fair season is another busy time for Southwest and Southland Dairy Farmers with educational milking demonstrations, food exhibits and our many informational displays. Throughout the year SWDF/SLDF work with fair administrators to plan fair activities, improve our exhibit locations and to maintain new and exciting exhibits during the Fairs. These prove to be a great venue to highlight and show a positive presence of the dairy industry. We are proud to promote the dairy industry to the public as we continue our mission.

In September, Southland Dairy Farmers successfully made its debut with our milking demonstrations and promotional activities for thousands of fair patrons at the Kentucky State Fair in Louisville, KY, the Delta Fair and Music Festival in Memphis, TN, the Mountain State Fair in Fletcher, NC and the Virginia State Fair in Doswell, VA. In October, Southland will take these programs to the North Carolina State Fair in Raleigh, NC. Southwest and Southland Dairy Farmers invite you to come out and visit our educational milking demonstrations, sample our dairy food products, and see our informational displays and exhibits as we promote our message; "Milk. A part of everything that's good". Please see the dates in the "Upcoming Dates" section of this newsletter on the back cover for fair dates.



Above: Kentucky MDC Instructor Michaela Sanders giving milking demonstrations to school children during the Kentucky State Fair.



Above: SWDF representative Shirley Lettkeman handing out cheese samples during the Ozark Empire Fair.



Left: The Ice Cream Parlor where ice cream cones will be served during the State Fair of Texas.

Southwest and Southland Dairy Farmers Expand Dairy Message To Include Digital Advertising

Southwest and Southland Dairy Farmers have and always will continue to look for more avenues in which to share positive messages about dairy nutrition and education. That trend will continue in 2016, when we expand our messaging to include digital advertising.

In the United States alone, there are over 265 billion Internet users. This digital platform provides a great opportunity to reach this continually growing group of consumers, at the click of a mouse.

Utilizing targeted Google AdWords campaigns we will be able to place targeted messages and content relative to the specific websites our consumers are visiting. In addition we are able to geo-target our efforts to only reach websites that are geographically within the footprint of

Southwest and Southland Dairy Farmers.

Jim Hill, CEO of Southwest Dairy Museum Inc recognizes the potential of this program's flexibility. "This is a great example of local dairy promotion check-off dollars going to local dairy promotion," says Hill.

This also means that we are able to promote our dairy recipes on websites that pertain to food and cooking, or place YouTube video ads about the Mobile Dairy Classroom on websites that are popular with grade and middle school educators.

This flexibility in categorizing and targeting various audience segments makes it a perfect addition to our already robust media and advertising outreach. Add

to that the low cost and affordability of digital advertising, and we have a tool that can efficiently assist Southwest and Southland Dairy Farmers in achieving greater top-of-mind awareness with our overall messaging and individual activities and/or events.

Today, digital advertising is proving its worth to all brands, both big and small. Southwest and Southland Dairy Farmers realize that potential and are taking advantage of this added opportunity to positively impact the dairy industry. The goal is to create a new desire and demand for dairy products while at the same time increase engagement and loyalty across our industry.

2015 Fall Billboards Featuring “Cheese Me”



SLDF Establish New Headquarters



The Southland Dairy Farmers have established a new office located in Greensboro, North Carolina. This office will serve as the headquarters in the Southland area (presently Kentucky, North Carolina and Virginia) and will provide office space for staff and warehouse space to house our promotional items and event exhibits and trailers. The address is 1904-A Fairfax Road, Greensboro, NC 27407.

Dr. Norwood Retires from SWDM Board

Dr. James Norwood has retired from Southwest Dairy Museum Board of Directors. He was recognized for his 28 years of dedicated service during SWDM Board of Directors meeting held August 6, 2015 in Dallas, Texas. Dr. Norwood was a charter member on the Board of Directors for the Southwest Dairy Museum, serving from April 30, 1987 to April 9, 2015, serving as Vice-President from April, 1987 until April, 2014. He served on the initial committee to develop a proposal to raise funds for architectural work in preparation for the Southwest Dairy Museum. He also served on the building committee. Dr. Norwood was instrumental in the early years of the Southwest Dairy Museum, by creating our by-laws, consulting on the construction of the museum, attracting promotional dollars, gathering dairy artifacts and interviewing dairy industry pioneers and recording their stories of the early days of dairying. We thank Dr. Norwood for all of his service to the SWDM and wish him the best of luck in the future!

Right: Dr. Norwood being recognized during the Board of Directors meeting.



Creamy Chicken Enchiladas

Ingredients

- 4 ounces Neufchatel cream cheese
- 1/2 cup half-and-half
- 1 (4 ounce) can diced green chiles
- 1 (7 ounce) can salsa verde
- 2 cups cooked chicken, finely diced
- 1/2 cup finely minced onion
- 2 1/2 cups shredded Pepper Jack cheese, divided use
- 8 (soft taco size) flour tortillas

Garnish: Freshly chopped cilantro and diced tomatoes, to taste

Directions

Preheat oven to 350 degrees. In a large microwave bowl-safe bowl, combine the cream cheese, half-and-half, green chiles, and salsa verde. Cover and microwave on 50% power for 1 minute; stir and cook 1 minute longer, or until creamy and smooth. In another mixing bowl, combine chicken, minced onion, 1 cup of the cheese, and 1/2 cup of the cream cheese sauce. Spread 1/2 cup cream cheese sauce over the bottom of a lightly greased 9x13x2-inch baking dish. Place about 2 tablespoons of the chicken mixture in the center of each tortilla, and roll it tightly to close. Arrange the enchiladas seam side down in the baking dish. Pour the remaining sauce over the top of the enchiladas, and top the remaining 1 1/2 cups of grated Pepper Jack cheese. Cover with foil and bake for 25 minutes; uncover and bake 5 minutes longer. Garnish with freshly chopped cilantro and diced tomatoes.



Recipe by Kitchen Kimberley

Upcoming Events

OCTOBER 1-11, 2015
Tulsa State Fair- Tulsa, OK

OCTOBER 3, 2015
Ag Day at North Carolina State Wolfpack Football Game- Raleigh, NC

OCTOBER 5-10, 2015
Eastern New Mexico State Fair- Roswell, NM

OCTOBER 14-15, 2015
Hopkins County Ag in the Classroom- Sulphur Springs, TX

OCTOBER 15-25, 2015
North Carolina State Fair- Raleigh, NC

OCTOBER 21-NOVEMBER 1, 2015
American Royal Livestock Show- Kansas City, MO

OCTOBER 24, 2015
World Champion Hopkins Co. Stew Contest- Sulphur Springs, TX

OCTOBER 24, 2015
Fredericksburg Wine Festival- Fredericksburg, TX

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