

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.

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Mobile Dairy Classroom Continues To Grow And Tell The Dairy Story

“No more pencils, no more books ... School’s out for summer!” This is the jingle for a popular commercial that is supposed to express the views of students throughout the nation. Memorial Day has passed and summer is in full swing! It seems like a great time to recap the past school year and the impact of the Mobile Dairy Classrooms in the states we serve.

With 12 units at the beginning of the school year, serving 8 states year round and 2 states seasonally, more than 342,000 students and 153,000 general public were seen this past school year, with visits to 824 schools.

Three instructors took 2 week stints each in Arizona in January and the first 2 weeks of February. They saw approximately 9,500 students at 36 schools. On the east coast, one of our Southland instructors spent 6 weeks in Florida and saw over 10,000 students at 28 schools. That means the MDC instructors presented the message about the importance of dairy in a healthy diet, corrected some of the misinformation that is being disseminated, and helped share what America’s dairy producers do every day to provide a wholesome, safe, nutritious product to almost 500,000 people last school year! For schools that are dealing with financial crises and facing major budget cuts, the cost of the program is an added incentive: the program comes to them at no cost!

There have been some personnel changes this year as well. Last year when Southland was started in the eastern part of the U.S.,

Michaela Sanders, served Kentucky and, Courtney Bumgarner served both North Carolina and Virginia. In February of this year, a separate unit was set up to serve Virginia with Amanda Griffith moving to the area. Response has been tremendous and “word of mouth” advertising is still one of the best recommendations for our program. In the Southwest area, L.P. Voskamp retired at the end of December 2015.

To replenish our Southwest staff, John Crawford, Sr., a former Texas dairy farmer, was hired part time this spring to help fill some of the gaps in areas that had events scheduled. He spent time in schools in Midland, Corpus Christi, and Canadian/Shamrock area seeing students, along with Kids, Kows, & More events in Amarillo, Crosbyton and Odessa. He also went to Beaumont to the South Texas Fair. He took the dairy message to almost 19,000 students and adults at these events.



Above: North Carolina MDC instructor Courtney Bumgarner educating Four Oaks Elementary students about the importance of dairy.

In attending several of the events, it is amazing the number of people that have never heard of the Southwest / Southland Mobile Dairy Classroom program, even after being in business for almost 30 years. The comments are almost always, “What a great program!”, “I have never heard of Southwest or Southland Dairy Farmers.”; “You mean there is NO charge for the MDC to come to our school?”

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Southwest Dairy Farmers Staff Update

After 17 years of loyal service with Southwest Dairy Farmers, Clyde Holekamp, Mobile Dairy Classroom instructor for the San Antonio, TX area has retired effective June 1, 2016. Clyde has been a tremendous asset to our Mobile Dairy Classroom Program. He has been a honest, hardworking, and well respected instructor who represented the dairy farmers of the Southwest well. Southwest Dairy Farmers wish him and his wife, Cheryl, a long and happy retirement.



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Special Olympics Deemed Successful Once Again

The Southwest and the Southland Dairy Farmers are active sponsors with the Special Olympics Summer Games in Texas, New Mexico, Oklahoma, Missouri, Kansas, Kentucky, Virginia and North Carolina. For each State's Olympic games, the Southwest or Southland Dairy Farmers hold a strong presence by providing education from our Mobile Dairy Classroom and handing out delicious, refreshing ice cream sandwiches along with our popular canvas grocery bags. The consensus of the Special Olympians and their families is that the Southwest and Southland Dairy Farmers exhibit and ice cream trailer area is a must stop during the Summer Games. These events allow our organization to show our dairy producers' commitment to charitable organizations in their local communities where they live and work daily.



Above: SWDF Educational Director Shirley Lettkeman with Brayden Hugunin who has been featured as one of the Special Olympians on SWDF billboards and has been named one of Kansas' Most Inspirational Athletes. It is such a reward to get to know these amazing Special Olympians and their achievements.



Left: Southland MDC instructor Amanda Griffith with Special Olympians Gabe and Kevin during the North Carolina Games.

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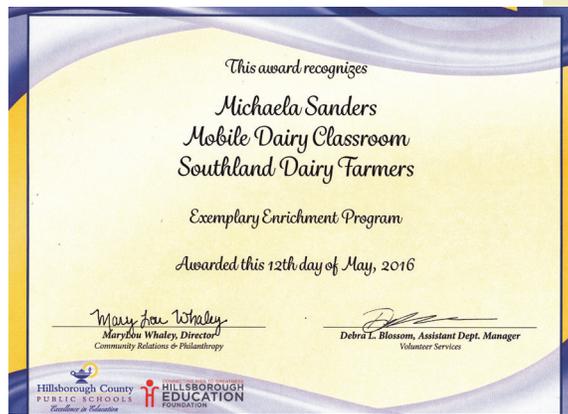
Program evaluation surveys are also sent electronically to the contact person for every event that hosts a MDC. The bulk of the responses returned reflect positively for our program. Our surveys are used by management to continually review the responses to our presentations in order to address any problems and maintain an effective message in tune with our overall mission.

Our programs continue to expand as we see more schools and present our programs at state fairs and other community events. Our dairy producer support continues to get stronger with local check off dollars from dairy producers. However, there is still work to be done and the MDC instructors are taking the message to students, teachers, staff, and visitors about the importance of dairy products! We will continue to tell to all audiences, "Milk – a part of everything that's good!"

Southland Dairy Farmers Recognized For Making An Impact On The Lives Of Students

In May, the Hillsborough County Public Schools held its 2016 Volunteer Awards event in Tampa, Florida. The annual event recognizes "innovative school practices and the time, talent, and treasures of individuals and organizations that have made a positive impact on the lives of students throughout our district."

At the event, Southland Dairy Farmers was recognized for its Mobile Dairy Classroom program. While our Mobile Dairy Classroom has won many awards over the years, this is the first award for Southland. And, since it's the first year of operation for the Southland Dairy Farmers' Mobile Dairy Classroom, this means the program is receiving significant recognition right from the start.



We expect this trend to continue as we touch the lives of students, teachers, and parents across the Southland Dairy Farmers area with a positive and direct dairy message.

During the 2015-16 school year, Southland Dairy Farmers' Mobile Dairy Class-

room has reached 114,800 kids, parents and teachers through 569 presentations at 260 schools. Our MDC presentations at state fairs, educational events, and local community events increase these totals to 160,870 people with 993 presentations during the 2015-16 school year ending May 31, 2016. The program has exceeded every goal set by Southland Dairy for its first year, and the requests for presentations and school visits continues to grow.

Southland Dairy Farmers is pleased to present this ag- and dairy farmer-based program to kids and adult audiences throughout the Southland. For additional information, call (903) 439-MILK.

Celebrating Dairy

June is National Dairy Month, which is an annual tradition developed to celebrate the dairy industry and acknowledges its many contributions. National Dairy Month celebrates the value of milk and dairy products as part of a well-balanced diet for every American, as well as the importance of milk production to the agricultural industry and the tireless efforts of the dairy farm families to provide an outstanding and affordable product.

On June 3, 2016 in Frankfort, Kentucky, Governor Matt Bevin signed an official proclamation designating June as Dairy Month in Kentucky. Southland Dairy Farmers along with representatives



Above: Kentucky MDC instructor Michaela Sanders and SWDM Director of Administration Carolyn McKinney with Governor Bevin.

from Kentucky's dairy industry, Kentucky Department of Agriculture and staff from the Governor's Office of Agriculture Policy were honored to join Governor Bevin for the signing of the proclamation.



Left: Joining the Governor are (Left to right): Eunice Schlappi, Dairy Marketing Specialist, Kentucky Department of Agriculture; Richard Sparrow, KY Dairy Producer and President of Kentucky Dairy Development Council; Carolyn McKinney, Director of Administration, Southland Dairy Farmers; Terry Rowlett, KY Dairy Producer and KY Farm Bureau; Melinda Turner, SUDIA; Maury Cox, Executive Director, KY Dairy Development Council; Billy Rowe, KY Dairy Producer and President of ADA of Kentucky.

Keeping Cool This Summer

July is National Ice Cream Month and featured below are the Southwest and Southland Dairy Farmers billboards featuring everyone's favorite, ice cream. Stay cool this summer!



SWDF Welcome Newest Member To The MDC Team

Steven Branecky is the newest member of the Mobile Dairy Classroom team and the Southwest Dairy Farmers family. Steven has been hired to work in the Texas Hill Country area (from Del Rio to San Antonio/Austin area to Williamson County) previously served by Clyde Holekamp, who has retired. A Texas A&M graduate, Steven has recently retired as the Agriscience Teacher



at Sandra Day O'Connor High School in the Northside ISD. His teaching career in Agriscience spans 23 years in various school systems and he has obtained broad and varied experiences in all phases of agriculture. Steven will be a fine addition to our MDC staff as he will continue to do what he loves, teaching people, young and old alike, about dairy and agriculture.

Ultimate Chocolate Milkshake

Ingredients:

- 3 cups chocolate ice cream
- 1 cup whole or 2% milk
- ¼ cup mini chocolate morsels
- 2 tablespoons cocoa powder
- 2 tablespoons chocolate syrup

Garnish: Whipped cream, mini chocolate morsels

Instructions:

1. Blend all ingredients until smooth and creamy.
2. Top with whipped cream and garnish with mini chocolate chips, if desired.



Recipe by Kitchen Kimberley

Upcoming Events

JULY 21-23, 2016
Sooner State Dairy Show- Stillwater, OK

JULY 28- AUGUST 6, 2016
Ozark Empire Fair- Springfield, MO

AUGUST 18-28, 2016
Kentucky State Fair- Louisville, KY

SEPTEMBER 9-18, 2016
Kansas State Fair- Hutchinson, KS

SEPTEMBER 9-18, 2016
North Carolina Mountain State Fair- Asheville, NC

SEPTEMBER 14-17, 2016
Washington County Fair- Brenham, TX

SEPTEMBER 15-18, 2016
Grapefest- Grapevine, TX

SEPTEMBER 16-24, 2016
Tri State Fair and Rodeo Gala- Amarillo, TX

SEPTEMBER 21-25, 2016
Comal County Fair- New Braunfels, TX

SEPTEMBER 23- OCTOBER 1, 2016
Panhandle South Plains Fair- Lubbock, TX

SEPTEMBER 23- OCTOBER 2, 2016
Fort Bend County Fair- Rosenberg, TX

SEPTEMBER 29- OCTOBER 9, 2016
Tulsa State Fair- Tulsa, OK

SEPTEMBER 30- OCTOBER 9, 2016
Dixie Classic Fair- Winston-Salem, NC

SEPTEMBER 30- OCTOBER 9, 2016
Virginia State Fair- Doswell, VA

SEPTEMBER 30- OCTOBER 23, 2016
State Fair of Texas- Dallas, TX

OCTOBER 3-8, 2016
Eastern New Mexico State Fair- Roswell, NM

Check out our new Mobile Dairy Classroom promotional video coming soon to our website at southwestdairyfarmers.com or southlanddairyfarmers.com

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