

THE DAIRY DATELINE



Milk. A part of everything that's good.

Southwest Dairy Museum's
Quarterly Newsletter



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Southwest Dairy Farmers Retire An Exhibit From Our Collection

Whether it be a warm, gooey, cheesy snack or a refreshing cold treat, the Dairy Diner has always been a staple at numerous state fairs serving some of the most popular tasty and nutritious dairy foods. Thirteen years ago, Diversified Designs of Weatherford, TX, built the Dairy Diner, designed after the Route 66 Diners. The vision of Southwest Dairy Farmers was that it would be a memorable way to hand out (from an eye-catching exhibit) delicious dairy foods to consumers and encourage them to add dairy to their daily diet. The first dairy promotional samples handed out from the Dairy Diner were butter rolls; (see Shannon's original Butter Rolls recipe) the recipe was provided by Shannon McCauley, the daughter of Diversified Designs' owner. Crowds of people stood in line to taste the fluffy rolls dripping in warm rich melted butter. The Dairy Diner was a hit from the start! The full kitchen made preparing delicious dairy recipes easy, quick and the perfect way to promote dairy delicious recipes to consumers. And so it began, with crowds of people circling the Dairy Diner in anticipation of a savory delight and it has continued to be a hit ever since.

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Shannon's Butter Rolls

Ingredients

2 cups warm water
2 pkgs. Instant dry yeast = 5 tsp.
4 tbsp. sugar
1 ½ tsp. salt
5 cups flour
1 ½ tsp. baking powder
½ cup powdered milk
½ cup butter (chilled)



Directions

This recipe requires a stand mixer and dough hook. Combine warm water (110 to 114 degrees), sugar, yeast. Set aside to proof.* In a bowl, sift together 1 cup flour, dry milk, salt and baking powder. In a mixer bowl, cut butter and the flour mixture together using a dough hook, scraping bowl to make sure all ingredients are blended. Add proofed yeast mixture and mix thoroughly. Add remaining flour, a little at a time, and mix until dough is soft and sticky. Turn out on a very lightly floured surface and kneed lightly working in as little flour as possible. (Do not over work or the bread will become very heavy.) Roll out ¼ to 1 inch thick for 2-inch cutter. (The larger diameter of the cutter, the thicker the dough needs to be rolled). Place rolls on a lightly greased or parchment paper cover pan, brush tops with melted butter and let rise (proof) in a warm moist place until double in bulk. Try not to over proof and have large bubbles appear in dough. This may cause rolls to fall during baking and be flat. Bake at 450 degrees in conventional oven (convection oven requires less time) for 10-12 min. or until desired browning is achieved. Remove from oven and brush tops with melted butter. Yield: 8 to 10 2-inch rolls

*For yeast the term "proof" means to let yeast, water and sugar set until a foam forms on top of mixture. This insures the yeast to be good. For dough, the term means to let rise, usually until doubled in size.

Enter our Dairylicious Calendar Recipe Contest for the chance to be featured in our 2018 calendar for the Southwest and Southland Dairy Farmers!

We're looking for your best dairy recipes, utilizing dairy as a major part of the recipe. Whether it's your "go-to" kid's favorites or Mimi's dessert, we're looking for all of your recipes, from appetizers to desserts! Winning dishes in each category will be featured in our 2018 Southwest and Southland Dairy Calendar and cash rewards will be awarded!

For the best chance at winning, be sure to submit recipes for dishes that use at least 2 dairy ingredients. Including a delectable photo will also help your recipe stand out from the crowd. More information and contest rules, including recipe categories, will be coming soon to our Southwest and Southland Dairy Farmer's Facebook page and our website at www.southwestdairyfarmers.com



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SWDF Retiring An Exhibit
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After 13 years of dedicated service to the dairy industry and miles of travel to state fairs and other events, we are announcing the retirement of the Southwest Dairy Farmers' Dairy Diner. The years of natural wear and tear have made travel efforts increasingly difficult. Therefore, we began looking for a permanent home for the Diner and opportunities to serve the dairy industry. We are proud to say that we have donated the Dairy Diner to Fair Park and the State Fair of Texas in Dallas, Texas, which is the largest state fair in the United States. We have been assured that, in "retirement" the Diner under the Southwest Dairy Farmers name will occupy a prominent spot and continue to serve delicious dairy products to patrons. Over the years, dairy delicious delicacies such as butter rolls, nachos, cheese quesadillas, yogurt fruit smoothies and ice cream have delighted dairy lovers while spreading our dairy message. SWDF and supporting dairy producers are pleased that the Dairy Diner has found a permanent home at the State Fair of Texas.



Above: Fair patrons wait in line during the 2014 State Fair of Texas for a dairylicious smoothie being served from the Dairy Diner.

New Look For Outdoor Billboards



St. Patrick's Day Run Benefits Special Olympics

Southwest Dairy Farmers were once again proud sponsors of the 35th Annual St. Patrick's Day Run in Tulsa, OK. During and after the race, SWDF were on hand giving out our popular green poly-knit grocery bags and replenishing the runners with ice cold chocolate milk. Proceeds from the race benefit Special Olympics Oklahoma.

Texas, New Mexico, Missouri, Oklahoma, Kansas, Virginia, Kentucky and North Carolina are among the states in which the Southwest and Southland Dairy Farmers partner with Special Olympics. During the Special Olympic Summer Games, SWDF and SLDF exhibit a strong presence during these games with milking demonstrations, promotional giveaways and handing out ice cream as a cool rewarding treat for the athletes and attendees. These events are an outstanding opportunity for Southwest and Southland Dairy Farmers to show our commitment to our community and highlight some of the delicious products that our dedicated dairymen offer.



Above: Race participants receiving revitalizing chocolate milk and grocery bags.

Special Olympics Summer Games 2017

May 17-19
Stillwater, Oklahoma (Oklahoma State University)

May 20-21
Albuquerque, New Mexico (University of New Mexico)

May 25-28
Arlington, Texas (University of Texas at Arlington)

June 2-4
Raleigh, North Carolina (North Carolina State University)

June 2-4
Wichita, Kansas (Maize South High School)

June 2-4
Richmond, Kentucky (Eastern Kentucky University)

June 2-4
Springfield, Missouri (Missouri State University)

June 9-10
Richmond, Virginia (University of Richmond)

Come join us at the Summer Games in your area!

Staying Cool With New Trailers

The Southwest and Southland Dairy Farmers promote the goodness of all milk products in a daily diet. As SWDF and SLDF strive to stay up to date and operate with the most efficiency, we are excited to introduce new cooler and freezer trailers. These colorful trailers will include Southwest Dairy Farmers and Southland Dairy Farmers signage and highlight milk, yogurt and ice cream across the trailers. To utilize our promotion efforts, it is vital to provide a way to store the dairy products that we are promoting. We have purchased a new 14 ft cooler trailer for milk products and a new 10 ft freezer trailer for ice cream that will allow us to attend any type of event and put wholesome dairy products in the hands of the attendees. Part of our promotion efforts include being an active sponsor at events such as 5K races, Special Olympics, Susan G. Komen, state and county fairs and numerous other community events. These events allow us to promote the nutritious value of dairy products, while showing the commitment of our dairy farmers in their local community. So be sure to look for us at an event near you and pick up an ice cold dairy treat!



Spring Stock Shows Provide A Dairy Venue

Southwest Dairy Farmers is an active supporter at many major livestock shows during the spring months. This year SWDF represented their local dairy farmers at the Fort Worth, San Antonio, Houston, Austin as well as several local and county livestock shows. These venues prove to be a great opportunity for us to share our message about the importance of dairy products in a well balanced diet through live milking demonstrations, dairy product sampling and promotional giveaways.

During the run of the stock shows SWDF attended, our Mobile Dairy Classroom instructors educated attendees young and old alike about the nutritional value of milk and how milk gets from the farm to the table. During the San Antonio Stock Show, SWDF representatives handed out Cheddar and Colby Jack cheese sticks from our Cheese Gazebo. Southwest Dairy Farmers also teamed up with Dannon Yogurt again this year during the opening weekend of the Ft. Worth Stock Show where fair patrons were treated to a variety of delicious yogurt products. We are proud to be promoting the dairy industry to the public and continuing on our mission "Milk. A part of everything that's good."



Above: Two young cowboys enjoying some yogurt.



Left: MDC instructor presenting to large crowds during the Houston Stock Show.

Cheese Souffle

INGREDIENTS

3 tablespoons unsalted butter
 3 tablespoons minute-tapioca
 1 teaspoon Worcestershire sauce
 ¼ teaspoon black pepper
 1 cup whole milk
 1 cup grated cheddar cheese
 3 large eggs, separated

DIRECTIONS

1. Preheat oven to 350 degrees. 2. In a medium saucepan over low heat, melt butter. Whisk in the minute-tapioca, Worcestershire sauce, black pepper and whole milk. 3. Bring mixture to a full boil over medium-high heat, stirring constantly, and then immediately remove from heat. Add the grated cheese, stirring constantly until melted and smooth. 4. Beat egg yolks until thick and light lemon colored. Add a small amount of the cheese mixture to the egg yolks to temper; and then stir egg yolks into the cheese mixture in saucepan. 5. In another bowl, beat egg whites until stiff; gently fold egg whites into the cooked cheese mixture. 6. Pour the mixture into a buttered 6-cup soufflé dish or a 1 ½ - quart casserole dish. Place dish into a larger baking pan, and fill baking pan with hot water to a depth of one inch. 7. Bake for 45 to 50 minutes or until puffed and center is set. Serve immediately. Enjoy!



Recipe by Kitchen Kimberley

Upcoming Events

APRIL 29, 2017

Get Kidz Fit- Dallas, TX

MAY 6, 2017

Farm and Ranch Day Scottish Rites Hospital- Dallas, TX

MAY 19-21, 2017

Got To Be NC Festival- Raleigh, NC

JUNE 9-10, 2017

Dairy Producers of New Mexico Trade Show- Ruidoso, NM

JUNE 9-17, 2017

Hopkins Co. Dairy Festival- Sulphur Springs, TX

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