

THE DAIRY DATELINE



Milk. A part of everything that's good.

*Southwest Dairy Museum's
Quarterly Newsletter*



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Southwest and Southland Dairy Farmers Continue to Build a Lasting and Positive “Brand Connection” For Dairy

All of us at Southwest and Southland Dairy Farmers send our best wishes for happiness and good health in 2017 to you and your family. As we look forward to 2017, our organization continues to develop and implement our programs to increase awareness of dairy and its importance in a healthy diet for all ages. For Southwest Dairy Farmers and Southland Dairy Farmers, our focus is on:

- Programs dedicated to building lasting and positive “brand connection” for dairy products and dairy farm families in producer areas;
- Utilization of our producer supporter’s ten cent check-off assessment back into local promotion and education programs;
- Proactive public relations; and
- School initiative focusing on education by connecting with students, teachers, and parents with a direct dairy message.

Our goal is to promote the industry of dairy and the dairy farm families in their areas.

Our programs are targeted to be seen and experienced in your markets, with measurable results. It is our goal to provide

dairy businessmen and businesswomen with a direct return on investment for your local dairy checkoff dollars. We never forget that our marketing programs are built on your local checkoff contributions. It isn’t our money; it’s dairy producer money. It is our responsibility



Happy New Year from the staff at Southwest and Southland Dairy Farmers.

to treat our funds as an investment by producers, for producers.

In 2017, we look forward to achieving our mission through:

- Our award-winning Mobile Dairy Classroom educational program. In 2016, we visited over 817 schools throughout the states of Texas, New Mexico, Oklahoma, Kansas, Kentucky, Missouri, Virginia, North Carolina, Virginia, Florida, and Arizona. Over 632,000 students, parents, and teachers

at schools, fairs, and other events took part in a direct dairy message, totaling about 4,300 presentations combined. Our 12 classroom units now include permanent units in Kentucky, North Carolina, and Virginia.

- Our promotions or information booths at fairs, shows, and other events.
- Our agreements with college athletic departments to promote the health benefits of dairy in young active lives.
- Our participation in community events and charitable organizations to show the industry’s commitment to the local communities in which they live.

- Our billboard advertising programs displaying the dairy message 24 hours a day, 7 days a week. Social media and digital and online advertising continues to yield positive results by boasting an interaction rate with consumers that is three times the national average.
- Our partnerships with other agricultural or dairy organizations to encourage the inclusion of dairy in our everyday lives.

“Brand Connection”

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Southwest and Southland Dairy Farmers Popular 2017 Calendars Are Available

Southwest and Southland Dairy Farmers popular “Cooking With Dairy” Calendars for the 2017 year are now available. These colorful calendars feature twelve dairy inspired recipes by Kitchen Kimberley as well as many of the community events that we attend throughout the year. If you would like a free 2017 calendar, please call (903)439-MILK.



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Kids & Kows & More

Southwest Dairy Farmers continues to sponsor Kids & Kows & More programs with the help of local cooperative extension offices in Texas, New Mexico and Oklahoma. Kids & Kows & More realizes that most children today are urbanized and recognizes the need to bring the farm to them. This program allows children to experience agriculture through interactive stations like our Mobile Dairy Classroom, sheep shearing, water conservation, crop production,



pecan harvesting and many other agricultural programs. Each Kids & Kows & More program varies its participants from year to year to keep a fresh focus on agriculture. For the spring, of 2017 KKM will conduct programs in 12 Texas, 5 New Mexico and 4 Oklahoma counties. Contact our office for specific details for the KKM event in your area at (903)439-MILK. We would love to have you attend these award-winning educational events.



Dairy Highlighted At The Kid's Day During Women's Basketball Games

Once again the Southwest Dairy Farmers sponsored an educational "Kid's Day" in conjunction with the women's basketball programs at the University of Texas and Texas Tech University. In Austin, TX at the University of Texas on November 16, 2016, a crowd of roughly 5,000 boisterous kids were bussed in from over 40 area elementary schools for the event. On December 14, 2016, Texas Tech University bussed in a record 8,000 students to the United Spirit Arena in Lubbock, TX. During these events, the children participated in interactive programs including questions about dairy and health, along with athlete and strength and conditioning coaches encouraging the kids to be healthy and active. These events allowed Southwest Dairy Farmers to reach thousands of our targeted age group and stress to them the importance of dairy and why dairy products in one of its many delicious forms should be an important part of their healthy lifestyle.



Left: Long line of school kid's getting to see the MDC as they enter the arena at the University of Texas game.



Kids & Kows & More

Spring 2017 Schedule

El Paso, TX	March 6-10
Tulsa, OK	March 8-9
Roswell, NM	March 20-21
Midland, TX	March 28-29
Amarillo, TX	March 30-31
Odessa, TX	April 4-7
San Angelo, TX	April 25-26
Las Cruces, NM	April 26-28
Menard, TX	April 27
Mayes, OK	April 27
Miami, OK	April 28
Portales, NM	May 2
Santa Rosa, NM	May 10
Valencia, NM	May 11-12
Crosbyton, TX	May 12
Stephenville, TX	May 16
Abilene, TX	May 17
Brownwood, TX	May 18-19
Wichita Falls, TX	TBA
Snyder, TX	TBA

Fair Patrons Received A Dairy Message

Southwest and Southland Dairy Farmers promoted the dairy industry and our message "Milk. A part of everything that's good." at many of the popular fairs throughout the Southwest and Southland area this Fall. Our Mobile Dairy Classrooms gave 719 presentations and saw 80,956 general public and students throughout the run of these fairs. At the Dallas and Tulsa State Fair, SWDF employees served a variety of yogurt samples provided by Dannon from our food exhibits highlighting the wonderful benefits of yogurt. 57,269 yogurt samples were handed out from the SWDF Gazebo throughout the run of the Tulsa State Fair. The Dairy Diner was stationed at the State Fair of Texas and passed out 116,892 yogurt samples. The Fall Fair Season was a success and, as always, we were proud to promote the amazing dairy industry.

Southland Dairy Farmers Continues “Moo”ving Along In The Southeast

Southland Dairy Farmers continues to grow strong and make a dairy impact in the Southeast. Since January 2015, Southwest Dairy Farmers has established its award-winning programs in the Southland states of Kentucky, North Carolina and Virginia and the programs have proven to be very popular and successful. In addition to our award-winning Mobile Dairy Classroom program, our outdoor billboards, educational exhibits, college athletic programs and our local and regional charitable sponsorships are all in full swing.



Above: MDC instructor Courtney Bumgarner with the North Carolina State mascot before a baseball game in the Kid's zone.

This year all three Southland states participated in their Special Olympic Summer Games programs with the Mobile Dairy Classroom and ice cream sandwich giveaways. Our college athletic program interacted with many Kid Clubs and Ag Days at Western Kentucky University, Virginia Tech University and North Carolina State University with some great promotional giveaways and MDC appearances. In the Southland area our Mobile Dairy Classrooms have reached over 136,000 students and general public with our visits to schools, fairs, and other educational venues in 2016.

In October, Southland Dairy Farmers was pleased to introduce Megan Bailey as the Mobile Dairy Classroom Instructor for the State of Kentucky. Megan is a Kentucky native and a graduate of Western Kentucky University with a Bachelors Degree in Agriculture and a Masters in Leadership. Previously, Megan was an Extension Agent for the Warren County Cooperative Extension Service in Bowling



Megan Bailey

Green, Kentucky. She has a passion for the dairy industry and for educating the public about agriculture and where their food comes from. Megan enjoys showing dairy cattle and working with her family on their farm as well as spending time on the lake with her family and friends. She already has proven to be a wonderful asset for our company.

We continue to be optimistic about all the changes and growth in the Southeast areas and will continue our positive direct dairy messages and programs, and our mission “Milk. A part of everything that’s good.”

“Brand Connection”

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- Our Ag Conservancy to be proactive about the dairy industry’s commitment to the environment and animal welfare.
- Our support of the national dairy promotional programs.

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 certainly appreciate your support and as always, we welcome your comments and suggestions as we move forward in 2017. Please feel free to contact us directly at any time.

Sincerely,
Jim Hill
Chief Executive Officer
Southwest and Southland Dairy Farmers
Southwest Dairy Museum, Inc.

Queso Blanco

Ingredients

2 tablespoons unsalted butter
1/4 cup diced white onion
1/4 cup diced red bell pepper
1 large jalapeno pepper, seeds and membrane removed, diced
1/2 cup heavy cream, half-and-half, or whole milk
2 cups shredded Monterey Jack cheese
1 cup shredded white American cheese
1 Roma tomato, seeded and diced
1/4 cup freshly chopped cilantro

Recipe by Kitchen Kimberley

Directions

In a saucepan over medium heat, melt butter; sauté onions, bell pepper and jalapeno pepper until softened, about 5 minutes.



Reduce heat to medium-low and add heavy cream (or half-and-half or milk). Gradually add cheese; stir constantly until cheese is melted and smooth.

Add diced tomato and freshly chopped cilantro.

Serve warm with chips, and enjoy!

Upcoming Events

JANUARY 13-FEBRUARY 4, 2017
Ft. Worth Stock Show & Rodeo- Ft. Worth, TX

FEBRUARY 3-19, 2017
San Angelo Stock Show & Rodeo- San Angelo, TX

FEBRUARY 9-26, 2017
San Antonio Stock Show & Rodeo- San Antonio, TX

FEBRUARY 17-19, 2017
The Women's Fair- Wichita, KS

MARCH 2-12, 2017
Florida Strawberry Festival- Plant, FL

MARCH 7-26, 2017
Houston Livestock Show & Rodeo- Houston, TX

MARCH 11-25, 2017
Star of Texas Fair & Rodeo- Austin, TX

MARCH 25-26, 2017
Southwest Chocolate & Coffee Fest- Albuquerque, NM

MARCH 30- APRIL 9, 2017
South Texas State Fair- Beaumont, TX

MARCH 31- APRIL 8, 2017
Walker County Fair- Huntsville, TX

MARCH 31- APRIL 9, 2017
Montgomery County Fair- Conroe, TX

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