

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 Are Making Inaugural Presentations In Tennessee

The Southland Dairy Farmers' Mobile Dairy Classroom program is now making presentations to schools across the Volunteer State. Beginning with the 2017-18 school year, students, teachers, and parents across Tennessee are able to learn about where milk comes from and the good story about dairy farming and dairy farm families via the Mobile Dairy Classroom.

The Mobile Dairy Classroom (MDC) is an exclusive, free program of the Southland Dairy Farmers, and features a live cow and milking parlor in a specially-built 32-foot trailer. Classroom presentations are made by trained instructors who present the "The Story of Milk" to students, teachers, and parents right on school grounds. Topics covered are:

- where milk comes from and how it gets from the farm to the table;
- the anatomy of the dairy cow;
- the dairy farmers dedication to the environment and animal welfare; and
- the nutritional value of milk and dairy products.



Right: Principal, Dr. Breckon Pannell and Assistant Principal, Michael Yates with Jim Hill at McDowell Elementary in Columbia, TN.

The popular MDC program has been in existence for over 25 years, and is the most popular educational program of the Southwest Dairy Farmers and Southland Dairy Farmers. In a single year, the Mobile Dairy Classroom will reach over 800,000 school-aged children and their teachers and parents. At the request of many Tennessee dairy producers, the Tennessee Department of Agriculture, in partnership with the Tennessee Dairy Producers Association and the Tennessee Farm Bureau, has funded the MDC through a special grant to bring the Mobile Dairy Classroom to the state.

The Southland Dairy Farmer's Mobile Dairy Classroom has been making presentations at schools in Tennessee in September and October of 2017, and will continue in the Spring of 2018. According to Jim Hill, CEO of Southland Dairy Farmers, the school schedule is filling up fast. "We are elated to bring this dynamic dairy program to Tennessee," he said. "We introduced our Mobile Dairy Classroom at the Wilson County Fair in Lebanon in late August, and it was a huge success.



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Left: John Crawford educating Chapel Hill Elementary students in Chapel Hill, TN.

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Popular Wall Calendars For 2018 Are On The Way

Southwest and Southland Dairy Farmers are preparing for the distribution of our colorful and popular recipe wall calendars for 2018. This year, our popular "Cooking With Dairy" calendars have been inspired by our own staff at Southwest and Southland Dairy Farmers. Each month will feature a delicious recipe provided by a member of our staff using dairy ingredients. The calendar will be sent to all supporting dairy producers and dairy industry organizations. If you would like to receive our 2018 recipe calendar, please call (903) 439-6455 (MILK).



DELICIOUS DAIRY RECIPES
For more dairy recipe ideas visit www.southwestdairyfarmers.com or www.southlanddairyfarmers.com
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College Athletics Provide Dairy Promotion Venues Again In 2017-2018

The college athletic year has started and the Southwest and Southland Dairy Farmers will again be promoting nutritious dairy products with major university athletic programs in 2017-18. Our programs are planned and implemented, not only during popular game venues, but provide year-round opportunities to educate and promote to young and old alike with our sponsorships of university athletic kid's clubs, educational outreach programs, and community events. This year, we will be providing our popular clear, NFL-compliant back packs in school colors and logo and listing the 9 nutrients in all dairy products.

Our 2017-18 university partnerships are:

- Baylor University – Waco, TX
- Creighton University – Omaha, NE
- New Mexico State University – Las Cruces, NM
- North Carolina State University – Raleigh, NC
- University of Texas – Austin, TX
- Texas Tech University – Lubbock, TX
- Virginia Tech University – Blacksburg, VA
- Western Kentucky University – Bowling Green, KY

For more information about the specific promotional program at these fine universities, please contact our office at info@southwestdairyfarmers.com.

Right: The back side of the bag.



Above: The front side of the bag.



Southland Dairy Farmers At The Kentucky State Fair

“Uniquely Kentucky, Uniquely Fun”, was the theme for the Kentucky State Fair which was held August 17-27, 2017 in Louisville, Kentucky. This theme seemed very fitting since our Mobile Dairy Classroom offers a “unique” way to present our dairy message to the public. Southland Dairy Farmers held a strong dairy presence by sharing our message about the importance of dairy in our daily diet and a brief overview of the modern milking process with live milking demonstrations to over 14,000 fair attendees. Dairy nutrition information and promotional items were also handed out during the fair by our MDC instructors.



Above: MDC instructor presenting to the crowd during the Kentucky State Fair.

Rolling Out Our Newest Travelling Food Exhibit

Southwest Dairy Farmers will unveil our newest traveling dairy food exhibit during the Texas State Fair. This exhibit will take the place of the recently retired Dairy Diner (donated to Fair Park in Dallas as a permanent dairy bar). The new exhibit is more versatile and able to serve a wide variety of dairy products as well as travel wherever it is needed to promote dairy products.

Once again, Southwest Dairy Farmers will have a wide “footprint” at the Texas State Fair. In our position as title sponsor of the Go Texan Building, the new exhibit will be used to serve an array of yogurt samples. Back by popular demand for health-conscious patrons, chocolate, strawberry and regular pints of milk will be available for \$2.00 adjacent to the yogurt promotional giveaway. During the last weekend of the 24-day event, SWDF is continuing its partnership with the Texas Vegetable Association to serve selected vegetables with our delicious Dilly Dip to fair goers with help from the popular Kilgore Rangerettes. Our Mobile Dairy Classroom instructors will be providing live milking demonstrations hourly on the half hour starting at 1:30 through 6:30 in the Discovery Farm area. Stop by and see where your milk comes from; learn about modern dairy processing; environmental stewardship; and sign up for a Mobile Dairy Classroom visit to your school or event.



Left: Side view of new product trailer.



Above: Back view of new product trailer.

These community outreach programs have proven successful every year. We would like to invite you to join us September 29 – October 22 at the Texas State Fair. Come out, enjoy a sample of our dairy products, and visit our educational milking demonstrations as we promote: Milk. A Part of Everything That's Good

Study Shows The Dairy Industry Should Focus On The Nutrition Value Of Milk And Educating Consumers

Fluid milk consumption has declined for decades while consumption of nondairy alternatives has increased. A better understanding of why consumers purchase fluid milk or non-dairy alternatives is needed to assist increased sales of milk or maintain sales without further decline.

The objective of a study conducted by North Carolina State's Department of Food, Bioprocessing, and Nutrition Sciences was to determine the extrinsic attributes that drive purchase within each product category. A second objective was to determine the personal values behind the purchase of each beverage type to give further understanding why particular attributes are important.

Results suggested that maintaining a balanced diet and healthy lifestyle was important to all consumer groups. Unique to fluid milk consumers was that fluid milk was perceived as a staple food item. These results suggest that the dairy industry should focus on the nutrition value of milk and educating consumers about misconceptions regarding dairy milk. This is the philosophy of Southwest and Southland Dairy Farmers.

SWDF / SLDF supports this nutritional emphasis regarding the value of milk and our commitment can be seen through our promotional and educational programs, such as, our Mobile Dairy Classroom, ag literacy programs, college sports programs, etc.

Source: The Journal of Dairy Science. This study was conducted by the Department of Food, Bioprocessing and Nutrition Sciences, Southeast Dairy Foods Research Center, North Carolina State University in Raleigh, NC. Authors K.S. McCarthy, M. Parker, A. Ameerally, S.L. Drake, M.A. Drake. Visit [http://www.journalofdairyscience.org/article/S0022-0302\(17\)30526-X/](http://www.journalofdairyscience.org/article/S0022-0302(17)30526-X/) full text to view the full article.

Tennessee Continued from page 1

Various Tennessee schools have hosted the program in September and have been very pleased with the dairy education program for their students. One survey provided from an elementary teacher stated, 'This was a great experience for our students. I appreciate the professionalism and the Southland Dairy Farmers commitment to education.' Tennessee schools will now have access to this program, at no charge to the school, during the 2017-18 school year and we are thankful to the Tennessee dairy organizations that made it possible."



Above: John Crawford presenting at Riverside Elementary in Columbia, TN.

To schedule a Mobile Dairy Classroom at your Tennessee school or event please contact Stan Butt, Executive Director of the Tennessee Dairy Producers Association at (931) 698-0243 or visit www.southlanddairyfarmers.com to request online.

Danone Nations Cup World Final

Southland Dairy Farmers was invited to be a part of the world's largest soccer tournament for children ages 10-12 in Harrison, NJ. The Danone Nations Cup World Final, which is sponsored by Dannon Yogurt was held at the Red Bull Arena on Sunday, September 24, 2017. Over 2.5 million children from 32 countries participated in this competition worldwide, with over 30,000 spectators at the finals in New Jersey. As part of this event our Mobile Dairy Classroom was invited by Dannon to set up outside the stadium and give live milking demonstrations to educate all the young athletes and their fans about the importance of dairy products in an active lifestyle. This event provided a huge opportunity for our MDC unit to see thousands of children and parents while conveying our message about the importance of dairy and the stewardship of our dairy farmers.

Sour Cream Chocolate Cookies

INGREDIENTS:

- ½ cup unsalted butter, softened
- ¾ cup granulated sugar
- ½ cup packed light brown sugar
- 1 large egg
- ½ cup sour cream
- 1 teaspoon vanilla extract
- 1 ¾ cups all-purpose flour
- ½ cup cocoa powder
- 1 teaspoon baking powder
- ½ teaspoon baking soda
- ¼ teaspoon salt
- 1 cup semi-sweet chocolate morsels
- ½ cup white chocolate baking morsels

Recipe by Kitchen Kimberley

DIRECTIONS:

1. Preheat oven to 350 degrees.
2. In a large mixing bowl, cream butter and sugars. Beat in egg, sour cream and vanilla.
3. In another mixing bowl, combine dry ingredients; gradually add to the creamed mixture. Stir in both chocolate and white baking morsels.
4. Drop by rounded tablespoonfuls 2 inches apart onto greased or parchment-lined baking sheets. Bake for 12 to 15 minutes or until set. Cool for 2 minutes before removing to wire rack to cool completely.

YIELD: 3 DOZEN



Upcoming Events

SEPTEMBER 28- OCTOBER 8, 2017
Tulsa State Fair- Tulsa, OK

SEPTEMBER 29- OCTOBER 8, 2017
Fort Bend County Fair- Rosenberg, TX

SEPTEMBER 29- OCTOBER 8, 2017
Virginia State Fair- Doswell, VA

SEPTEMBER 29- OCTOBER 22, 2017
State Fair of Texas- Dallas, TX

OCTOBER 2-7, 2017
Eastern New Mexico State Fair- Roswell, NM

OCTOBER 4-5, 2017
Hopkins County Ag Day- Sulphur Springs, TX

OCTOBER 12-22, 2017
North Carolina State Fair- Raleigh, NC

OCTOBER 28, 2017
World Champion Hopkins Co. Stew Contest- Sulphur Springs, TX

Christmas Cheese Crates Make Great Gifts

Southwest Dairy Farmers Cheese Crates will be available for purchase very soon! These crates make a great nutritious and tasty gift for your family and friends during the holiday season. Choose from a variety of cheeses, dips and mixes to customize your own gift crates. To check our list of available products and purchase a cheese crate visit our website at www.southwestdairyfarmers.com or call (903) 439-6455 (MILK). The deadline order date to have your cheese crates shipped and delivered by Christmas is December 15, 2017.



Check www.komen.org for upcoming 'Race for the Cure' venues.

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