

THE DAIRY DATELINE



Milk. A part of everything that's good.

*Southwest Dairy Museum's
Quarterly Newsletter*



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July 2018 • Volume 9 Issue 3 • www.southwestdairyfarmers.com

SWDF Continues Our Successful Partnership With The Kilgore Rangerettes

Southwest Dairy Farmers have renewed our partnership with the world-famous Kilgore Rangerettes to continue to encourage young women with active lifestyles to enjoy dairy products to provide the vitamins and minerals that they need in their healthy diets. This partnership not only provides Rangerette appearances at our promotions at the major state fairs in Texas, but provides personal advocates for dairy at the Rangerettes school recruiting visits at high schools in Texas and other areas. In addition, the Rangerettes distribute growth charts, back pack bags and tags, cooler bags, and posters, all with our strong dairy message. A large part of our past promotion with the Rangerettes has been the production of video public service announcements and a workout instruction video promoting chocolate milk

as a recovery drink. This year video and still shots were taken of the Rangerettes in their Rangerette uniforms, in street clothes, and in exercise clothes all while the students emphasized the importance of dairy products and its nutrients in their active lifestyle. The message that they deliver resonates for all active people!



Above: Film crew, Rangerettes and CEO Jim Hill reviewing footage.



Left and Right: Behind the scenes during the video shoot.



John Crawford Promoted To Director Of Operations For Southland Division

John Crawford has been promoted to Director of Operations for Southland Dairy Farmers and has relocated to the Greensboro, North Carolina office. John will work with all of our sponsored educational and promotional events and event organizers, as well as, our supporting dairy producers in the Southland area. John has been employed with Southwest Dairy Farmers as a part-time Mobile Dairy Classroom Instructor since February 2016 and just successfully completed all of our 2017-18 Mobile Classroom presentations in Tennessee schools with the funding from the Tennessee Department of Agriculture. He received a Bachelor of Business Management degree from Texas Wesleyan University, and a Master of Education in Guidance and Counseling from the University of North Texas. He was raised on a dairy farm and operated Crawford Jersey Farm in Keller, Texas until 2008. John was also a counselor at Keller High School for 35 years and retired in 2001. John will be an asset to our organization due to, not only his knowledge as a dairy producer, but as a past Board member of both regional and national dairy check-off programs he understands the stated purpose and expectations of the check-off programs.



IN THIS ISSUE

2018 Summer Billboards Highlighting America's Favorite Cool Treat; SWDF Welcome Hallie Davis To The MDC Staff; Community Outreach Through Special Olympics2

College Athletic Promotions Create Direct Dairy Message Opportunities; "Cows At The Capitol" During Kentucky Dairy Proclamation Day; Dairy Recipe3

Southwest & Southland Dairy Farmers Upcoming Events4

2018 Summer Billboards Highlighting Everyone's Favorite Cool Treat

Shown below are our Summer Billboards and Social Media Banners featuring America's favorite summer time treat, ice cream. In 1984, President Ronald Reagan declared July as National Ice Cream Month. Almost ten percent of all the milk produced by dairy farmers is used to produce ice cream. Nearly ninety percent of Americans have ice cream in their freezer at any given time. This year National Ice Cream Day falls on Sunday, July 15th. Look for these billboards in your area and stay cool during the hot summer months with a refreshing scoop or two of ice cream.



SWDF Welcome Hallie Davis To The MDC Staff

Southwest Dairy Farmers would like to introduce Hallie Davis as the new Mobile Dairy Classroom Instructor for the Texas Rio Grande Valley area. Hallie graduated Magna Cum Laude with a Bachelor of Science degree in Agriculture Science with teaching certification from Texas A&M -Kingsville. Working at a dairy farm in her hometown in Tennessee, Hallie fell in love with the dairy industry. She was a member of the Tennessee State Champion FFA Dairy Judging Team in her youth. Hallie looks forward to combining her passions for dairy and education to educate people about how dairy products get from the cow to the table and how and why to incorporate them into a healthy lifestyle. Please help welcome Hallie to the Southwest Dairy Farmers Family as we know she will be a fine addition to our MDC staff.



Community Outreach Through Special Olympics

Southwest and Southland Dairy Farmers involvement with Special Olympics allows our organization to highlight the positive contributions and commitment that our local dairy farmers have to their communities and the local events that make a difference. We continue to be major sponsors of the Special Olympic Summer Games in Kansas, New Mexico, Missouri, Oklahoma, Texas, Kentucky, Virginia and North Carolina. Through our sponsorship and active volunteerism we provide live milking demonstrations, promotional giveaways and free ice cream sandwiches during the games. In addition, we sponsor billboards in selected areas which highlight actual Special Olympians. This is just one of the many ways we enhance the image of the dairy industry in the local communities where our dairy farmers live.



Above: SWDF set up at the Athlete's Village during Special Olympics Oklahoma.



Above: MDC instructor and Special Olympian during the North Carolina Summer Games. You can see the pure joy in her face interacting with our cow. These priceless moments are why SWDF/SLDF chooses these worthy organizations for community outreach.

College Athletic Promotions Create Direct Dairy Message Opportunities

Once again in the 2018-19 school year, the Southwest and Southland Dairy Farmers will partner with various university athletic departments to promote milk and dairy products to college sports fans. Our successful agreements with these programs across our areas emphasizes, not just handing our promotional items at a game, but allows us to promote dairy at events that we can interact with the people, young and old alike. Our partnerships allow our organization to personally relay our message at schools with our Mobile Dairy Classroom and college athletes talking about nutritious dairy, community outreach programs, college kids club events, as well as, sponsored game day events that allow us to take our message to consumers through their favorite college team. This year we will be distributing NFL-compliant back packs that feature the Nine Essential Vitamins and Nutrients found in milk with our logo and the individual's favorite college sports team. We are proud to partner with these universities and promote dairy to college athletic fans. So come join us at a game or community program to support your favorite team and your local dairy farmers.

Right: Children experiencing the MDC before the women's basketball game sponsored by SWDF at the University of Texas



University Athletic Promotions for the 2018-2019 School Year

Baylor University

Creighton University

Missouri State University

North Carolina State University

Texas Tech University

University of New Mexico

University of Texas

Virginia Tech University

Western Kentucky University

Wichita State University

“Cows At The Capitol” During Kentucky Dairy Proclamation Day



Southland Dairy Farmers was happy to participate at Kentucky's June Dairy Proclamation Month event with Governor Matt Bevin and Commissioner of Agriculture Ryan Quarles.

Right: Megan Komar receiving recognition from Governor Bevin and Commissioner Quarles.



Left: Governor Bevin visits with Megan Komar about our Mobile Dairy Classroom.

Homemade Strawberries And Cream Ice Cream

Ingredients

1 pound strawberries, washed, stemmed and halved
1 cup sugar
1 teaspoon lemon juice
1 teaspoon lemon zest
2 cups heavy cream
½ cup whole milk
Pinch salt

Directions

1. In a large bowl, combine strawberries, sugar, lemon juice, lemon zest, and salt. With a potato masher or fork, mash and stir until sugar is mostly dissolved, about 5-10 minutes. 2. Pour heavy cream and milk into the strawberry mixture and stir until thoroughly combined. Cover and refrigerate until cold, at least 2 hours, preferably overnight. 3. Freeze strawberry mixture in an ice cream maker according to manufacturer's directions. Transfer to container. Cover with plastic wrap and put in freezer until hardened. 4. Scoop ice cream and garnish with whipped cream and chopped strawberries.

Optional Strawberry Whipped Cream Garnish

• 1 ½ cup heavy cream, cold • ¼ cup powdered sugar • Fresh strawberries, chopped

Directions

1. Using either a stand mixer or handheld mixer, combine cream and sugar in a large mixing bowl. 2. Whisk on medium speed until stiff peaks form, being careful not to overwhip. Transfer to a container, cover, and refrigerate until ready to serve.



Recipe shared by Richard Mendez

Upcoming Events

JULY 11-14, 2018

Sooner State Dairy Show- Stillwater, OK

JULY 26- AUGUST 4, 2018

Ozark Empire Fair- Springfield, MO

AUGUST 16-26, 2018

Kentucky State Fair- Louisville, KY

SEPTEMBER 6-16, 2018

New Mexico State Fair- Albuquerque, NM

SEPTEMBER 7-16, 2018

Kansas State Fair- Hutchinson, KS

SEPTEMBER 7-16, 2018

North Carolina Mountain State Fair- Asheville, NC

SEPTEMBER 13-16, 2018

Grapefest- Grapevine, TX

SEPTEMBER 13-23, 2018

Oklahoma State Fair- Oklahoma City, OK

SEPTEMBER 14-22, 2018

Tri State Fair & Rodeo Gala- Amarillo, TX

SEPTEMBER 17-25, 2018

Wilson County Fair- Lebanon, TN

SEPTEMBER 19-22, 2018

Washington County Fair- Brenham, TX

SEPTEMBER 21-29, 2018

Panhandle South Plains Fair- Lubbock, TX

SEPTEMBER 25-30, 2018

Comal County Fair- New Braunfels, TX

SEPTEMBER 27- OCTOBER 7, 2018

Tulsa State Fair- Tulsa, OK

SEPTEMBER 28- OCTOBER 21, 2018

State Fair of Texas- Dallas, TX

SEPTEMBER 28- OCTOBER 7, 2018

Virginia State Fair- Doswell, VA

OCTOBER 1-6, 2018

Eastern New Mexico State Fair- Roswell, NM

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