



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: An Online Compliment To Our Live Presentations



Southwest/Southland Dairy Farmers Partner With Oklahoma State University To Provide Hands-On Dairy Education

Oklahoma State University has a long and respected history in dairy production and dairy education. In fact, that history dates back a century. Today, with a significant grant from Southwest and Southland Dairy Farmers, OSU will continue that work with an enhanced production program and dairy facilities that will touch not only ag undergrads and graduate students but over 3,000 "non-ag" visitors each year, as well.

Dr. Thomas Coon, Vice President, Dean, and Director of the Oklahoma State University Division of Agricultural Sciences and Natural Resources (DASNR), said, "Southwest and Southland Dairy Farmers is helping us realize our goal of providing real-world, science-based information on dairy operations not only for OSU students, but also for school children and interested consumers across our region." Dr. Coon

is referring to the OSU Ferguson Family Dairy Center, which encompasses approximately 300 acres of pasture with an additional 80 acres of tillable land nearby. Research currently being conducted at the dairy includes ruminant nutrition, reproductive physiology, and health and well-being of dairy cattle. Dr. Coon added, "From the outset, our renovations to the Ferguson Family Dairy Center at OSU have been guided by a desire to adopt state-of-the-art technology so our students can learn from a modern dairy operation *and* a desire

to showcase a well-managed dairy for the public to become better informed about this critical industry. With our new Visitors Center coming on-line, the gift from Southwest and Southland Dairy Farmers sends a clear signal that dairy producers are committed to these same principles."

Through the support of Southwest/Southland Dairy Farmers, OSU will be able to enhance the Ferguson Dairy Center and add additional

programs and elements. These additions will include instructional plans and materials for tour guides, a sophisticated Dairy Center app, instructional materials for teachers, distance learning tools, and support for additional human resources, among other Dairy Center needs.

Dr. Coon also mentioned that he and the DASNR see this partnership existing beyond the funding component with collaboration of the

Center's graduate assistant and Southwest/Southland Dairy Farmers' staff. "Once the educational materials are developed, we anticipate an ongoing partnership with the Southwest and Southland Dairy Farmers."

Both organizations indicated that the ongoing partnership would include the use of the Southwest/Southland Dairy Farmers' innovative Mobile Dairy Classrooms, in coordination with the team at the Ferguson Family Dairy Center. One such use will be



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incorporating either livestream video or production video of the Ferguson Dairy Center freestall barn and various areas, including insentec- system feeding stalls, maternity area, and robotic milker, in the Mobile Dairy Classroom video presentations. Those presentations are made to over 800,000 students, teachers, and parents every year at various schools and other venues.

For the Southwest and Southland Dairy Farmers, this multi-year support for OSU's Agricultural Sciences and Natural Resources Division is a perfect fit for the dairy organization's mission.

Jim Hill, Southwest/Southland Dairy Farmers CEO, said, "Our dairy-producer members contribute a significant amount of money each year to support the Dairy Checkoff program, and one of the basic pillars of that program is dairy and nutrition education for the consumer. The Ferguson Center will provide that via a hands-on experience for guests and for students. It's a win-win for everyone. We're pleased to be involved in this worthwhile and effective initiative."

Hill added, "One of the things we look at when supporting programs through our producer funds is the aspect of regionality. We feel it is imperative that we support dairy and our dairy producers on the regional level. That's our job. So, while the OSU Ferguson Family Dairy Center is nationally recognized, it is a regional initiative and we're proud to be a part of it." 🐄

An Online Compliment to Our Live Presentations

MEET THE MOBILE DAIRY CLASSROOM



WATCH US NOW AND SEE US LATER.

This year, the continuing COVID-19 pandemic has upended many school districts' plans to return to a 100% in-person learning in the fall, with many districts opting for a virtual model or a hybrid model that incorporates some remote instruction. As such, many school districts are limiting or eliminating popular school functions, due to local, state and/or federal guidelines for social distancing, that require the congregating or social mixing of students and school staff.

Unfortunately, the Southwest/Southland Dairy Farmers Mobile Dairy Classroom visits and presentations fall within this category. We realize these restrictions are in place for the health and safety of students and teachers and are only temporary. Therefore, we look forward to a quick resumption of our always highly requested FREE scheduled tours.

But, until then, we would like to offer you and your students the next best thing. We invite you to sign up for our "Watch Us Now And See Us Later" three-part program that lets you:

- 1) Watch our newest video, "Welcome to the Mobile Dairy Classroom", that showcases our experiential tour of a dairy farm and the goodness of dairy;
- 2) Be part of a Zoom video call personally introducing you to one of our Mobile Dairy Classroom instructors/presenters and their partner cow, and an informative discussion on dairy nutrition, with a follow-up Question and Answer session; and
- 3) See a scheduled, live-on-site, FREE Mobile Dairy Classroom presentation in the spring when the Mobile Dairy Classroom can visit your school.

Individual schools are encouraged to have several classes sign-up for this program at the same time, with each class participating in a Mobile Dairy Classroom presentation during its spring visit.

For more information or to be a part of "Watch Us Now And See Us Later", be sure to visit southwestdairyfarmers.com.




Upcoming 2021 Dairy Inspired Recipe Calendar

Southwest and Southland Dairy Farmers have been busy planning and preparing for our upcoming 2021 Cooking with Dairy recipe calendar. The cover has changed from past years. Because of 2020's events, we decided to bring awareness to the theme of family with a bold new message: *Share the Tradition, Share the Nutrition*. This new line will help remind consumers that now is the time to return to the great traditions of family and a great time to share the nutritional value of dairy. The calendar will be sent to all supporting dairy producers and dairy industry organizations. **If you would like to receive a calendar, please call (903) 439-6455(MILK).** 🐄

Southwest and Southland Dairy Farmers Continue to Assist Local Food Banks

Our organization continues to help local food banks provide basic nutrition to our dairy farmers local communities. Southwest Dairy Farmers and our MDC instructor Garret Wilson have traveled across West Texas with our cooler trailer to help distribute milk. Snack Pak 4 Kids, Sarah Farms, Farmers to Families and the Hereford Food Pantry, are just a few of the numerous partners and community volunteers who SWDF have worked with to provide food to insecure areas and families in need. 🐄



Hereford, Texas Food Pantry

Southern National Dairy Show

The Southern National Dairy Show that is held in Stillwater, OK every spring was originally cancelled due to Covid-19 but was able to reschedule for the week of September 21-26, 2020. Southwest Dairy Farmers was happy to help sponsor this national show. Not only did our organization help with sponsorship, yogurt, ice cream and milk were provided to the dairy producers and attendees during the show. It was a great opportunity to give back and show support for our dairy farmers and the dairy industry. 🐄

MDC Instructor Spotlight

Meet Kayler Campbell, our Mobile Dairy Classroom Instructor serving Dallas County, counties south of Dallas/Ft. Worth, and the Waco region in Texas.

Kayler has been employed with Southwest Dairy Farmers since April of 2013. She has an Agricultural Communications degree from Tarleton State University.

When not working, Kayler loves to be outdoors. She enjoys hiking, ranching, gardening, cooking, sports and traveling. Her favorite vacation destination of course involves the outdoors where she can hike, look at pretty flowers and eat some tasty food. Kayler loves all things cheesy. Whether she is eating a sandwich, taco, salad, fajita, or a burger, it must have cheese!

Although Kayler said it is hard to just pick one favorite part of her job, she does love meeting and educating new people every day. 🐄



Southwest Dairy Farmers Welcome New MDC Instructor



Southwest Dairy Farmers welcomes Kari Hamilton as the new Mobile Dairy Classroom Instructor for the State of Kansas. Prior to SWDF, Kari worked in an elementary school communications department with special needs students where her love for children and education flourished. In addition to her background in education, she has spent a lot of her time on the family cattle ranch.

Kari is married to her husband, Devin, and together they have four kids. She loves to spend time with her family, whether it be on a boat wakeboarding and fishing, camping, working cattle or just decorating the chicken coop. She loves

all animals and loves to garden. It is common around her house to find a duckling in the sink or a sick goat in the bathroom!

Numerous life skills have equipped her with many tools to excel in this position and she brings a lot of agricultural experience to Southwest Dairy Farmers. She is looking forward to this new adventure of sharing the important message of dairy to the public. Please help welcome Kari to the Southwest Dairy Farmers family as we know she will be a great addition to our MDC staff. 🐄

Our Christmas Cheese Crates Make Great Gifts



Southwest Dairy Farmers Cheese Crates will be available for purchase very soon! These crates would make a welcome 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 create a customized cheese crate and check this year's pricing, visit our website at www.southwestdairyfarmers.com or call (903) 439-6455 (MILK). 🐄

Team Up With Chocolate Milk

No matter how you choose to stay active, Chocolate Milk is the original energy drink that can help you stay at your peak. With nine essential vitamins and nutrients, Chocolate Milk can restore energy and rebuild muscle. It contains an optimal carbohydrate to protein ratio, which is critical for helping refuel tired muscles after strenuous exercise and can enable athletes to exercise at a high intensity during subsequent workouts. And best of all, this nutrient dense recovery drink is all natural.



Southwest and Southland Dairy Farmers will be making it possible for any high school athletic program to refuel athletes with chocolate milk with our "Team Up With Chocolate Milk" program. Our organization has created this grant program to provide up to \$2,500 to sports teams for the purchase of chocolate milk for an

entire season. Sports programs will receive chocolate milk for practices and games and will give students the opportunity to see why chocolate milk is the ultimate recovery beverage. The goal is for teams to continue drinking chocolate milk after the grant has come to an end. Each school that participates in this program will agree to display signage at sporting events, a visit from the Mobile Dairy Classroom and multiple other requirements that will promote Southwest and Southland Dairy Farmers and chocolate milk as the ultimate recovery beverage. Stay tuned at our website for instructions on how your school can apply to "Team Up With Chocolate Milk". Awarded grants will be limited. 🐄

ADDRESS SERVICE REQUESTED

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