



Southwest/Southland Dairy Farmers'

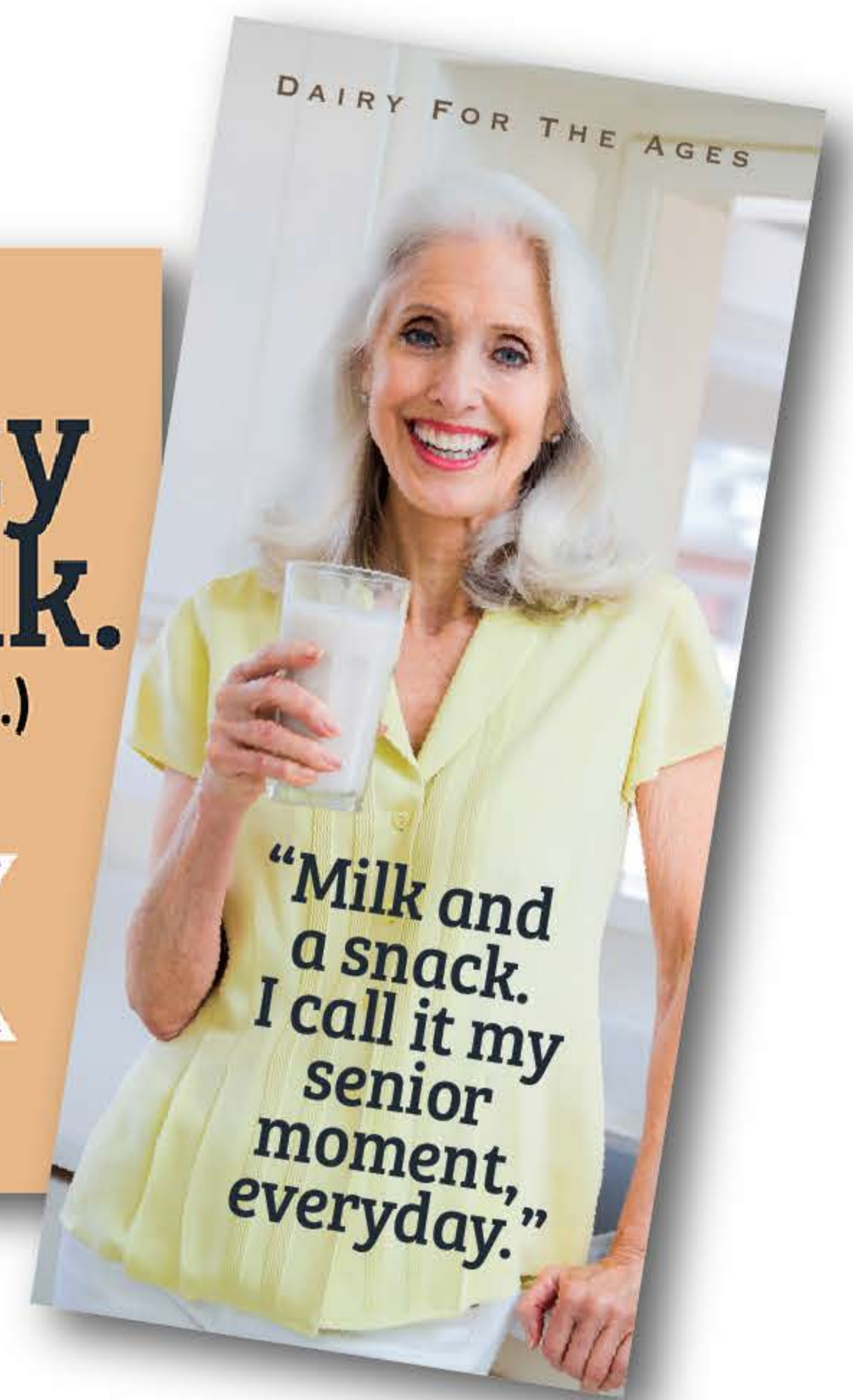
DAIRY LINE

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INSIDE: Southwest Dairy Museum Board of Directors Welcomes New Member



Vitamins, Nutrients, and Great Taste. It's Dairy for the Ages.



Most consumers know that dairy products such as milk and cheese play a key role in the early developmental period of our lives. Dairy products, especially cow's milk, are a natural source for the vitamins and nutrients that infants and young children need to promote strong physical – and even mental – growth. These facts are well documented. But as we grow older, the importance of dairy products is often forgotten, or at least does not have top-of-mind awareness, among different age groups. Yet, dairy products have a wide variety of benefits that apply to all ages.

With its new Dairy for the Ages ad campaign, Southwest and Southland Dairy Farmers want to spotlight the important role dairy products play in our lives, from birth to senior years. Our new campaign is scheduled to launch this month, and will feature a series of promotional videos on our website, brochures targeted to different age demographics, and exclusive, new video segments from our partner Jill Castle, MS. RD., child nutrition expert. The elements of this program will help us tell the great story of the benefits of dairy, educating consumers about the importance of a healthy diet and sensible eating practices -- for all age groups.

We think Dairy for the Ages is an important initiative. The core messaging that our new campaign will focus on: it

doesn't matter if you're twenty-one or seventy-five – dairy should still be an essential part of your diet. We'll speak to parents of young children, of course, but we'll also address the age demographics of 18-24, 25-34, 35-49, 50-65, and 65+. And we'll speak to these audiences in relevant ways that touch on their lives, with dairy facts meaningful to them. As an example, we'll discuss how milk contains vitamin D, B12, calcium, and other vitamins that stop bone degradation. We'll show facts that confirm our bones need to be strong early in life in order to prevent or combat bone-related diseases such as Osteoporosis later in life. The key message here is that keeping our bones healthy shouldn't just be a concern when we reach our later years. If a younger person were to properly add more vitamin D and calcium to their diet, risks concerning their bones would be significantly lowered.

The promotion of good bone health is just one benefit found in dairy products and just one of the messages we'll deliver in Dairy for the Ages. We'll also point out other key health messages:

- Thanks to the calcium and other vitamins found naturally in dairy products, there are indications that the chance of

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Dairy for the Ages

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getting colorectal cancer (colon cancer) is decreased.

- ▶ Dairy products also play an important role in keeping the inner working of our body in top condition. B12 supports our body's regulation by helping the red blood cells stay healthy. Dairy can help stave off certain heart conditions because of the rich amount of Vitamin D. The rate of getting a stroke could be reduced significantly if an individual were to eat low-fat dairy products such as skim milk and fat-free yogurt.
- ▶ Dairy is not just for keeping our bodies healthy; it is also an important asset for developing powerful muscles. A core part of an elite-level athletes' diet is cheese. It contains phosphorus, which reduces the pain that often occurs in muscle building.
- ▶ Perhaps for many age groups the most important message about dairy: it is a great source of protein.

These are just a few beneficial attributes that make dairy stand out, even among other food groups. The numerous, helpful roles that dairy products play in our lives should not be understated. But sometimes they are, and we want to bring those positive messages to the forefront among different age groups — and speak to those consumers in the environment they understand: from teens to seniors.

Dairy should be a staple in healthy diets across every segment of our lives. We hope our Dairy for the Ages campaign will help lift up some of the understated facts about dairy, and in turn, give more consumers the knowledge that will lead to longer, healthier lives. 🐄

Chocolate Milk Grant Update

Over \$32,000 of grants have been awarded for the fall sports season. Applications for winter sports grants will be available on August 2nd. Check our website for more deadline information coming soon. 🐄

Sour Cream Pound Cake

INGREDIENTS:

- 2 c. granulated sugar
- 1 c. butter
- 4 eggs (separated)
- 3 c. flour
- 2 tsp. baking powder
- 1 1/2 tsp. baking soda
- 1/4 tsp. salt

DIRECTIONS:

1. Preheat oven to 350 degrees. Grease and flour a tube pan or a bundt pan or spray with baking spray
2. Using an electric mixer cream the sugar and butter together
3. Add 4 egg yolks and beat well.
4. Add the flour, baking powder, baking soda, and salt and blend well
5. Add the sour cream and vanilla and continue beating until smooth
6. In a separate mixing bowl, beat the 4 egg whites to form stiff peaks.
7. Gently fold in the egg whites to the cake mixture until blended well.
8. For the filling, combine the brown sugar, cinnamon, and walnuts.
9. Alternate the cake batter and a ring of the filling mixture, making sure to end with the cake batter mixture on top.
10. Bake for 1 hour and 10 minutes. Check the cake after 1 hour since time varies with ovens. Remove the cake if it looks golden brown and a knife inserted in the center comes out clean.
11. Let the cake cool for 10 minutes before inverting it onto a serving plate.
12. After inverting the cake, sprinkle with powdered sugar.

- 1 pt. (16oz.) sour cream
- 1 tsp. vanilla

INGREDIENTS FOR FILLING:

- 3/4 c. brown sugar
- 2 tsp. cinnamon
- 1 c. chopped walnuts



TIPS: You can also bake the cake in 4 mini loaf pans. Great way to bake, wrap and give as a gift to someone special!

Southland Dairy Farmers Welcome New Virginia MDC Instructor



Southland Dairy Farmers welcomes Annie Cekada as the new Mobile Dairy Classroom Instructor for the state of Virginia. Annie graduated with a Bachelor of Science in Agriculture with a concentration in animal science from Wilmington College in Ohio.

Annie's passion for agriculture and love for animals began on her family farm that raised beef cattle and boer goats. She currently lives on a robotic dairy farm and continues to raise boer goats.

During her free time, Annie enjoys being outside, running and going on endurance rides with her horse. She shares her love and knowledge of agriculture with youth as a 4-H volunteer. Annie is looking forward to sharing the important message about dairy. Please welcome Annie to the Southland Dairy Farmers family as we know she will be a great asset to our MDC staff. 🐄

Carolyn McKinney Retiring from Southwest Dairy Museum, Inc.



Carolyn McKinney will be retiring from the Southwest Dairy Museum, Inc. after over 20+ years of dedicated service. Ms. McKinney has held the position of Director of Administration for the past 15 years. Her varied roles with the organization have included managing the museum's daily operations and maintenance, coordination of sponsorship activities including Special Olympics, Susan G. Komen, March of Dimes, and college athletic programs, and numerous other tasks.

During her time with the company, she has served the Sulphur Springs, TX community in numerous capacities that include multiple leadership roles.

In 2017, she was named the Hopkins County Chamber of Commerce Woman of the Year. This award is given to a deserving citizen who has volunteered much of her free time in various capacities, and who has contributed in great measure to the benefit of Hopkins County.

Ms. McKinney and her husband, Dan, have three sons, twenty-one grandchildren and eleven great-grandchildren.

Southwest and Southland Dairy Farmers want to thank Ms. McKinney for her years of dedication and service to the organization and wish her congratulations on her upcoming retirement! 🐮

Southwest Dairy Museum Board of Directors Welcomes New Member

The Southwest Dairy Museum Board of Directors welcomed new member, Nathan Hammock, during the April meeting. Hammock is a Cobblestone Milk Cooperative member from Hammock Dairy in Chatham, Virginia. Hammock Dairy is a family owned and operated dairy farm that was founded in 1987 and milks 800 Holsteins. Southwest/Southland Dairy Farmers are excited to welcome Nathan and all his experience to the board. 🐮



• 13 ESSENTIAL NUTRIENTS OF DAIRY •

One 8-ounce serving of milk provides you with:

16%	DAILY VALUE OF PROTEIN
25%	DAILY VALUE OF CALCIUM
20%	DAILY VALUE OF PHOSPHORUS
29%	DAILY VALUE OF POTASSIUM
15%	DAILY VALUE OF NIACIN
15%	DAILY VALUE OF VITAMIN D
30%	DAILY VALUE OF RIBOFLAVIN
50%	DAILY VALUE OF VITAMIN B ₁₂
15%	DAILY VALUE OF VITAMIN A
20%	DAILY VALUE OF PANTOTHENIC ACID
10%	DAILY VALUE OF ZINC
10%	DAILY VALUE OF SELENIUM
60%	DAILY VALUE OF IODINE

SOURCE: ©2021 National Dairy Council®



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FAIR SEASON UPDATE

Fairs are a very important aspect to Southwest/Southland Dairy Farmers promotion efforts, and we are excited to see the majority of fairs scheduling for the summer and fall season. These venues allow us to see thousands of people in local communities every year to highlight the agriculture and dairy industries and tell our story. They also allow us to provide samples of delicious dairy products that will hopefully encourage consumers to buy their favorite dairy products at the store.

We have been busy preparing, planning and booking for the upcoming fair season. Our IAFE membership has allowed us to make numerous fair contacts across Iowa, Minnesota, Nebraska, and other locations to provide live milking demonstrations. We have also been working with our large state fairs and finalizing contracts for the upcoming fall fair season. This year, we will be providing Dannon yogurt at the Kentucky, Tulsa, and Texas State Fairs.

By attending local and state fairs, we are able to spread the message of dairy to large numbers of the public who would not normally be able to see our presentations and share the importance of dairy in a daily diet. 🐄

E V E N T S

July 6-11, 2021

Madison County Fair- Madison, NE

July 14-18, 2021

Adams County Fair- Hastings, NE

July 22-25, 2021

Blue Earth County Fair- Garden City, MN

July 28-August 1, 2021

Scott County Fair- Jordan, MN

July 29- August 7, 2021

Ozark Empire Fair- Springfield, MO

August 4-8, 2021

Mississippi Valley Fair- Davenport, IA

August 12-14, 2021

Renville County Fair- Bird Island, MN

August 17-22, 2021

Steele County Free Fair- Owatonna, MN

August 19-29, 2021

Kentucky State Fair- Louisville, KY

September 10-19, 2021

Kansas State Fair- Hutchinson, KS

September 10-19, 2021

North Carolina Mountain State Fair- Asheville, NC

September 16-19, 2021

Grapefest- Grapevine, TX

September 16-26, 2021

Oklahoma State Fair- Oklahoma City, OK

September 17-25, 2021

Tri State Fair & Rodeo Gala- Amarillo, TX

September 22-26, 2021

Comal County Fair- New Braunfels, TX

September 23-26, 2021

Cochise County Fair- Douglas, AZ

September 24-October 2, 2021

Panhandle South Plains Fair- Lubbock, TX

September 24-October 3, 2021

Fort Bend County Fair- Rosenberg, TX

September 24- October 17, 2021

State Fair of Texas- Dallas, TX

September 24- October 3, 2021

Virginia State Fair- Doswell, VA

September 30- October 10, 2021

Tulsa State Fair- Tulsa, OK

October 1- October 10, 2021

Carolina Classic Fair- Winston-Salem, NC