



Southwest/Southland Dairy Farmers'

DAIRY LINE

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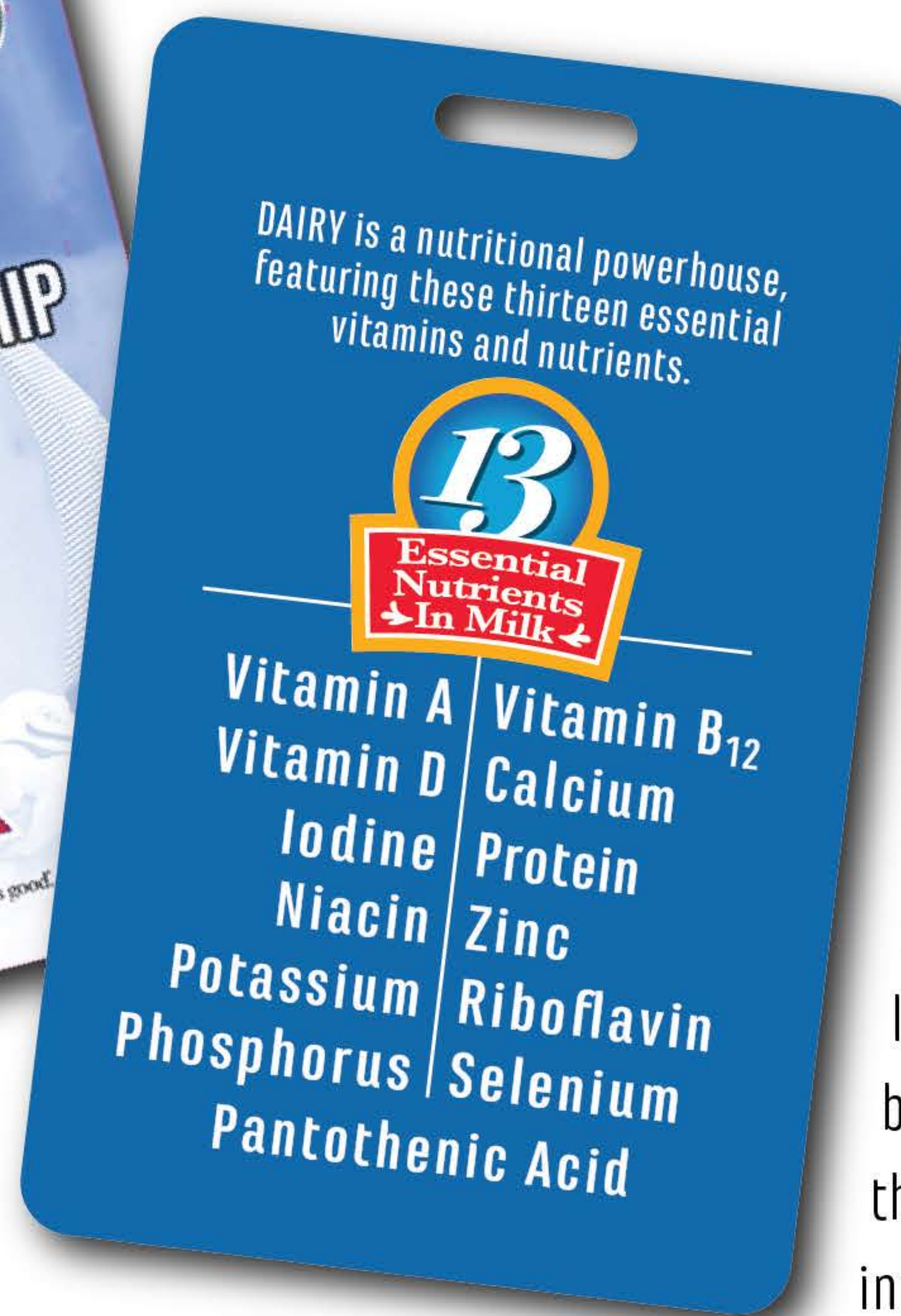
INSIDE: The Summer Olympics Summer Games Are Back



Southland Dairy Farmers Partner with Kentucky High School Athletic Association



Front and back of lanyards that were passed out to 25,000 state qualifying high school athletes in the state of Kentucky.



Southland Dairy Farmers are continuously looking for ways to spread the message of dairy nutrition in Kentucky. Our agreement with Western Kentucky University athletics has allowed us to work with various WKU athletic venues, to promote our dairy interests to students and fans of all ages. In the fall of 2021, we developed an opportunity to expand that message and entered into an agreement to work with the Kentucky High School Athletic Association (KHSAA) and reach a new market with the same great message.

The Southland Dairy Farmers now have a year-round presence with the KHSAA that includes presence in-person and on-air radio messaging. Year-round sponsorship opportunities include social message posts, dairy product

giveaways, and backpack tags for all state qualifier athletes. These bag tags were designed specifically to the particular sport and featured the Southland logo on the front with the back highlighting the thirteen essential nutrients in milk. Southland Dairy Farmers were also featured on

the "Nutrients of the Game" segment on the statewide radio network featuring the pre-game breakdown of the game as well as promoting dairy's nutrients.

This partnership showed great success, and we were able to showcase the importance of dairy with Kentucky High School Athletics! 🐮

Stock Show Update

2022 began with the excitement of back to business as usual! Our "normal" stock show schedule played out as hoped and we were excited to see great crowds at the San Antonio Livestock Show, Houston Livestock Show and Rodeo, Fort Worth Stock Show & Rodeo Austin. We are looking forward continuing our busy schedule in the coming months with additional stock shows and rodeos as well as many fairs that are on the books! 🐾



Jessica Harrington at the Houston Livestock Show and Rodeo

Italian Cream Cake

INGREDIENTS:

- 2 cups flour
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1 cup butter
- 2 cups sugar
- 5 egg yolks (reserve egg whites to beat for icing)
- 1 teaspoon vanilla
- 1 cup buttermilk
- 1 cup coconut
- 1 cup chopped pecans or walnuts

DIRECTIONS:

1. Preheat oven to 350°.
2. Mix together flour, baking soda, and salt and set aside.
3. Beat egg whites until frothy and thick and set aside as well.
4. With a mixer, cream butter and sugar. Add in the egg yolks, vanilla and buttermilk. When this is mixed completely, add in the coconut and pecans or walnuts. Fold in the thickened egg whites.
5. Divide this cake batter into 3 greased and floured 9-inch round cake pans.
6. Bake at 350 for 30-45 min or until golden brown.
7. Cool and remove from pans until completely cool.

ICING INGREDIENTS AND DIRECTIONS:

1. 1 cup butter (softened)
2. 8 ounces cream cheese (softened)
3. 1-pound powdered sugar
4. 1 teaspoon vanilla
5. 1/2 cup chopped pecans or walnuts to sprinkle on top
6. Bake at 350 for 30-45 min or until golden brown.

Optional: 1-2 cups toasted coconut to sprinkle on top or sides
Cream together the butter, cream cheese and vanilla. Add in the powdered sugar a 1/2 cup at a time until completely blended. After the cake is iced, decorate the top with the chopped nuts and optional coconut.



Mobile Dairy Classroom to Visit New Areas This Summer

In 2019, Southwest/Southland Dairy Farmers joined the International Association of Fairs and Exhibitions (IAFE) with the intent to explore attending out of our area fairs during our slower months of activity. This year we are excited to be attending 12 fairs through connections made at the IAFE Annual Convention last December. We are traveling throughout the U.S. to fairs of all sizes and venues; this is a great opportunity to showcase our Mobile Dairy Classroom in areas that normally have not seen this award-winning exhibit. "We are able to gain exposure in areas that are not in our regular territories, while utilizing our trained educators during our slower summer months. The appearance fees also increase the dollars that we can use to fund additional

promotion and education programs for the dairy industry", says Jim Hill, Southwest/Southland Dairy Farmers CEO. Please see schedule below for the fairs that we will be attending.

July 8 – 17, 2022

Red River Valley Fair; West Fargo, North Dakota

July 21 – 30, 2022

Porter County Fair; Valparaiso, Indiana

July 27 – 31, 2022

Warren County Fair; Indianola, Iowa

July 28 – 31, 2022

Anoka County Fair; Anoka, Minnesota

July 28 – 31, 2022

Blue Earth County Fair; Garden City, Minnesota

August 6 – 12, 2022

Laramie County Fair; Cheyenne, Wyoming

August 8 – 13, 2022

Jerome County Fair; Jerome, Idaho

August 16 – 21, 2022

Steele County Fair; Owatonna, Minnesota

August 18 – 27, 2022

Wilson County Fair; Lebanon, Tennessee

August 19 – 28, 2022

Western Idaho Fair; Boise, Idaho

September 8 – 18, 2022

New Mexico State Fair; Albuquerque, NM

September 8 – 18, 2022

Utah State Fair; Salt Lake City, Utah



The Special Olympics Summer Games Are Back

Southwest and Southland Dairy Farmers are excited to be back at the Summer Games as an active sponsor with Special Olympics after cancelled Summer Games the past two years due to the COVID-19 pandemic. Our organization and Mobile Dairy Classroom attend the Summer Games in Kansas, Missouri, Oklahoma, Texas, Kentucky, Virginia and North Carolina. We hold a strong presence during the Summer Games by providing an ice cream treat for the competing athletes, education from our Mobile Dairy Classroom, and handing out promotional items during the games. Not only do we attend the Summer Games, we

also participate in many other Special Olympic activities throughout the year.

The Southwest Dairy Farmers replenished athletes and supporters with Chocolate Milk, the Original Sports Drink, at the annual St. Patrick's race in Tulsa, OK on March 12, 2022. This race has the history of being one of the top 5K races in Oklahoma and kicks off the beginning of the Special Olympics Summer Season. Giving back through charitable causes like Special Olympics is just one way our dairy farmers show their commitment to the local communities in which they live and work every day. 🐮



(L to R: Kari Hamilton at the Kansas Special Olympics, Special Olympics Virginia attendees, Courtney Bumgarner at the North Carolina Summer Games, Oklahoma Special Olympics attendees picking up ice cream sandwiches)

Mobile Dairy Classroom Instructor Spotlight

Meet Garret Wilson, our Mobile Dairy Classroom Instructor serving west Texas, southwest Kansas, and far western Oklahoma.

Garret has been employed by the Southwest Dairy Farmers since October 2018. He graduated from New Mexico State University with a Bachelor of Science degree in Agricultural Biology. After earning his degree, he was employed by New Mexico State University Veterinary Entomology Research Laboratory as the lab manager and worked with cattle and their interactions with multiple pest species. He spent time at numerous dairies across

Southern New Mexico working with dairy farmers to collaborate and coordinate experiments.

While Garret isn't working, he enjoys camping, hiking, armor smithing and, occasionally, medieval reenactments. Garret will tell you his favorite food is homemade chicken parmesan with fresh mozzarella cheese. His dream would be to travel to Iceland and see the Skogafoss waterfalls.

Meeting new people is one of Garret's favorite parts of his job. He is always amazed how the children react to a live cow and how they remember the cow from one visit to the next. 🐮



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E V E N T S

April 16, 2022

Run for Remembrance at Virginia Tech
Blacksburg, Virginia

May 11-13, 2022

Special Olympics Oklahoma Summer Games
Stillwater, Oklahoma

May 12-15, 2022

Special Olympics Texas Summer Games
San Antonio, Texas

May 20-22, 2022

Got to Be NC Festival
Raleigh, North Carolina

June 3-5, 2022

Special Olympics Kentucky Summer Games
Richmond, Kentucky

June 3-5, 2022

Special Olympics North Carolina Summer Games
Raleigh, North Carolina

June 3-5, 2022

Special Olympics Kansas Summer Games
Wichita, Kansas

June 3-5, 2022

Special Olympics Virginia Summer Games
Richmond, Virginia

June 3-4, 2022

M00 La-Fest — Stephenville, Texas

June 4, 2022

Hospital Hill Run — Kansas City, Kansas

June 10-18, 2022

Hopkins County Dairy Festival
Sulphur Springs, Texas