

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. April 2011 • Volume 2 Issue 2 • www.southwestdairyfarmers.com

Thank-A-Farmer Partners with Southwest Dairy Farmers

The Southwest Dairy Farmers are proud to announce a new and exciting partnership with Thank-A-Farmer to present the "Ag Magic Show." The creator of the show, Rhonda Ross is from a 6th generation farm family, but has spent most of her life in the city and traveling throughout the world as an experienced entertainer. Performing around the world in venues such as Madison Square Garden to the television show "The Tonight Show with Jay Leno," Rhonda creates an agricultural presentation that is fun and educational for all ages. Thank-A-Farmer is dedicated to creating a positive image of the American Farmer. Rhonda's program educates consumers on

what agriculture provides for them in their daily lives. Aside from entertaining audiences worldwide, Thank-A-Farmer has introduced a clever series of books called, "Fun Farm Facts to Fool Your Family and Friends," and has sold over 3,000 copies. The "Ag Magic Show" was featured after each Mobile Dairy Classroom presentation at the San Antonio Livestock Show. In addition to San Antonio, Rhonda will also join with us to present this program at the Tulsa State Fair and the State Fair of Texas this fall. The show has been and continues to be a welcomed attraction alongside the Southwest Dairy Farmers. The Ag Magic Show is sure to engage, educate and entertain children and adults about the importance of agriculture in everyday life.



Courtesy Jennifer Carrico



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Southwest Dairy Day and Grand Opening...

The Grand Opening of the Southwest Regional Dairy Center at Stephenville, Texas will take place on May 5, 2011. The Southwest Dairy Day will also be taking place at the same location. Over 550 people were in attendance during last year's event, as well as 70 exhibitors and equipment dealers. Texas AgriLife

Extension Service and Tarleton State University will be hosting, and for all those who attend, lunch will be provided by Hi-Pro. The Southwest Dairy Farmers will participate in the Southwest Dairy Days, exhibiting our Ag Conservancy booth and speaking with attendees about our

mission. Currently, we are working with Tarleton State University and the Southwest Dairy Center planning for the Visitors and Educational Center. On May 5, 2011 the grand opening ceremony will begin at 10:30 am with activities throughout the day including: Touring state-of-the-art research/teach-

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New Guidelines Urging Americans to Increase Consumption of Low-Fat and Fat-Free Dairy

The New 2010 Dietary Guidelines for Americans (DGA) continues to promote the importance of milk in the daily diet. The DGA is encouraging 3 daily servings of low-fat or fat-free milk and milk products for adults and children nine years of age and older. An increase from 2 servings to 2.5 servings a day is now recommended for children ages 4-8. Children ages 2-3 should receive 2 servings daily.

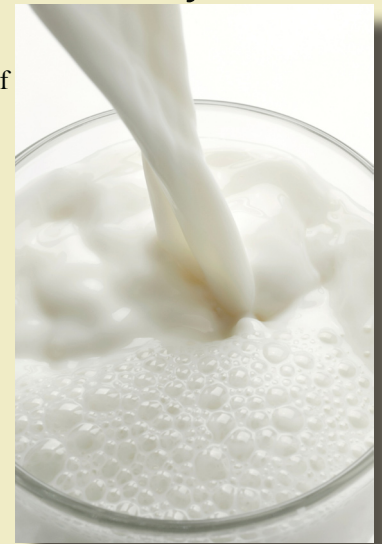
The average American does not meet the dairy dietary guidelines provided. Therefore, today the DGA and the United States dairy industry is promoting most Americans to add one more serving of low-fat or fat-free dairy product each day and continues to stress the importance of starting a proper milk drinking routine at an early age.

According to the DGA, intake of milk and milk products is shown to improve bone health, especially for children and adolescents. Dairy products have also been shown to reduce risk of cardiovascular disease, type 2 diabetes and lower blood pressure in adults.

Milk, cheese and yogurt provide many essential nutrients in the diet such as calcium, potassium, phosphorus, zinc, protein, riboflavin, and vitamins A, D and B12- all of which are important to stay healthy. Milk and dairy products are for most everyone; if you are sensitive to lactose, choose low-lactose or lactose-free milk products; and if you follow a vegetarian diet, DGA

still recommends dairy products due to the supply of essential nutrients found in milk and milk products. An 8 ounce glass of milk, an 8 ounce cup of yogurt or 1 1/2 ounces of cheese all equal one dairy serving.

Sources: PRNewswire.com and National Dairy Council (www.nationaldairyCouncil.org)



Did you Know?

The Southwest Dairy Farmers' 13 Mobile Dairy Classroom units saw over 875,000 individuals in 2010 at schools, fairs and educational events. Committed to the dairy industry, SWDF continue to educate the public about dairy products and their nutritional values.

March for Babies Throughout the Month of April

The March of Dimes, "March for Babies" program draws children, parents and friends to take part in walking together for stronger, healthier babies. The money raised supports local programs that help mothers have healthy, full-term pregnancies and also funds research to prevent troublesome pregnancies from happening.

The Southwest Dairy Farmers will once again partner with March of Dimes at many of the March for Babies walks throughout Texas during April. During these events, we will be serving dairy products, promoting milk and encouraging a healthy, well-balanced diet. The Southwest Dairy Farmers promotes the link between the March of Dimes mission, dairy products and healthy families. For a calendar of the March for Babies in your area please consult the March of Dimes website at: <http://www.marchofdimes.com>.



5K Run Benefits Special Olympics

Participants across the State of Oklahoma were out supporting Special Olympics on March 12, 2011 at the annual St. Patrick's Day Relay for Life 5K Run. Serving 1,150 chocolate milk cartons, the Southwest Dairy Farmers were replenishing athletes and supporters with a healthy, nutrient-rich drink before and after the race. This event kicked off the beginning of the Special Olympic Summer Season. For a complete listing of Special Olympic events in your area, please see the calendar section of this newsletter.



Spring Billboards are Up

The Southwest Dairy Farmers not only promote milk, but also the goodness of all milk products in a daily diet. Billboards displayed for the Spring months feature yogurt, cottage cheese and sour cream, all of which contain beneficial vitamins and minerals. The Southwest Dairy Farmers hope these advertisements will encourage the consumption of healthy, wholesome yogurt, sour cream and cottage cheese.



Southwest Dairy Day

continued from front page

ing/extension dairy facility, seeing the 300 head free-stall barn, observing a 240 cow rotary parlor with sort gates, viewing the heifer research barn and special needs facility, discovering the latest in research technology, visiting with vendors displaying their products and more. For more information on this event or booth space visit <http://texasdairymatters.org>

Tanker Wraps Newly Displayed

A fresh, bold design has been applied to many over the road tankers throughout the Southwest. Be on the look-out for these new tanker wraps in your area!



Honey Yogurt Waffles

Ingredients

3 tbsp. unsalted butter
1 cup all-purpose flour
1/2 cup whole wheat flour
1/4 cup old-fashioned oats
2 tsp. baking powder
1/4 tsp. baking soda
1/4 tsp. ground cinnamon
1 1/4 cups milk
3/4 cup vanilla yogurt
1/3 cup honey
2 eggs
1/2 tsp. vanilla extract

Preparation Instructions

Melt the butter; set aside. In a large bowl, whisk together the flours, oats, baking powder, baking soda, and cinnamon. In another bowl, whisk together the milk, yogurt, honey, eggs, and vanilla until well blended. Pour the liquid ingredients



over the dry ingredients and whisk until just combined. Gently fold in the melted butter.

Preheat and lightly grease a waffle iron. Pour batter into the wells of the waffle iron and bake until the waffle is golden and set. Place in an oven preheated to 200 degrees F to keep the finished waffles warm while you use the rest of the batter. Serve with maple syrup or honey and top with fresh fruit.

Recipe and photo by: <http://annies-eats.net>



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Upcoming Events

APRIL 8-17, 2011

Montgomery County Fair- Conroe, TX

MAY 2-7, 2011

Cleveland Livestock Show- Cleveland, TX

MAY 2-4, 2011

SWDF Pizza Ranch- Fort Worth, TX

MAY 4, 2011

Washington County Ag Day- Brenham, TX

MAY 5, 2011

Lavaca County Ag Day- Hallettsville, TX

MAY 10-11, 2011

Farm Day- Mesquite, TX

MAY 11-13, 2011

Special Olympics Oklahoma Summer Games
Stillwater, OK

MAY 11-12, 2011

SWDF Pizza Ranch- Little Rock, AR

MAY 20-22, 2011

Special Olympics New Mexico Summer Games
Albuquerque, NM

MAY 21, 2011

Scottish Rite Farm and Ranch Day- Dallas, TX

MAY 25-27, 2011

Special Olympics Missouri Summer Games
Springfield, MO

MAY 26-28, 2011

Special Olympics Arkansas Summer Games
Searcy, AR

MAY 27-29, 2011

Special Olympics Texas Summer Games
Arlington, TX

JUNE 3-5, 2011

Special Olympics Kansas Summer Games
Wichita, KS

JUNE 10-18, 2011

Dairy Festival- Sulphur Springs, TX

JUNE 3-5, 2011

Dairy Producers of NM Trade Show- Ruidoso, NM

JUNE 10-12, 2011

Folk Life Festival- San Antonio, TX

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