

THE DAIRY DATELINE



Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. January 2011 • Volume 2 Issue 1 • www.southwestdairyfarmers.com

Take a trip back in time at the Southwest Dairy Museum

Since 1989 Sulphur Springs, Texas has been home to the Southwest Dairy Museum. This 10,000 square foot facility is a typical dairy-farm style building featuring a five-story silo; the building houses a community conference room, administrative offices, historical artifacts and a family friendly dairy creamery. One of our main exhibits is a series of historical vignettes that show the life of a dairy farm family before electricity came to rural America. From the Art of Cooling Milk, when neither ice nor refrigerated tanks were available, to the Cutaway Cow that visualizes the process of how a cow turns the grass it eats into milk, our exhibits showcase the dairy industry in a fun way. One of Southwest Dairy Museum's most well re-



ceived exhibit is "Cal C. Umm." Cal is a life-sized human skeleton, riding with a bicycle helmet and backpack, discussing the critical part that dairy products play in the prevention of bone disease and osteoporosis. An interactive gaming room is a new, modern addition to the Museum; featured in this child-friendly environment are new Mac computers equipped with bucket tractor seats in bright colors. These computers are strictly used for learning about dairy education and for encouraging to make dairy products a part of children's everyday life. At the Southwest Dairy Museum, docents are available for guided or visitors may choose the self-guided tour. With scheduled tours, visitors, including school children and tourists, can participate in demonstrations such as separating cream, which is the first step in the production of most dairy products. Another experience

for visitors is the making of dairy products into butter, cheese, whipped cream or ice cream. After learning about dairy products, they then have a chance to partake in a wholesome dairy treat, served at The Creamery. Also located inside of the Museum, The Creamery is an authentic 1940's soda fountain where one can choose from an old-fashioned malt, sundae, ice cream sodas, scoop or a banana split. Visitors also have the option to choose from the lunch menu, where the items served will be sure to include your favorite dairy product. The Museum offers free admission to all and strongly encourages school groups. The Southwest Dairy Farmers Museum is open weekdays from 9-4.



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Message from the General Manager...

Greetings and Happy New Year to you and your family on behalf of the Southwest Dairy Farmers. This issue of the Dairy Dateline Quarterly Newsletter marks the one year anniversary for the publication whose sole purpose is to keep you informed and up to date about what the Southwest Dairy Farmers represent and the activities and events in

which we participate to better the dairy industry's image and presence. Spreading the message about Milk and its goodness, the Southwest Dairy Farmers keep busy to insure we are doing our part promoting and educating through product and promotional handouts, nutrition programs, community outreach, fairs and tradeshow and so much more. We

hope you have enjoyed the first year of the Dairy Dateline, and will continue to examine and comment as we continue our mission of promoting the industry, nutrition and presence of Dairy. Please feel free to contact the Southwest Dairy Farmers with questions or comments at: 903.439.6455 or visit our website at: www.southwestdairyfarmers.com

-Jim Hill

AG Conservancy Television Spot Awarded 2010 Silver Addy®

The Ag Conservancy and Southwest Dairy Farmers were recently recognized with a 2010 Silver ADDY® award for a thirty-second TV spot titled “Love This Land”. The commercial received the ADDY for “creative excellence in advertising”, and was presented at the 2010 ADDY Awards Dinner by the Advertising Federation of El Paso.

The spot was created, written, and produced by Southwest Dairy’s long-time ad agency, Mithoff Burton Partners. It was shot on location at three family dairies located in Central Texas by Tortilla Productions of El Paso. The spot demonstrates the care and stewardship that Southwest Dairy Farmers take to preserve the earth and protect the environment.

“Love This Land” is part of the Ag Conservancy TV series developed in 2010. There are four spots in the campaign.



The ADDY® awards are presented annually, and are the advertising industry’s largest competition. They attract over

50,000 entries each year, and are presented by the American Advertising Federation’s national districts.



Fair Attendees Receive Their Dose of Dairy

The traveling food exhibits staffed by employees of the Southwest Dairy Farmers were at it again, serving samples featuring dairy products at the most popular fairs throughout the Southwest. Topping record highs this year, 96,000 ice cream cones were served from the Ice Cream Parlor throughout the two week Tulsa State Fair! Overlapping fair seasons, the Dairy Diner was stationed at the State Fair of Texas and served 234,000 cheese quesadilla samples! The Southwest Dairy Farmers are proud to be promoting the dairy industry to the public and continuing on our mission.

A Sight to See at the Tulsa State Fair

Southwest Dairy Farmers had a huge impact at the 2010 Tulsa State Fair. With a unique attraction in each of three buildings, it would’ve be hard to miss the Southwest Dairy Farmers logo

and the presence of dairy industry throughout time spent at the Fair. Not only was the Ice Cream Parlor on site, Sarah Kaufmann, “The Cheese Lady,” sculpted for 102 hours and carved the Tulsa Golden Driller out of one ton of real cheese! The Cheddar and Monterey Jack cheese was provided by the Southwest Dairy Farmers. Standing 5’6” tall, the amazing sculpture captured a great deal of attention. Sarah (The Cheese Lady) was a very entertaining and educational host during the time she carved at the Fair.



Always willing to answer dairy related questions, including nutritional aspects, Sarah promoted the dairy industry while awing crowds with her talent.

Southwest Dairy Farmers Keep Trucking Forward

As our Mini Tanker trucks throughout the Southwest, dairy products continue to reach the hands of many consumers. With the expected candy being scattered across the streets at a parade, individually wrapped cheese bites are an unexpected treat to be given out at a public event. This is why Southwest Dairy Farmer’s Parade Tanker has been a huge hit with families and children, encouraging everyone to make a healthy choice by choosing dairy products instead of junk food. Although the Mini Tanker is a new addition to the SWDF exhibit collection, it has attended many parades, trade shows, fairs and other events and has yet to disappoint.



Study Suggests Dairy May Help Prevent Diabetes

A natural substance, trans-palmitoleic acid, found in dairy foods could help prevent your risk of getting diabetes. The Harvard School of Public Health have researched the compound that is contained in products such as milk, cheese yogurt and butter and this substance is associated with healthier levels of blood cholesterol, insulin levels and sensitivity. People found to have higher levels of the dairy related acid, have about a 60% reduced risk of developing type 2 diabetes. This study will continue, with more trials to come, however professor Dariush Mozaffarian says, "This is an extremely strong positive effect, stronger than other things we know can

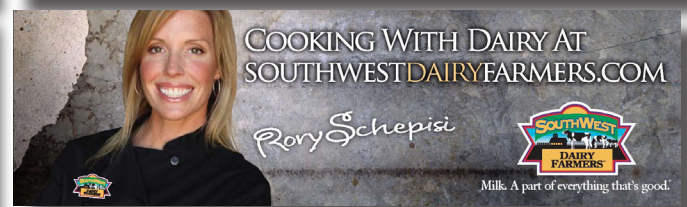


be beneficial against diabetes."

This article was gathered by information that can be found at <http://www.dailyrecord.co.uk>

Winter Billboards in Your Area

Below are Southwest Dairy Farmers Winter Billboards. These colorful, bold ads are now displayed across the Southwest encouraging everyone to enjoy dairy products during the the Holiday Season.



Holiday Brunch Casserole

Ingredients

4 cups frozen shredded hash brown potatoes
1 pound bulk pork sausage, cooked and drained
1/2 pound sliced bacon, cooked and crumbled
1 medium green pepper, chopped
2 cups (8 ounces) shredded cheddar cheese, divided
1 green onion, chopped
1 cup reduced-fat biscuit/baking mix
1/2 teaspoon salt
4 eggs
3 cups milk

Preparation Instructions

1. In a large bowl, combine the hash browns, sausage, bacon, green pepper, 1 cup cheese and onion. Transfer to a greased 13-in. x 9-in. baking dish.

2. In another bowl, whisk the biscuit mix, salt, eggs and milk; pour over the top. Sprinkle with remaining

cheese. Cover and refrigerate overnight.

3. Remove from the refrigerator 30 minutes before baking. Bake, uncovered, at 375° for 30-35 minutes or a knife inserted



near the center comes out clean. Let stand for 10 minutes before cutting. Yield: 12 servings.

Recipe and photo by: <http://tasteofhome.com>



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Upcoming Events

JANUARY 13-23, 2011

Manatee County Fair- Palmetto, FL

JANUARY 14-FEBRUARY 5, 2011

Fort Worth Stock Show and Rodeo-
Fort Worth, TX

FEBRUARY 3-20, 2011

San Antonio Stock Show and Rodeo- San Antonio, TX

FEBRUARY 6, 2011

Milk Lovers Ball- Clovis, NM

FEBRUARY 17-27, 2011

San Angelo Stock Show and Rodeo-
San Angelo, TX

FEBRUARY 21-27, 2011

Pasco County Fair- Dade City, FL

FEBRUARY 23-26, 2011

Laredo International Fair- Laredo, TX

MARCH 1-20, 2011

Houston Livestock Show and Rodeo-
Houston, TX

MARCH 10-12, 2011

Southeastern Livestock Exposition-
Montgomery, AL

MARCH 11-20, 2011

Rio Grande Valley Livestock Show-
Mercedes, TX

MARCH 1-26, 2011

Star of Texas Fair and Rodeo-
Austin, TX

MARCH 11-26, 2011

Sarasota County Fair- Sarasota, FL

MARCH 24- APRIL 3, 2011

South Texas State Fair, Beaumont, TX

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