

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. October 2011 • Volume 2 Issue 4 • www.southwestdairyfarmers.com

SWDF Promotes Dairy Nutrition at Universities

As students return to school this fall, one of the things that parents hope their children will learn more about is good health. And that's why helping kids get the right messages about milk and dairy products is one of the core missions of the Southwest Dairy Farmers, an alliance of dairy farm families from Texas, New Mexico, Arkansas, Missouri, Kansas, Oklahoma, and Montana.

As one part of that mission, the Southwest Dairy Farmers conduct promotions that are targeted to kids 12 and under, and their parents. What is unique about these promotions is that the dairy group utilizes partnerships with athletic programs involving the SEC, Big 12, C-USA, Big East, WAC, Mountain West, Sun Belt, and Big Sky Conferences. The promotions are staged at football and basketball games, but also involve the student athletes of those schools in other community outreach venues as well.

"The health benefits of dairy products for young people are vital to top performance

in the classrooms and on the field, and through these educational outreach efforts, we're speaking to kids and parents in a family-oriented, wholesome environment involving sports," said Jim Hill, CEO and General Manager of Southwest Dairy Farmers. He continued, "We believe these are good venues for us to talk about dairy, and tie the message of good nutrition and good health to athletics. These kids can

actually see what milk does for a body, and how vitamins and nutrients in dairy products can help a body stay strong and fit."

The way the Southwest Dairy Farmers deliver these messages to youngsters is in the form of a



popular give-away at the games. When kids come into the stadium or arena, they are given a heavy-duty, drawstring bag that can act as a backpack or carryall. The bag's front features the logo of the home team, while on the back is a list of the nine essential vitamins of milk and the line, "Milk. The Power

Drink." In addition, the partner universities utilize their student athletes to give away the bags to children at off-site events such as elementary school visits, reading programs, university kids' clubs, and other community family events.

The bag giveaway, as well as the other educational programs Southwest Dairy Farmers has developed, are colorful, fun, and impactful ways to tell a valuable story and make a healthy connection with kids and adults.



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New Faces Joining Southwest Dairy Farmers...

Southwest Dairy Farmers are pleased to announce the hiring of 2 new employees to our staff.

Juli Hutchins has been hired as Director of Educational Programs at the Museum in Sulphur Springs. Prior to SWDF, she was an Extension Educator in 4-H and Youth Development in New Mexico and in Texas. Juli earned her under graduate and graduate degree in Agri-

cultural and Extension Education from New Mexico State University. Juli will now be coordinating our educational programs including Kids, Kows and More, and working with dairy nutrition programs and curriculum.

Brad Holland has been hired to work with Exhibits and Maintenance for SWDF.

For the past three years he has raised

beef cattle and hay. Prior to that, he owned and operated a registered Jersey dairy for twenty-three years. Brad graduated with a BBA in Management from Baylor University. Brad is now working with warehouse management and exhibits for fairs and events.

Please join in welcoming Juli and Brad to the Southwest Dairy Museum Staff.

NACAA National Conference

The National Association of County Agricultural Agents (NACAA) hosted its annual conference in Overland Park, Kansas on August 7-11 at the Overland Park Convention Center. The NACAA is a professional extension



organization, geared toward extension educators who work in agriculture, horticulture, forestry and natural resources, 4-H youth development, community development, administration, aquaculture and Sea Grant, and related disciplines. “Reach for the Stars” was the 2011 theme hosted by the state of Kansas Agricultural Agents. This professional improvement conference brings in educators across the country to further

their knowledge and provide additional resources for the agents to take back to their home state. Southwest Dairy Farmers were featured in the Educational Exhibit Hall displaying the Mobile Dairy Classroom alongside the Mini Tanker Truck with informational brochures about our dairy programs. Southwest Dairy Farmers also sponsored a break-out luncheon session featuring our supporting producers, Ted Boersma and Bob Seiler, both Kansas dairymen. They each spoke about their family owned and operated farmsteads, so the agricultural agents received information of how a small dairy farm operates as opposed to a larger farm. The session was very well received, and the Dairy Industry was very well represented at the NACAA National Convention.



Pictured Top: Bob Seiler, Valley Center, KS Dairy Producer. Pictured Bottom: Ted Boersma, Cimarron, KS Dairy Producer.

SeptemberFest at the Mansion

Saturday, September 10, 2011 marked the 15th Annual SeptemberFest at the Governor’s Mansion in Oklahoma City. Hosted by Governor Mary Fallin, First Gentlemen Wade Christiansen and friends of the Mansion, this free family event includes many attractions and fun activities such as crafts and old-fashioned games. This festival celebrates the history and heritage of Oklahoma.

Included in the day-long event, families were also exposed to agriculture and livestock.



Pictured Left to Right: First Gentleman Wade Christiansen, Governor Mary Fallin, Oklahoma Commissioner of Agriculture Jim Reese, SWDF General Manager Jim Hill and Miss Oklahoma 2011 Betty Thompson.

The Southwest Dairy Farmers along with 2011 Miss Oklahoma Betty Thompson, were amongst the agricultural commodity groups serving food and beverages. Milk, chocolate or white, was given to all attendees courtesy of Southwest Dairy Farmers while Miss Oklahoma signed autographs and posed for pictures with the excited crowd.

Betty Thompson will continue promoting milk alongside Southwest Dairy Farmers in other venues as well. Betty’s platform, Milk It Really Does a Body Good, is inspired by growing up on a small Jersey dairy farm near Davenport, Oklahoma. Betty encourages students to develop healthy eating choices and habits at a young age by having three servings of dairy every day.

Chocolate Milk, The Recovery Drink that Works Harder than You



Chocolate milk contains the right mix of carbohydrates and protein to refuel muscles after a tough workout.

It helps repair muscles quickly and to their peak potential to help you rebound to your best during your next bout of exercise.

Chocolate milk contains high-quality protein to help restore and rebuild muscles after vigorous exercise.

It’s also been shown to help athletes tone up, gain more lean muscle, and lose fat, compared to drinking a carb-only drink.

It’s essential to replace lost fluids after exercise; chocolate milk is a nutrient dense liquid that helps you rehydrate. In fact, researchers have found that milk may even be a better choice to help you stay hydrated than some commercial sports drinks.

Chocolate milk is a “natural” when it comes to electrolytes. It naturally provides some of the same electrolytes that are added to commercial recovery drinks – including calcium, potassium, sodium and magnesium.

Chocolate milk has 9 essential nutrients, including some not typically found in recovery drinks, that an athlete needs to perform at his or her best every time. These include B vitamins for energy to get you going, and the combo of FIVE bone-building nutrients – calcium, vitamin D, phosphorus, protein and potassium – to help athletes build and maintain strong bones and reduce risk for stress fractures.

Chocolate Milk continued on Page 3

Chocolate Milk

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Chocolate milk gives you three great ways to enjoy all these advantages with regular, low-fat, and non-fat options. All are delicious, all are amazing after a workout, throughout your entire active life.

And, of course, chocolate milk is great tasting, affordable and probably already in your refrigerator!

Additionally, Southwest Dairy Farmers has teamed up with the University of Tulsa for a Chocolate Milk campaign. See

our website for our new Chocolate Milk Video featured at TU, supported by athletes, trainers and coaches.

New brochures available upon

request. Visit www.southwestdairyfarmers.com



On Board for Fair Season

Although we are present at many fairs throughout the Southwestern states, we have an enhanced presence at the State Fair of Texas and Tulsa State Fair during the 2011 season. At the State Fair of Texas, SWDF will be involved with Kids and Kritters (School Days), will be the title sponsor of the Texas Department of Agriculture's Food and Fiber Building, will be providing Live Milking Demonstrations, will have the Ag Magic Show and will be serving ice cream cones from our Ice Cream Parlor.

During the Tulsa State Fair we will be hosting the Ag Magic Show, School Tours and Mobile Dairy Classroom Presentations. The Dairy Diner will be serving cheese quesadillas and Miss Oklahoma, Betty Thompson, will be signing autographs and speaking with children about her platform Milk It Really Does A Body Good.

Join us at either fair for your sample of dairy goodness!

Introducing Kitchen Kimberley



Kitchen Kimberley has been a cookbook author and television-cooking host for over a decade; she has created countless recipes—some new, but all delicious—to share and enjoy with family and friends.

Kitchen Kimberley focuses on creating dishes that are simple to prepare, and she uses common ingredients that most home cooks already have on hand.

She is dedicated to bringing busy families back to the dinner table through the creation of easy and flavorful dishes that everyone can enjoy together. Sponsored by the SWDF, Kitchen Kimberley has hosted cooking demonstrations at Grapefest located in Grapevine, Texas and at Silver Dollar City where she featured a “Branson Brunch” cuisine for visitors at

the park. Kimberley will also be featured at the State Fair of Texas on October 8, as well as other venues. Featured in our 2012 Recipe Calendar coming this fall, Kitchen Kimberley will be displaying a year full of delicious dairy recipes. She will also be featured in cooking videos on our website www.southwestdairyfarmers.com soon.

Kimberley is the author of three cookbooks, including Sweet Treasure; The Joy of Food; and her latest book, Fabulous Foodie Favorites: Cook, Eat, Smile, Repeat! She currently resides in Oklahoma with her husband of 15 years, and enjoys spending time with her family and friends, and of course... playing with food! Try the Dairy Recipe in this quarter's Dairy Dateline by Kitchen Kimberley, Southwest Potato Corn

Southwest Potato Corn Chowder

Ingredients

- 2 tbsp. butter
- 1/2 c. finely chopped onion
- 1/2 c. finely chopped red bell pepper
- 1 clove garlic, minced
- 1/4 c. butter
- 1/4 c. all-purpose flour
- 1/2 tsp. ground cumin
- 1/4 tsp. ground white pepper
- 2 c. half-and-half
- 2 c. chicken broth
- 1 tsp. dried chives
- 2 c. frozen Southern Style hash brown potatoes, thawed
- 1 (11 oz) can Mexican-style corn, drained
- 2 c. grated Pepper Jack cheese

Preparation Instructions

1. In a large stockpot over medium-high heat, melt 2 tbsp. butter; saute onion and red bell pepper in melted butter until tender, about 5 minutes.

Recipe by: Kitchen Kimberley



2. Add 1/4 c. butter and garlic to pot and stir until butter is melted.
3. Reduce heat to medium, add flour, ground cumin and white pepper: cook for 3 minutes, stirring constantly.
4. Stir in the half-and-half: bring to simmer, and cook, stirring occasionally, until mixture is thickened. Slowly add chicken broth and simmer for 5 minutes.
5. Add the chives, potatoes and corn; reduce heat to low and simmer for 10 minutes.
6. Add the grated cheese, and stir until melted and smooth. Enjoy!

Upcoming Events

SEPTEMBER 29- OCTOBER 9, 2011
Tulsa State Fair- Tulsa, OK

SEPTEMBER 30- OCTOBER 23, 2011
State Fair of Texas- Dallas, TX

OCTOBER 3-8, 2011
Eastern New Mexico State Fair- Roswell, NM

OCTOBER 7-16, 2011
Alabama National Fair- Montgomery, AL

OCTOBER 7-15, 2011
Heart of Texas- Waco, TX

OCTOBER 3-8, 2011
Fredericksburg Wine Festival- Fredericksberg, TX

OCTOBER 14-23, 2011
Arkansas State Fair- Little Rock, AR

OCTOBER 19-20, 2011
Hopkins County Ag in the Classroom- Sulphur Springs, TX

OCTOBER 21-30, 2011
Greater Gulf State Fair- Mobile, AL

OCTOBER 28-NOVEMBER 6, 2011
National Peanut Festival- Dothan, AL

NOVEMBER 9, 2011
SWDF Pizza Ranch- Cleburne, TX



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Milk. A part of everything that's good.

