

THE DAIRY DATELINE

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good. October 2012 • Volume 3 Issue 4 • www.southwestdairyfarmers.com

Snack Pak 4 Kids Expands Weekend Snack for Children to Include Shelf-Stable Milk

Snack Pak 4 Kids (SP4K) is excited to announce that weekend snack packs that it provides to more than 3,000 food-insecure children in nine Texas Panhandle school districts will now include shelf-stable milk. The addition is made possible through the support of Elanco Animal Health and Southwest Dairy Farmers.

Snack Pack 4 Kids provides packs of non-perishable food to children identified by school staff as food-insecure, facing the possibility of missing meals for more than 60 hours while home for the weekend.

"We are so grateful to the Southwest Dairy Farmers and Elanco for their partnership in providing the vital nutrition of dairy to these children facing hunger over the weekend," said Dyron Howell, spokesman for the organization.

Elanco, a division of pharmaceutical company Eli Lilly and Company, is a global food solutions and animal health company focused on animal sustainability and productivity. Elanco partnered with Southwest Dairy Farmers, an alliance of dairy farmers from six states that is committed to educating the public on the essential nutrition provided by dairy products. Together they provided \$50,000 to include the shelf-stable milk in the packs

for 38 weeks. "Dairy is an absolutely critical element of a healthy diet for a child. Southwest Dairy Farmers is proud to support this very important effort by Snack Pack 4 Kids to ensure these children have the most balanced and nutritious meals possible," said Jim Hill, General Manager for Southwest

placed in backpacks to be sent home each Friday. Additional snack bags are sent home for siblings younger than school age. The organization serves more than 3,000 students in ten districts in the Texas Panhandle: Amarillo, Bushland, Clarendon, Dalhart, Fritch, Hereford, Lockney, River Road, Tulia, and Walcott.

SP4K partners with various programs and school districts for administration and infrastructure support, volunteer services, and backpack delivery. The program



Working together to end weekend hunger.



snackpak4kids.org

Dairy Farmers.

Snack Pak 4 Kids seeks to expand its outreach to other communities with children in need, including areas in West Texas.

About Snack Pak 4 Kids



Snack Pak 4 Kids (SP4K) is a 501(c)3 weekend backpack program that provides nutritious snacks for students who live in food-insecure homes. School staff identifies students, and bags are discretely

Snack Pak 4 kids
continued on Page 3

IN THIS ISSUE

Upcoming Kitchen Kimberley Appearances; New Look for Winter Boards; Enhancing the Mobile Dairy Classroom Experience; Encouraging Athletes to Choose Chocolate Milk

.....2

Cheese Me at Grapefest 2012; Children Receive Unexpected Visit From Oklahoma State Cowboys Football Team; Texas Special Olympics Recognize SWDF; Dairy Recipe

.....3

Upcoming Events.....4



Upcoming Kitchen Kimberley Appearances

Tulsa State Fair/Tulsa, OK- QuikTrip Center Lower Level

October 6, 2012 at 3:00 PM, 5:00 PM and 7:00 PM

October 7, 2012 at 1:00 PM, 3:00 PM and 5:00 PM

State Fair of Texas/Dallas, TX- Creative Arts Building

October 13, 2012 at 2:30 PM

Women's Living Expo/Rogers, AR

January 12 and 13, 2013

Women's Living Expo/Tulsa, OK

February 8, 9 and 10, 2013

Women's Fair/Wichita, Kansas

February 15, 16 and 17, 2013

Join us at one of the venues above for fun cooking demonstrations and delicious samplings by Kitchen Kimberley!

New Look for Outdoor Winter Boards



Enhancing the Mobile Dairy Classroom Experience

The Southwest Dairy Farmers strive to stay up to date with the latest technology, especially when it comes to our popular Mobile Dairy Classroom program.

After utilizing flip charts with laminated, large photos for many years, we have initiated a new alternative for displaying our story. Currently, Southwest Dairy Farmers is in the process of mounting 42" televisions on our 14 Mobile Dairy Classroom units. All units will also be equipped with a new Honda 6500 generator mounted and secured in the back of each Mobile Dairy Classroom truck. The motor on these generators is quieter which makes it easier for the instructors to speak over when another source



of electricity is not available. New awnings will also be installed to provide protection from rain or sun for the cow as well as the television. The Mobile Dairy Classroom instructors, as well as the remaining staff, are excited for this new Audio/Visual tool to showcase a slideshow of dairy industry related photos and videos during the mobile dairy classroom presentation and milking.

Encouraging Athletes to Choose Chocolate Milk

From cheerleading to football, a variety of sporting coaches gathered at the 2012 Oklahoma Coaches Convention. Coaches attended meetings and talks, viewed exhibits and watched the All-State athletic contests centered at the Marriott Southern Hills Hotel in Tulsa, Oklahoma. More than 100 vendors were present including the Southwest Dairy Farmers promoting chocolate milk as a sports recovery drink. Southwest Dairy Farmers handed out cartons of chocolate milk to coaches July 23-26. Other promotional items were also distributed including cooler bags, notepads, pencils and informational brochures discussing the benefits of refueling with chocolate milk after physical activity. Following the convention in Oklahoma, the Texas coaches' clinic was held in San Antonio, attracting high school coaches across the state of Texas to attend. Many Oklahoma and Texas athletic departments are already utilizing chocolate milk as a recovery aid, and the athletes love it. Southwest Dairy Farmers will continue to spread the message about chocolate milk and all the benefits it offers for athletes who consume it.

Team up with Chocolate Milk.

Your favorite team could win a three, two-week supply of Chocolate Milk, the original sports drink. Just go online and tell us why your team should be the "Team of the Month."



This ad is a campaign and contest to encourage student athletes to drink chocolate milk as a sports recovery beverage.

Snack Pak 4 Kids

continued from page 1

continues to grow and serve more children with the generous support of private donors and sponsorships from various corporations and churches. Visit www.snackpak4kids.org for more information.



Channel 10 KFOA news in Amarillo interview with Jim Hill of SWDF, Dyron Howell, Founder of Snack Pak 4 Kids, and Michael Harlien of Elanco.

Children Receive an Unexpected Visit from Oklahoma State Cowboys Football Team



Several members of the Oklahoma State Football team and Pistol Pete visited the St. Francis Children's Hospital in Tulsa on July 18, 2012. Bringing many smiles to pediatric patients, along with Southwest Dairy Farmer's OSU backpacks that details the nine essential vitamins and nutrients of milk.

Cheese me at Grapefest 2012

One of the largest wine festivals in the Southwest, Grapefest is four days of fun for everyone in historic Grapevine, Texas. September 13-16, 2012 Grapefest. Southwest Dairy Farmers was located under the wine sampling tent in our very own Cheese Gazebo. We offered cheese cubes samples for all par-

ticipants to pair their wine samples with. Offering Swiss, Cheddar and Pepperjack samples the Southwest Dairy Farmers Cheese Gazebo is always a favorite stop.



Texas Special Olympics Recognizes SWDF

The Southwest Dairy Farmers have been recognized by Special Olympics Texas for "Ourstanding Service by a Corporation" for the year 2011.

The award was presented at the August meeting of the Southwest Dairy Famers

Board of Directors in Dallas, Texas.



Left to Right: David DeJong, President of the Board of Directors for the SWDF, Susie McAlister, Senior Development/Sponsorships for Special Olympics Texas, Colby Bannister, Athlete and on the Board of Directors for Special Olympics Texas, Carolyn McKinney, Director of Administration for the SWDF and Jim Hill, CEO and General Manager for the SWDF.

Southwest Potato Corn Chowder

Ingredients

- 2 tablespoons Butter
- 1/2 cup finely chopped onion
- 1/2 cup finely chopped red bell pepper
- 1 clove garlic, minced
- 1/4 cup Butter
- 1/4 cup all-purpose flour
- 1/2 teaspoon ground cumin
- 1/4 teaspoon ground white pepper
- 2 cups Half-and-Half
- 2 cups chicken broth
- 1 teaspoon dried chives
- 2 cups frozen Southern Style has brown potatoes thawed
- 1 (11 oz) can Mexican-style corn, drained
- 2 cups grated Pepper Jack Cheese

Preparation Instructions

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



Recipe by: Kitchen Kimberley

Upcoming Events

SEPTEMBER 27- OCTOBER 7, 2012
Tulsa State Fair- Tulsa, OK

SEPTEMBER 28-OCTOBER 21, 2012
State Fair of Texas- Dallas, TX

OCTOBER 1-6, 2012
Eastern New Mexico State Fair- Roswell, NM

OCTOBER 4-13, 2012
Heart O'Texas Fair and Rodeo- Waco, TX

OCTOBER 5-14, 2012
Alabama National Fair- Montgomery, AL

OCTOBER 11-21, 2012
North Carolina State Fair- Raleigh, NC

OCTOBER 12-21, 2012
Arkansas State Fair- Little Rock, AR

OCTOBER 18, 2012
Southwest Dairy Day- Stephenville, TX

OCTOBER 18-28, 2012
American Royal Livestock Show- Kansas City, MO

OCTOBER 26-27, 2012
Hopkins County Ag in the Classroom- Sulphur Springs, TX

OCTOBER 27, 2012
Fredericksburg Wine Festival- Fredericksburg, TX



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