

THE DAIRY DATELINE



Milk. A part of everything that's good.

*Southwest Dairy Museum's
Quarterly Newsletter*



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The Mobile Dairy Classroom Tells the Complete Dairy Story

Since the Southwest Dairy Farmers began its Mobile Dairy Classroom program, the intent was to provide children and adults with correct information about the dairy industry. To the younger audiences, their wonder of our dairy information is about the cow and her milk and the tasty things that can be made with the milk. But as the audience begins to mature other questions naturally begin to follow: “Do all cows give milk?”, “Where does she sleep?”, “How much does she weigh?”, “Does the milking process “hurt” her while she is attached to the milking machines?”. Then as these questions are answered other questions are quick to follow: “How do you keep the milk cold and clean?”, “What does pasteurization do for the milk?”, “How long after the milk leaves the cow does it appear at our grocery store?”. The Mobile Dairy Classroom experience may be the first time that children really ever give any thought to the cow and her anatomy, the modern and efficient way that milk leaves the cow at the farm and arrives for pasteurization, homogenization, and separation at the plant, and transformation into the various milk products they see in the refrigerated cases at the store. They then learn how the dairy farmers are very concerned about the environment in which the cows live and the environment that must be maintained for the cows to stay healthy and productive on their farms. The Mobile Dairy Classroom audience members that can connect the concepts of a healthy cow, in a healthy environment, gives a quality milk that is quickly chilled and handled and transported to a state of the art milk processing facility where it is tested and processed using the latest in modern dairy techniques and equipment often then wonders what makes milk such a desirable food? That is where the nine essential nutrients really start to convince the audience that milk is a great bargain in what each sip or bite supplies your body in the way of nutrition.



Our trained Mobile Dairy Classroom instructors emphasize these 9 nutrients in dairy products in a healthy diet,

- Protein – Provides energy during high powered enduring exercise, building and repairing tissue and structural support. The building block of all the tissue in the body including hair, nails, skin, and muscle.
- Calcium – Essential for your body to build and maintain strong bones and healthy teeth. In addition it is responsible for nerve impulse transmission, blood clotting, and muscle contraction.
- Niacin – Helps convert food to fuel that your body can use, as well as, help metabolize fats and proteins.
- Riboflavin – Increases energy levels, boosts immune system function, and maintains healthy skin.
- Potassium – Maintains the electrolyte balance in your body’s cells, manages your blood pressure and keeps your heart functioning properly, and assists the nervous system by aiding in the correct function of tissues for sending nerve impulses.
- Phosphorus – Primarily used for growth and repair of body cells and tissues
- Vitamin A – Important for growth and development for the maintenance of the immune system, normal vision, and skin, and, in addition, support cell growth.
- Vitamin D – Essential for bone growth, Vitamin D increases the flow of calcium into the bloodstream by promoting absorption of calcium from food. Without Vitamin D, calcium would not be absorbed into the body.
- Vitamin B12 – Helps maintain the health of nerve cells and the nervous system.

Crucial for the growth and development of children, it is also needed for the formation of red blood cells and to aid in making DNA.

Considering these 9 elements and nutrients, our programs emphasize that milk and dairy products provide the whole, well rounded, and complete package for healthy diets.

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Southland Dairy Farmers Continue Our Move Into The Southeast

As announced earlier, the Southland Dairy Farmers, a subsidiary of the Southwest Dairy Museum, Inc. have established our award winning programs in Kentucky, Virginia, and North Carolina. With increasing support from dairy farmers, we are now operating locally with:

- Mobile Dairy Classrooms
- College Athletic Promotion
- Billboard Messaging
- Special Olympics
- Industry and Educational Trade Shows
- Educational Agricultural Events



In Kentucky, our Mobile Dairy Classroom, operated by instructor Michaela Sanders, has experienced an excellent response. Beginning on March 18, 2015, Michaela has booked over 40 schools in Kentucky before the end of school in May. Our Mobile Dairy Classroom in North Carolina and Virginia, with instructor Courtney Bumgarner, has started scheduling schools for this Spring and the inquiries have grown.

Building on our Special Olympics sponsorships in the Southwest, the Southland Dairy Farmers will be present with our Mobile Dairy Classroom and our product trailer handing out ice cream sandwiches at the upcoming summer games in North Carolina, Kentucky, and Virginia. Ms. Carolyn McKinney, Director of Administration, oversees our Special Olympics sponsorships that we feel are important to build the dairy industry's image and commitment to their communities and charitable causes.

The Southwest Dairy Museum, Inc.'s Board of Directors has welcomed two new board members from these areas to represent their interests in our programs. Mr. Lee Robey, independent dairy farmer from Adairville, KY and Dr. Ben Shelton, Cobblestone Milk Producers member from Olin, NC will fill these positions to provide their voice in shaping our dairy programs.

Be on the lookout for the Southland Dairy Farmers and our programs as we continue to expand and implement our promotional and educational messages in these areas. Should you have any comments or questions please contact our office. Ms. Missy McClure is presently coordinating our programs in these southeastern states.

Southwest Dairy Farmers Successfully Provide Message at Major Spring Shows

Our message of the importance of dairy in a healthy diet was well woven into the Spring livestock shows. Southwest Dairy Farmers was an active supporter at the Fort Worth, San Antonio, Houston, and Austin Livestock Shows. Our Mobile Dairy Classroom instructors presented over 680 educational milking demonstrations to over

94,000 children and adults during these various livestock shows in Texas. Our organization handed our approximately 72,000 cheese samples in San Antonio from our cheese gazebo. In Austin, at the Star of Texas, we provided 6,000 half-pints of chocolate milk for the school tours. These nutritional samples were excellent reminders that dairy is delicious and healthy. The Kilgore Rangerettes joined in our efforts at San Antonio and Houston and Miss Texas 2014, Monique Evans, joined us in San Antonio to hand out promotional items including our reusable poly knit bags, spilt milk coasters, and educational brochures. These young ladies were positive role models, posed for pictures, and provided our informative message about dairy and its role in a healthy diet.



Above: MDC Instructor Clyde Holekamp teaching large groups of school children about the importance of milk in San Antonio.



Above: Miss Texas 2014, Monique Evans working with SWDF at the San Antonio Livestock Show.



Above: The Kilgore Rangerettes helping promote dairy at the Houston Livestock Show.

2015 Spring Billboards



Kitchen Kimberley Develops a Dairy Pinterest Blog

Kitchen Kimberley is taking her talents and recipes to social media. Kimberley, as a part of her partnership with Southwest and Southland Dairy Farmers, is developing a Pinterest blog to promote her cooking with dairy recipes, ideas, and cooking videos. Please join in and follow her for great cooking tips and recipes in addition to providing your own ideas and comments.



Special Olympics Summer Games 2015

May 13-15
Stillwater, Oklahoma

May 21-24
Arlington, Texas

May 29-31
Albuquerque, New Mexico

May 29-31
Springfield, Missouri

May 29-31
Raleigh, North Carolina

June 5-7
Wichita, Kansas

June 5-6
Richmond, Kentucky

June 12-14
Richmond, Virginia

Southwest and Southland Dairy Farmers Introduce Updated Website

Please check out our new and updated website at www.southwestdairyfarmers.com or www.southlanddairyfarmers.com. We feel this revised site is cleaner and crisper, as well as easy to navigate to the various sections for dairy information, recipes, online scheduling of our Mobile Dairy Classrooms, exhibit and show schedules and other activities.

Fruited Dairy Delight

Ingredients

- 1 (8 ounce) block 1/3-less-fat (Neufchatel) cream cheese, softened
- 1 (6 ounce) container low-fat strawberry yogurt
- 1 tablespoon strawberry preserves
- 1 tablespoon honey
- 1 cantaloupe, peeled, seeded and thinly sliced
- 1 cup fresh blueberries
- 1 cup fresh raspberries
- Garnish: Fresh Mint

Directions

In a small bowl using an electric mixer on medium speed, blend cream cheese, yogurt, preserves and honey until smooth. Cover and refrigerate until ready to serve. To serve, fan out cantaloupe slices onto 6 individual plates. Spoon a dollop of cream cheese mixture onto center of fanned slices, then top evenly with berries.



Recipe by Kitchen Kimberley

Upcoming Events

APRIL 3- 11, 2015
Walker County Fair- Huntsville, TX

APRIL 10-19, 2015
Montgomery County Fair- Conroe, TX

APRIL 11, 2015
Get Kidz Fit- Dallas, TX

APRIL 15-17, 2015
Farm Animal Days- Raleigh, NC

MAY 9, 2015
Farm and Ranch Day Scottish Rites Hospital- Dallas, TX

MAY 15-17, 2015
Got To Be NC Festival- Raleigh, NC

JUNE 5-6, 2015
Dairy Producers of New Mexico Trade Show- Ruidoso, NM

JUNE 12-20, 2015
Hopkins Co. Dairy Festival- Sulphur Springs, TX

JUNE 13- 14, 2015
Folk Life Festival- San Antonio, TX

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