

THE DAIRY DATELINE



Milk. A part of everything that's good.

Southwest Dairy Museum's
Quarterly Newsletter



Milk. A part of everything that's good.

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Giving Back to Our Communities Through Special Olympics

There are more than 4.4 million Special Olympic athletes from more than 170 countries. These games are more than just competition, these athletes are learning new skills, building self confidence and learning how to make healthy lifestyle choices.

Once again the Southwest Dairy Farmers partnered with the Special Olympic Summer Games through sponsorship and active volunteerism across Oklahoma, Kansas, New Mexico, Texas and Missouri. This year Southland Dairy Farmers added North Carolina, Kentucky and Virginia Summer Games to the list of sponsorships. Our Mobile Dairy Classroom instructors provided live milking demonstrations, answered questions and reminded participants to drink their milk daily. SWDF/SLDF representatives handed out ice cream sandwiches as a cool, rewarding treat along with promotional items for the athletes and attendees. In addition, SWDF proudly sponsors billboards highlighting actual Special Olympians in the represented states.

This year, many awards were presented to our organization for all of our contributions to Special Olympics. During Special Olympics Oklahoma, SWDF was named the 2015 recipient of the Mike Synar Award for Excellence as a result of our steadfast support of Special Olympics. This award is presented to the corporation, business, association or entity that best reflects Synar's high level of commitment and support. The award was presented to Jim Hill, CEO of Southwest Dairy Farmers, on May 13th during the Opening Ceremonies in Gallagher Iba Arena at Oklahoma State University. On May 29th SWDF received recognition for all of our contributions to the Missouri Special Olympics. Southland Dairy Farmers was also recognized on June 12th for being silver sponsors of Special Olympics Virginia. Special Olympics are a great way for the athletes and their families to hear our message about dairy and nutrition, while showing the commitment of our dairy farmers in their local community events and charitable causes.



Above: Jim Hill, CEO of SWDF receiving the Mike Synar Award during the Opening Ceremonies at Special Olympics Oklahoma.



Above: MDC instructor Michaela Sanders talking about dairy with participants during Special Olympics Kentucky.



Left: SWDF representatives Carolyn McKinney and Brad Holland handing out ice cream sandwiches and promotional items during Special Olympics North Carolina.

Southland Dairy Farmers Welcomes New Director of Operations

Our organization is excited to introduce the new Director of Operations for the Southland Dairy Farmers, Malarie Robins. Malarie will be working with all of our sponsored educational and promotional events and event organizers, as well as, our supporting dairy producers in the Southland area. Malarie was born and raised in Bakersfield, California. She graduated from California State University, Fresno in 2012 with a Bachelor of Science degree in Animal Science, Production Management with a specialty in Dairy Science. In February 2013, she moved to North Carolina and took on the role as Dairy Development Coordinator for NC Dairy Advantage. Ms. Robins was involved in the development and implementation of multiple programs for the growth and stability of North Carolina's dairy industry. At the same time, Ms. Robins completed her Masters in Agricultural Education at North Carolina A&T State University. The focus of her Master's degree was educating consumers on smarter food choices. She believes consumer education related to where food comes from and how consumer decisions impact agriculture is the key to insuring a safe, affordable and plentiful food supply. Ms. Robins is looking forward to being part of the Southland Dairy Farmers team and we welcome her to the organization.



IN THIS ISSUE

Gearing Up for Another Successful Year with College Promotions; Southland Dairy Farmers Continue to Move Forward; Media Shoot to Promote All Things Dairy	2
March for Babies; 2015 Summer Billboards; Celebrate National Ice Cream Month; Dairy Recipe	3
Southwest Dairy Farmers Upcoming Events	4

Gearing Up for Another Successful Year with College Promotions

Southwest Dairy Farmers continues to develop special programs and promotions at major college sports venues across the Southwest and Southland areas. Our university partnerships include: Texas Tech University, Baylor University, University of Texas, Oklahoma State University, Kansas State University, North Texas University, University of New Mexico and this year Southland Dairy Farmers has partnered with Virginia Tech, North Carolina State and Western Kentucky University. SWDF/SLDF are always looking for new exciting ways to spread our message about the importance of milk in a daily diet. In the past branded drawstring backpacks and mascot growth charts have been distributed with great popularity, this year we will be adding new lunch cooler bags that features the Nine Essential Vitamins and Nutrients found in milk and the logo of both the Southwest Dairy Farmers or Southland Dairy Farmers, and the individual's favorite sports team. SWDF and SLDF are involved in additional programs throughout the year from game days, kids club events, Mobile Dairy Classroom presentations and community outreach programs with affiliation to each specific university to our targeted audience of children twelve years and under. Short thirty second videos will be used at athletic venues, emphasizing chocolate milk as a sports recovery drink highlighting all the numerous benefits that chocolate milk offers athletes and active consumers. These videos will be played during multiple sporting events at the universities. So come join us at a game or community program to support your favorite team and your local dairy farmers.



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Southland Dairy Farmers Continue to Move Forward

Southland Dairy Farmers continues to move forward with our award winning programs across Kentucky, Virginia and North Carolina. The Mobile Dairy Classroom units have been booked solidly through the end of the school year and continues to stay booked, visiting summer reading programs, festivals and numerous farm days. SLDF have been working with some of our college partnerships. MDC instructor Courtney Bumgarner attended the North Carolina University Spring Football Game where live milking demonstrations were provided to the attendees in the Fan Zone. Representatives from Southland Dairy Farmers have attended numerous conferences making contacts with teachers and school administrators to highlight all the programs that SLDF has to offer. Also be on the look out for our billboards as they appear across these areas. This is a very exciting time for Southland Dairy Farmers as we continue to expand and grow with our message "Milk: A Part Of Everything Good" and provide local dairy promotion and education in these areas.



Above: A great opportunity to share the importance of milk to children during the spring football game at NC State University.



Above: Shirley Lettkeman and Missy McClure talking with teachers and principals during the Virginia Association of Elementary School Principals Conference in Norfolk, Virginia.

Media Shoot to Promote All Things Dairy

Southwest Dairy Farmers were very busy during the week of June 22, as we prepared to create new videos for many upcoming promotions. The video shoots were under the direction of Flying Colors Production and Mithoff Burton Partners. Kitchen Kimberley was filming for our cooking vignettes and making her dairylicious recipes to be photographed for the 2016 Recipe Calendar and Pinterest. This year SWDF is excited to create new video clips to highlight and promote dairy products. Betty Thompson, Miss Oklahoma 2011, who has helped us with some projects in the past will be narrating the videos. The videos will consist of 30 second spots and will promote chocolate milk as a recovery drink, yogurt and low fat dairy products for a healthy diet and lifestyle. These videos will be viewed at multiple events such as trade shows, fairs, at athletic venues and our Mobile Dairy Classroom. Be on the lookout for these new exciting videos and Kitchen Kimberley's dairylicious recipes in the year ahead.



Left: Betty Thompson preparing during the video shoot.



Above: Kitchen Kimberley during the video shoot.

March for Babies

The Southwest Dairy Farmers is proud to support the efforts of the March of Dimes which is to improve the health of babies by preventing birth defects, premature birth and infant mortality. For nearly four decades, the Texas A&M's Corps of Cadets have marched to aid children and families in the Brazos Valley, Texas. On Saturday, May 2, 2015, the Corps hit the road for their 39th Annual March to the Brazos in support of the March of Dimes. Southwest Dairy Farmers were at the half way point of the 18-mile march to hand out chocolate milk, the best recovery drink, to these dedicated cadets. On Saturday, April 25th, 2015 SWDF were happy to be a part of the March for Babies Walk in Amarillo, Texas. Another great opportunity for SWDF to give back to the community and promote dairy in a healthy lifestyle as it follows the March of Dimes mission to improve health.



Left: Cadets refueling during the 18-mile march in Brazo Valley.

2015 Summer Billboards



Celebrate National Ice Cream Month

Ice cream is a nutritious and wholesome food, enjoyed by over ninety percent of the people in the United States. The ice cream industry generates around \$5 billion in annual sales and provides jobs for thousands of citizens. Nearly ten percent of all the milk produced by dairy farmers is used to produce ice cream. In 1984, President Ronald Reagan declared July as National Ice Cream Month and the third Sunday of the Month as National Ice Cream Day. This year National Ice Cream Day falls on Sunday, July 19th. You can visit our website at southwestdairyfarmers.com for some great ice cream recipes from Kitchen Kimberley and enjoy a creamy scoop of delicious ice cream this month.



Praline Sundae Sauce

Sauce Ingredients

- 1/2 cup unsalted butter
- 1/2 cup granulated sugar
- 1 cup packed dark brown sugar
- 1 cup half-and-half
- 1 teaspoon vanilla extract
- 1 cup toasted pecans, chopped

To assemble Sundaes

- Vanilla Ice Cream
- 1 cup heavy cream, whipped with 1/4 cup granulated sugar
- 1 cup toasted pecans, chopped

Directions

Combine all sauce ingredients in a saucepan over medium-high heat. Bring to a simmer; reduce heat to medium, and continue simmering until sauce is thick and smooth, about 10 minutes. Remove from heat and set aside to cool for 10 minutes. For Sundaes, place 1 scoop vanilla ice cream in a footed glass. Pour 2 heaping tablespoons praline sauce over top. Top with a dollop of whipped cream, and sprinkle with toasted pecans. Store any remaining sauce in the refrigerator for up to 1 week.



Recipe by Kitchen Kimberley

Upcoming Events

JULY 23-25, 2015

Sooner State Dairy Show- Stillwater, OK

JULY 30- AUGUST 8, 2015

Ozark Empire Fair- Springfield, MO

AUGUST 20-30, 2015

Kentucky State Fair- Louisville, KY

SEPTEMBER 4-13, 2015

Delta Fair & Music Festival- Memphis, TN

SEPTEMBER 11-19, 2015

Permian Basin Fair and Exposition- Odessa, TX

SEPTEMBER 11-19, 2015

West Texas State Fair- Abilene, TX

SEPTEMBER 11-20, 2015

Kansas State Fair- Hutchinson, KS

SEPTEMBER 12-19, 2015

Washington County Fair- Brenham, TX

SEPTEMBER 17-20, 2015

Grapefest- Grapevine, TX

SEPTEMBER 18-25, 2015

New Mexico State Fair- Albuquerque, NM

SEPTEMBER 18-27, 2015

Four States Fair- Texarkana, AR

SEPTEMBER 18-26, 2015

Tri State Fair and Rodeo Gala- Amarillo, TX

SEPTEMBER 18-25, 2015

Hopkins County Fall Festival- Sulphur Springs, TX

SEPTEMBER 22-27, 2015

Comal County Fair- New Braunfels, TX

SEPTEMBER 25- OCTOBER 3, 2015

Panhandle South Plains Fair- Lubbock, TX

SEPTEMBER 25- OCTOBER 4, 2015

Fort Bend County Fair- Rosenberg, TX

SEPTEMBER 25- OCTOBER 4, 2015

State Fair of Virginia at The Meadow Event Park- Doswell, VA

SEPTEMBER 25- OCTOBER 3, 2015

Arkansas Oklahoma State Fair- Fort Smith, AR

SEPTEMBER 25- OCTOBER 18, 2015

State Fair of Texas- Dallas, TX

SEPTEMBER 26- OCTOBER 4, 2015

East Texas State Fair- Tyler, TX

OCTOBER 5-OCTOBER 10, 2015

Eastern New Mexico State Fair- Roswell, NM

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