

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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Southwest Dairy Farmers And Southland Dairy Farmers Look Forward To 2016

As we turn the calendar to 2016, the Southwest Dairy Farmers and Southland Dairy Farmers continue to develop and implement our programs to increase awareness of dairy and its importance in a healthy diet for all ages.

Southwest Dairy Farmers and Southland Dairy Farmers are dedicated to LOCAL marketing, advertising, and promotion of the dairy industry and your dairy's role in the industry. It is our intent to make a real and tangible impact for you in your hometown with meaningful, memorable, and DIRECT dairy messages that are designed to highlight your positive contributions to the dairy industry and to your communities.

Our programs are targeted to be seen and experienced in your markets, with measurable results. It is our goal to provide you, dairy businessmen and businesswomen, with a direct return on investment for your local dairy checkoff dollars. We never forget that our marketing programs are built on your local checkoff contributions. It isn't our money; it's yours. It is our responsibility to treat as an investment by you, for you. Whether we achieve our mission through;

- Our award winning educational programs such as the Mobile Dairy Classroom and Kids & Kows & More, or
- Our promotions or information booths at fairs, shows, and other events, or
- Our agreements with college athletic departments to promote the health benefits of dairy in young active lives, or
- Our participation in community events and charitable organizations to show the industry's commitment to the local communities in which

they live, or

- Our billboard and internet digital advertising programs displaying the dairy message 24 hours a day, 7 days a week, or
- Our partnerships with other agricultural or dairy organizations to encourage the inclusion of dairy in our everyday active lives, or
- Our Ag Conservancy to be proactive about the dairy industry's commitment to the environment and animal welfare, or
- Our commitment to the Southwest Dairy Milk Marketing Chair at Texas A&M for dairy marketing research to find and evaluate better ways to market dairy, or
- Our support of the national dairy promotional programs,

the Southwest Dairy Farmers and Southland Dairy Farmers strive to deliver this important dairy message to the public.

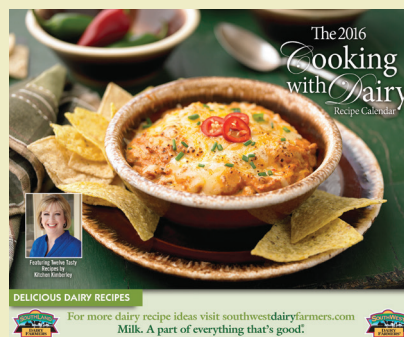
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Above: MDC Instructor Callie Toews and her Jersey cow Jitterbug sharing the importance of dairy foods in a healthy diet and the modern milking process with students.

2016 "Cooking with Dairy" Calendars Are Available

The "Cooking with Dairy" 2016 calendar featuring delectable dairy inspired recipes by Kitchen Kimberley are now available. These attractive calendars contain 12 "dairylicious" recipes plus many of the community events where we promote the importance of dairy. If you would like to receive a free 2016 calendar please call 903-439-MILK.



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College Promotions Are Successful In Relaying Our Dairy Message

Southwest and Southland Dairy Farmers mission is to promote the nutritional benefits of milk and other dairy products every day. As part of this mission our partnership with athletic programs have been successful in relaying our message and reaching our targeted audience, and this year is no exception. Whether it be football games, basketball games, Kids club events, Mobile Dairy Classroom presentations or community outreach programs, these venues allow us to reach children and parents to educate them on the health benefits of dairy products utilizing sports and sporting events.

In November, Southwest Dairy Farmers held three Education Days as part of our college athletic partnerships in conjunction with the women's basketball programs at Texas Tech University, Oklahoma State University and the University of Texas. At Texas Tech's 2nd annual Education Day over 5,000 students attended the game. During OSU's 3rd annual "Cowgirl Class on the Court" over 3,000 elementary students were assembled in Gallagher-Iba Arena. During the 5th annual 40 Acres Field Trip at the University of



Above: Children enjoying their lunch with some ice cold chocolate milk from our cooler lunch bags during the Texas Tech basketball game.

SWDF Employee Awarded Volunteer Of The Year Honor

Kelli Goodpasture who is Southwest Dairy Farmers Director of Dairy Education and Promotion for New Mexico and West Texas has been selected as the Volunteer of the Year by the New Mexico Farm & Livestock Bureau for 2015. Kelli was honored for her work in the field of agricultural education where she has spent countless hours preparing educational opportunities about agriculture for schoolchildren across the state and helping New Mexico's Ag in the Classroom. "Volunteers are a vital part of agricultural advocacy and help spread the good word about our agriculture" stated Mike White, President of the New Mexico Farm & Livestock Bureau. He also thanked Kelli for being such a great volunteer and generous supporter in the name of agriculture education. SWDF would like to congratulate Kelli on her award, and we appreciate her dedication to her job. Congratulations Kelli!



Above: Mike White, left, and Chad Smith, right, presenting Kelli Goodpasture with the Volunteer of the Year award.



Above: One of the dairy messages being displayed on the jumbotron at Oklahoma State University.

Texas, around 7,000 students were shuttled in for the game. These events provided a great opportunity for us to spread our message about the importance of dairy while thousands of children enjoyed watching their favorite basketball team. During these events children listened to the athletic departments' strength and conditioning coaches on healthy nutrition and exercise choices, participated in interactive programs that included questions about dairy and nutrition and received our branded cooler lunch bags to store their favorite dairy snacks. This was also a great opportunity to connect with hundreds of teachers and promote our Mobile Dairy Classroom for school visits.

In addition to our Kid's Day programs, SWDF and SLDF also partner with college football teams as part of our college athletic partnership throughout the year. Before kick off at several college games our MDC units are on hand to talk about good nutrition that includes dairy as well as providing live milking demonstrations. During these events many children 12 and under receive one of our popular cooler lunch bags.

These college partnerships are always a crowd pleaser and allow us to highlight our dairy farmers commitment to their local communities.



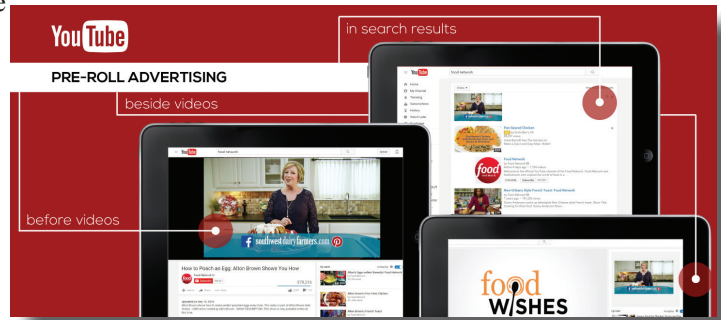
Above: MDC instructor Courtney Bumgarner with Hokie the Bird before a Virginia Tech football game.

The New Year Brings The New Expansion Of Digital Advertisement

Southwest and Southland Dairy Farmers are excited to announce the implementation of our newest campaign of digital advertising. We feel this is another positive avenue to promote dairy nutrition and education, with the ability to place targeted messages and content relative to the specific websites our consumers visit. With a click of a mouse, these are the images that can be seen through the utilization of Google AdWords.

Moving into digital advertising provides the following benefits/advantages:

- **Relevant-** There are over 265 million Internet users in the USA, and growing daily.
- **Target-specific-** We can specifically target certain people, in certain geographic areas, at certain times.
- **Engaging-** Our message will engage the consumer. It doesn't stop when they just see our ad. We encourage a click through that takes the consumer to dedicated pages.
- **Flexible-** Digital advertising allows us to change messages and strategy on the fly for effectiveness.
- **Cost-effective-** Digital advertising allows us the opportunity to reach the same number of people, and in some cases more, than outdoor advertising, at a fraction of the cost.
- **Real-time analytics-** This means we'll know exactly how people are reacting to our message and if needed can change accordingly.
- **Content-driven-** All good digital plans will utilize our good digital messages with more to be developed.



Southwest Dairy Farmers And Southland Dairy Farmers Look Forward To 2016

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Our entire staff is dedicated to providing quality programs and activities to support our mission to increase the demand for milk and dairy products, educate the public of the nutritional benefits of dairy foods, and enhance the image of the dairy industry. With increasing dairy producer support, our Mobile Dairy Classroom program continues to expand into new states. We certainly appreciate your support through the dairy check off program as we look forward to an exciting and rewarding 2016. We welcome your comments and suggestions to help us find new and effective ways to tell "the dairy story." Please feel free to contact me anytime at jhill@southwestdairyfarmers.com.

Sincerely,
Jim Hill
Chief Executive Officer
Southwest Dairy Farmers
Southland Dairy Farmers

Southwest Macaroni and Cheese

Ingredients:

- 1 (7 oz.) package elbow macaroni
- ¼ cup unsalted butter
- ¼ cup all-purpose flour
- ½ teaspoon salt
- ½ teaspoon ground cumin
- ½ teaspoon garlic powder
- ¼ teaspoon freshly ground black pepper
- 2 cups whole or 2% milk
- 1 (4 oz.) can diced green chiles
- 2 cups shredded Pepper Jack cheese

Instructions:

1. Cook macaroni according to package directions in boiling, salted water.
2. Meanwhile, in a medium saucepan, melt butter over medium heat. Stir in flour, salt, ground cumin, garlic powder, and black pepper; cook until bubbly.
3. Gradually add milk; cook and stir until thickened. Add diced green chiles.
4. Reduce heat to low and add cheese, stirring until melted and smooth.
5. Drain cooked macaroni; add to cheese sauce and stir to coat evenly.



Recipe by Kitchen Kimberley

Upcoming Events

JANUARY 15-FEBRUARY 6, 2016
Ft. Worth Stock Show & Rodeo- Ft. Worth, TX

FEBRUARY 5-21, 2016
San Angelo Stock Show & Rodeo- San Angelo, TX

FEBRUARY 7-11, 2016
Virginia Tech Area Dairy Conference- Blacksburg, VA

FEBRUARY 10-13, 2016
National Farm Machinery Show- Louisville, KY

FEBRUARY 10-13, 2016
Southern Farm Show- Raleigh, NC

FEBRUARY 11-28, 2016
San Antonio Stock Show & Rodeo- San Antonio, TX

FEBRUARY 13-15, 2016
Virginia Farm Show- Fishersville, VA

FEBRUARY 19-21, 2016
The Women's Fair- Wichita, KS

FEBRUARY 23-24, 2016
Kentucky Dairy Partners Annual Meeting- Bowling Green, KY

FEBRUARY 25-27, 2016
65th Annual North Carolina Cattleman's & Dairyman's Conference- Hickory, NC

MARCH 1-20, 2016
Houston Livestock Show & Rodeo- Houston, TX

MARCH 3-13, 2016
Florida Strawberry Festival- Plant, FL

MARCH 12-26, 2016
Star of Texas Fair & Rodeo- Austin, TX

MARCH 15-21, 2016
Virginia Agriculture Week & Agriculture Literacy Week- Richmond, VA

MARCH 19-20, 2016
Southwest Chocolate & Coffee Fest- Albuquerque, NM

MARCH 23, 2016
Virginia Food and Beverage Expo- Richmond, VA

MARCH 24- APRIL 3, 2016
South Texas State Fair- Beaumont, TX

APRIL 1-9, 2016
Walker County Fair- Huntsville, TX

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