

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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Promoting The Wholesome Goodness Of Milk During The Fall Fair Season

The leaves will soon be changing; fall is just around the corner which means the Fall Fair Season is upon us. Fairs are a very important aspect to Southwest and Southland Dairy Farmers promotion efforts. Fairs allow us to see thousands of people in local communities every year and the opportunity to highlight the agriculture industry and tell our story. Fairs also allow us to provide samples of delicious dairy products that will possibly in turn send consumers to the grocery store to buy their favorite dairy products. SWDF/SLDF educates the public on the importance of dairy foods in their daily diets. Fall 2016 will be another busy season for our milking demonstrations, informational displays and food exhibits.

The Southwest and Southland Dairy Farmers kicked off the fair season with the Ozark Empire Fair held July 28- August 3, 2016 in Springfield, Missouri. Southwest Dairy Farmers was on hand passing out a variety of samples of cheese from our Cheese Gazebo, while emphasizing

our dairy message. The Kentucky State Fair ran from August 18-28, 2016 in Louisville, Kentucky where Southland Dairy Farmers presented live milking demonstrations where the public was informed how milk goes from the cow to the store and handed out dairy promotional items throughout the Fair.



Above: Fair patrons listening to live milking demonstrations during the Kentucky State Fair.

Southwest and Southland Dairy Farmers will have a presence at many local and state Fairs throughout Virginia, Kansas, North Carolina, New Mexico, Kentucky, Texas and Oklahoma. You can check the

“Upcoming Dates” section of this newsletter for the dates in your area. This year during the Tulsa State Fair and the State Fair of Texas, Southwest Dairy Farmers is partnering with the Dannon Yogurt Company and will be handing out yogurt samples at these Fair venues. Dannon has graciously provided all the yogurt product needed for both these large Fairs. During the Texas State Fair along with the yogurt sampling, SWDF is once again the title sponsor of the TDA’s Food and Fiber Building where there will be Kilgore Rangerette appearances and Kitchen Kimberley cooking with dairy during the opening and closing ceremonies. Live milking demonstrations will be presented in a new venue this year which is between the Kids Boardwalk and the Big Tex Farm Yard. There will also be the butter sculpture on display in the Creative Arts Building. This is always a busy and exciting time for the Southwest and Southland Dairy Farmers to do what we love to do, promote the wholesome goodness of milk!

Cheese Me, Santa

Keep in mind when choosing gifts this holiday season that the Southwest Dairy Museum is putting together Christmas Cheese Gift Crates once again this year. These tasty cheese crates are reasonably priced and make a great gift for family and friends. Choose from a variety of cheeses, dips and mixes to customize your own gift crates. To create a customized cheese crate and check pricing visit our website at www.southwestdairyfarmers.com or call (903) 439-6455 (MILK).



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Video And Photo Shoot For 2017 Dairy Inspired Recipes Offer Exciting Changes and Trends

Southwest and Southland Dairy Farmers were busy during the week of July 18th in El Paso, TX preparing for the upcoming 2017 calendars and our recipe videos. Southwest and Southland Dairy Farmers staff and the staff of Mithoff Burton spent the week prepping, preparing and taking pictures for the recipes that will be featured in our 2017 Southwest and Southland Dairy Farmers Cooking with Dairy Calendar, as well as an exciting change to our video recipes. SWDF/SLDF has decided to take advantage of one of the big-

gest trends of the recipe world by adding the short, simple and fast action recipe videos to our video recipe collections. If you have ever been on Facebook or social media then you have probably seen at least one "Tasty" Video. These videos have exploded across social media where you can see every single step of a recipe in under a minute. These videos are all shot from directly overhead, alternate between fast and slow motion,

never show more than the cook's hands and stay under a minute to capture short attention spans. They are perfect for mobile users and are mesmerizing; it's like watching a trailer where you can see the entire cooking process from start to finish versus a

Left: Getting every detail perfect for one of the recipe calendar photos.



Above: Shooting a "Tasty" dairy recipe video.

stand -and-stir TV show. Southwest and Southland Dairy Farmers see this as a great way to get more views of our dairy inspired recipes and will be a great addition to our video recipes. Be on the lookout for these new exciting videos soon at southwestdairyfarmers.com. If you would like to receive one of our popular Cooking with Dairy Calendars, give us a call at (903) 439-MILK.

Think Pink With Your Drink

Southwest Dairy Farmers are proud sponsors of the Susan G. Komen Foundation in the fight against breast cancer. SWDF displays billboards across the Southwest region promoting Think Pink with your Drink. Every year we highlight an extraordinary cancer survivor. Again this year, our billboards carry extra significance for us because we have featured our own Director of Administration, Cancer Survivor, Carolyn McKinney. Strawberry and chocolate milk are distributed at Komen Race Sites along with our pink poly bags, while encouraging everyone to consume 3 servings of dairy daily. SWDF has already attended many race's across Kansas, Oklahoma and Texas. Below is the schedule of the remaining race's that SWDF will attend. Komen's Race for the cure is a great cause that fits with our mission of a healthy lifestyle including dairy and the dairy industry's commitment to charitable causes and community events.

Susan G. Komen Race for the Cure Schedule

Houston, Texas- October 1, 2016

Oklahoma City, Oklahoma- October 22, 2016

El Paso, Texas- February 12, 2017

New Look For Outdoor Winter Boards

Below are the Southwest and Southland Dairy Farmers Winter Billboards. These ads will be displayed across the Southwest and Southland region encouraging everyone to enjoy cheese for the holidays.



Southwest Dairy Museum Board Of Directors August Session

Board of Directors Secretary Retires

SWDM Board of Directors Secretary Don Smith has retired. Don has been a member of the Southwest Dairy Museum, Inc's Board of Directors since 2001. While this position is voluntary, Don took an active role in this position and is well respected for his overall knowledge of the dairy and agricultural industries. Don has also served on the Texas Farm Bureau Board of Directors and has been selected to the Cattlemen's Beef Promotion and Research Board. We wish Don all the best and thank him for all his service to the Southwest Dairy Museum. Lee Robey of Adairsville, Kentucky was elected to fill the position of the Secretary for the Southwest Dairy Museum, Inc. Board of Directors.

Board of Directors Welcomes New Members

The Southwest Dairy Museum Board of Directors welcomed two new members during the August meeting. Eric Opitz from Summit Dairy in Canton, Texas representing Lone Star Milk Producers and Angela Bankston representing Zia Milk Producers from Roswell, New Mexico.

Oklahoma Special Olympics Recognizes SWDF

Adrian DeWendt, President and CEO of Special Olympics Oklahoma attended the August Southwest Dairy Museum Board of Directors meeting in Dallas, TX to recognize SWDF for all of our contributions to Special Olympics OK. Adrian presented a Circle of Friends plaque to the Southwest Dairy Farmers, in appreciation of our generous support for individuals with intellectual disabilities.



Above: SWDF receiving the Circle of Friends Award. Pictured Left to Right: Carolyn McKinney, Director of Administration SWDF/SLDF; Jim Hill, CEO SWDF/SLDF; Adrian DeWendt, President/CEO Special Olympics OK; Ted Boersma, President of Board of Directors SWDM.

Grapefest 2016

One of the largest wine festivals in the Southwest, Grapefest is four days of fun for everyone in historic Grapevine, Texas. During the September event, Southwest Dairy Farmers helped visitors celebrate 30 years of Grapefest with a variety of cheese samples to pair with their samplings of wine. The Southwest Dairy Farmers Cheese Gazebo was a favorite stop with our offerings of Swiss, Cheddar, and Pepper Jack cheese samples to enjoy with their wine.



Celebrating The 20th Annual Septemberfest

Saturday, September 10, 2016 marked the 20th Annual Septemberfest at the Oklahoma History Center in Oklahoma City, OK. Hosted by Governor Mary Fallin, First Gentlemen Wade Christiansen and Friends of the Mansion, this free family event includes many attractions and fun activities. This festival celebrates the history and heritage of Oklahoma. During the day-long event, families were also exposed to agriculture and livestock. The Southwest Dairy Farmers were amongst the agricultural commodity groups serving food and beverages. Milk, along with promotional items were given to all attendees courtesy of Southwest Dairy Farmers with the help of the Oklahoma Dairy Princess.



Southwest Cream of Tomato Soup

Ingredients:

- ¼ cup unsalted butter
- ½ cup finely minced yellow onion
- ¼ cup all-purpose flour
- 2 cloves garlic, minced
- 1 (28 oz.) can diced tomatoes
- 1 (10.5 oz.) can diced tomatoes with green chiles
- 2 tablespoons freshly chopped cilantro
- 1 teaspoon granulated sugar
- 2 teaspoons dried cumin
- 2 teaspoons chili powder
- ¼ teaspoon ground oregano
- ½ teaspoon cayenne powder (more or less to taste)
- 1 pint half-and-half
- 1 cup sour cream, divided use

Garnish: Sour cream, cilantro, and tortilla strips

Instructions:

1. In a large saucepan over medium-high heat, melt butter; sauté onions until tender, about 5 minutes. Sprinkle in flour and garlic; cook, stirring constantly, for one minute.
2. Slowly add half-and-half, whisking until mixture is thickened and creamy.
3. Reduce heat to medium, and add diced tomatoes, diced tomatoes with green chiles, and seasonings (cilantro through cayenne); bring to a simmer, stirring frequently.
4. Remove from heat, and carefully blend soup using an immersion blender, or puree in blender until smooth.
5. Stir in 1/3 cup of sour cream, and use remaining sour cream to garnish each serving.



Recipe by Kitchen Kimberley

Upcoming Events

SEPTEMBER 28-OCTOBER 2, 2016
Southern New Mexico State Fair- Las Cruces, NM

SEPTEMBER 29-OCTOBER 9, 2016
Tulsa State Fair- Tulsa, OK

SEPTEMBER 30-OCTOBER 9, 2016
Dixie Classic Fair- Winston-Salem, NC

SEPTEMBER 30-OCTOBER 23, 2016
State Fair of Texas- Dallas, TX

SEPTEMBER 30-OCTOBER 9, 2016
Virginia State Fair- Doswell, VA

OCTOBER 3-8, 2016
Eastern New Mexico State Fair- Roswell, NM

OCTOBER 13-23, 2016
North Carolina State Fair- Raleigh, NC

OCTOBER 19-30, 2016
American Royal Livestock Show- Kansas City, MO

NOVEMBER 6-19, 2016
North American International Livestock Show- Louisville, KY

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