

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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Looking Forward To 2018

To Our Southwest and Southland Dairy Farmers Supporters:

All of us at Southwest and Southland Dairy Farmers send our best wishes to you and your family for happiness and good health in 2018.

We look forward to the coming year as our organization continues to develop and implement programs to increase awareness of dairy and its importance in a healthy diet for all ages. Our programs, headlined by our award winning Mobile Dairy Classrooms, have effectively and consistently provided a connection between the dairy producer and the consumer for over 35 years.

For the dairy producer members of Southwest and Southland Dairy Farmers, our focus never wavers from our core missions:

- Building programs dedicated to lasting and positive brand connections between the consumer and dairy products and dairy farm families;
- Good stewardship of our producer's ten-cent check-off assessment by using it as effectively as possible in local and regional promotions and education programs;

- Proactive public relations for our producers and their operations; and
- Utilizing school initiatives that focus on dairy education and connecting with teachers, children, and parents with a direct dairy message.

The programs of the Southwest and Southland Dairy Farmers are designed to be seen and experienced in our producer markets, with measurable results. It is our goal to provide our producers with a direct return on investment for your local dairy checkoff dollars. We are always conscious that our marketing programs are built on your local checkoff contributions. It isn't our money; it's yours. And it is our responsibility to treat our funds as an investment by you, for you.

Our entire staff is dedicated to providing quality programs and activities that support our producers. Ultimately, these efforts are intended to promote an increase in the demand for milk and dairy products, to educate the public of the nutritional benefits of dairy foods, and to enhance the image of the dairy industry.

As always, we appreciate your support. As we move forward in 2018, we would welcome your comments and suggestions, so please feel free to contact us at any time.

Sincerely,

Jim Hill
Chief Executive Officer
Southwest and Southland Dairy Farmers
Southwest Dairy Museum, Inc.



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Outdoor Billboards Featuring Cheese Me

Below are the Southwest and Southland Dairy Farmers Winter Billboards featuring everyone's favorite, cheese! These ads are displayed across the Southwest and Southland region (personalized for each state) encouraging everyone to enjoy cheese.



Dairy Nutrition Highlighted With Our College Athletic Partnerships

Promoting awareness of the nutritional benefits of milk and other dairy products is one of the core missions of the Southwest and Southland Dairy Farmers. As one part of that mission, we develop special programs and dairy promotions at major college sports venues that are targeted to children 12 and under. Educating children about all aspects of the dairy industry is one of our top priorities. Working with Universities within our region allows us to reach our target audience with programs from Kids clubs, community outreach programs, Mobile Dairy Classroom presentations, Kid's Days and any other event we consider to be a part of our mission and offer a take home message about the nutritional value of milk's nine essential vitamins and minerals. These venues provide an opportunity for us to talk about good nutrition which includes milk. During these programs, Southwest and Southland Dairy Farmers offer promotional giveaways such as a cooler bag, backpack tag or our popular clear, NFL-compliant backpack that details milk's nine essential vitamins and minerals along with the schools colors and/or mascot.



Above: The large student crowd (over 8,200) during the Texas Tech game in the United Spirit Arena in Lubbock, TX.

Some of the latest college sports programs Southwest and Southland Dairy Farmers have sponsored are Kid's Day in conjunction with the women's basketball programs at the University of Texas, Texas Tech University and Baylor University. At Baylor University on November 10, 2017 in Waco, TX 3,200 elementary school students were bussed in for the event. At Texas Tech on November 15, 2017 133 school buses brought over 8,200 students to the United Spirit Arena in Lubbock. On November 15, 2017, the 7th Annual University of Texas Women's Basketball 40 Acres Field Trip was held on the campus in Austin where over 7,600 attendees were brought in from 54 surrounding school districts. At each of these events the students participated in programs involving messages about a healthy lifestyle and the nutritional benefits of milk in their daily diets. These interactive programs included presentations from the athletic departments' strength and conditioning coaches, as well as, interactive programs including questions about dairy, nutrition and health to challenge the students.

The Southland Dairy Farmers will be sponsoring the Western Kentucky Lady Toppers 'Spread the Red' Education game scheduled for Thursday, January 18, 2018 at E.A. Diddle Arena with tip-off at 11:00 a.m. So come join us and support your favorite team and your local dairy farmers.



Above: Arena full of students during the 2017 'Spread the Red' game at Western Kentucky University.

1% Chocolate Milk Back In Public Schools



Chocolate milk with 1 percent fat will soon be back on public school lunch menus.

The U.S. Department of Agriculture published a new interim rule, due to take effect after a period of public comment, which relaxes sodium limits and whole-grain requirements on school lunches and also allows flavored milk with 1 percent back into school cafeterias nationwide.

Currently, public schools are allowed to serve only flavored milk that is nonfat or unflavored milk that is low-fat or nonfat.

"This is not reducing the nutritional standards whatsoever," Agriculture Secretary Sonny Perdue told reporters when he unveiled the proposed changes in May.

"Schools need flexibility in menu planning so they can serve nutritious and appealing meals," Perdue said in a statement. "Schools want to offer food that students actually want to eat. It doesn't do any good to serve nutritious meals if they wind up in the trash can."

The rule is meant to provide "regulatory flexibility" for the National School Lunch Program, which is a federally assisted meal program that provides nutritionally balanced, reduced-cost or free lunches to children.

Source: ABC News. By Stephanie Ebbs and Erin Dooley. ABC News' Mariam Khan and Whitney Lloyd contributed to this report. Visit <http://abcnews.go.com/US/regular-chocolate-milk-back-school-menus-obama-era/story?id=51516430> to view the full article.

The Mobile Dairy Classroom Program “Mooves” Our Dairy Message

Southwest and Southland Dairy Farmers Mobile Dairy Classroom program focuses on dairy education by connecting with students, teachers and consumers. Our goal is to promote the dairy industry and dairy farmers to the public in a positive light from the importance of dairy in a healthy diet, the modern milking process, the regulated manner milk is transported from the farm to the store and any misconceptions about dairy in the public eye. The Mobile Dairy Classroom relays these important dairy messages at venues from schools, fairs, educational programs, college sports promotions and other events.



Above: A MDC instructor explaining the process of milk going from the farm to the store to a child.

In 2017, the Mobile Dairy Classroom traveled across the states of Texas, New Mexico, Oklahoma, Kansas, Kentucky, Missouri, Virginia, North Carolina, Arizona, Florida and Tennessee with our 10 classroom units. Our MDC units visited over 900 schools totaling over 4,300 presentations and saw over 665,000 people from schools, fairs and other events.

Southwest and Southland Dairy Farmers prides its promotion efforts with a direct dairy message with our award-winning Mobile Dairy Classroom educational program and look forward to the next year of educating students, teachers and consumers with our mission “Milk. A part of everything that’s good.”

SWDF & SLDF Attend National FFA Convention

Southwest and Southland Dairy Farmers were invited to the 90th annual National FFA Convention & Expo held October 25-28, 2017 in Indianapolis, IN. The National FFA Convention & Expo is a sea of blue jackets with well over 65,000 FFA members and guests (20% were Ag teachers and advisors) in attendance.

SWDF and SLDF representatives educated the convention attendees about Southwest and Southland Dairy Farmers and the scope of our mission. We handed out promotional items and provided milking demonstrations with our Mobile Dairy Classroom unit. This event provided a great opportunity to highlight the Mobile Dairy Classroom to FFA members, teachers, parents, sponsors, schools and universities from across the country, and allowed us to promote our educational programs for their schools and communities.



Above: CEO, Jim Hill, visiting with FFA members and teachers during the Expo.

Jalapeño Popper Soup

Reminiscent of American’s favorite appetizer, this jalapeño popper soup will have your mouth watering from the blend of spice and cheese. This recipe will become a family favorite for years to come.

Ingredients:

4 slices of uncooked bacon	½ teaspoon garlic powder
4 ounces cream cheese	¾ cup shredded sharp cheddar cheese
1 cup heavy cream	¾ cup shredded Monterey Jack cheese
2 cups water or chicken broth	4 large jalapeño peppers
2 tablespoons salsa verde	

Directions:

1. In a medium saucepan, cook bacon until crisp. Scoop out bacon with slotted spoon and place on paper towel to remove any excess grease. Chop the bacon for garnish. Set aside.
2. In the same saucepan with the bacon grease, add the heavy cream, water (or broth), and cream cheese.
3. Simmer gently, stirring often, until the cream cheese is melted and liquid is smooth.
4. Whisk in garlic powder, salsa verde, sharp cheddar cheese and Monterey Jack cheese until completely incorporated. Set aside.
5. Meanwhile, wash the jalapeños. Broil or grill the jalapeños until softened and charred.
6. Remove the skins and seeds from the jalapeños. Chop finely and add the jalapeños to the soup mixture. Cook for 5 minutes.
7. Season with salt and pepper to taste.
8. Remove from heat. Garnish with chopped bacon and serve.

Servings: 4



Shared by Jay Crawford

Upcoming Events

JANUARY 12-FEBRUARY 3, 2018
Ft. Worth Stock Show & Rodeo- Ft. Worth, TX

FEBRUARY 2-18, 2018
San Angelo Stock Show & Rodeo- San Angelo, TX

FEBRUARY 8-25, 2018
San Antonio Stock Show & Rodeo- San Antonio, TX

FEBRUARY 27- MARCH 18, 2018
Houston Livestock Show & Rodeo- Houston, TX

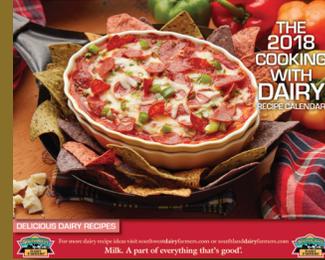
MARCH 1-11, 2018
Florida Strawberry Festival- Plant City, FL

MARCH 10-24, 2018
Star of Texas Fair & Rodeo- Austin, TX

MARCH 22- APRIL 1, 2018
South Texas State Fair- Beaumont, TX

Southwest and Southland Dairy Farmers 2018 Wall Calendars Are Available

Southwest and Southland Dairy Farmers wall calendars for 2018 are now available. These popular and colorful calendars contain 12 “dairylicious” recipes as well as many of the community events that we attend throughout the year. If you would like a free 2018 calendar, please call (903)439-MILK.



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