

THE DAIRY DATELINE



Southwest Dairy Museum's
Quarterly Newsletter



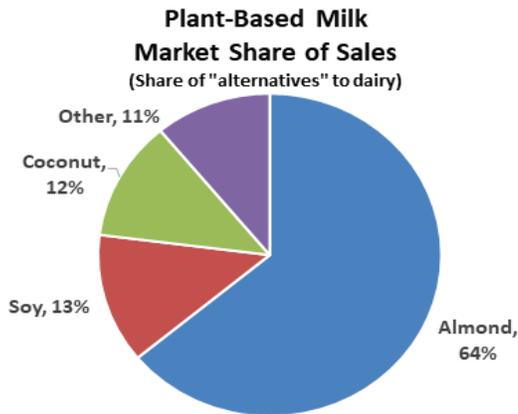
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SOUTHWEST AND SOUTHLAND DAIRY FARMERS ADDRESS ALTERNATIVE MILK ISSUES

Southwest and Southland Dairy Farmers continue to address the issues of alternative milk in our dairy messaging and education programs. These messages and programs promote milk as a complete powerhouse of nutrients for healthy bodies and well being – and that’s an important distinction when comparing dairy milk to alternative “milks”.

In 2002, our organization endowed the Southwest Dairy Milk Marketing Chair at Texas A&M University. The Marketing Chair, Dr. Oral Capps, Jr., and his staff provide research and analysis that helps us shape our marketing messages to provide accurate and effective data to consumers. In this regard, the Southwest Dairy Marketing Chair collected market data from a comprehensive study of alternative milk segments, providing valuable insight into this issue. Dr. Capps outlines his findings below:

The market penetration of dairy-based alternative beverages is on the rise. Sales of almond milk have grown by 60 percent from 2012 to 2017. So, dairy-alternative beverages do represent a growing segment for consumers when it comes to “milk choices”. In the pie chart below, almond milk comprises almost two-thirds of the market share from plant-based milk sales. On the basis of third-party data from Nielsen, Inc., income, age, educational level, race, and region are significant drivers affecting the demand for dairy-alternative beverages. As well, consumers are not sensitive to price changes for dairy-alternative beverages. If prices of these products increase by 10 percent, purchases decline by 5.5 percent to 6.7 percent. Recently, the Food and Drug Administrator Scott Gottlieb indicated that he will soon move to prevent manufacturers of dairy-alternative beverages from using the term “milk” in marketing and on product labels.



Note: Marketing studies for the dairy industry have been conducted concerning the potential threats associated with dairy-alternative beverages such as almond milk, coconut milk, and soy milk by the Southwest Dairy Marketing Chair, Dr. Oral Capps, Jr. For more information, contact Dr. Oral Capps, Jr., Southwest Dairy Marketing Chair, Texas A&M University, ocapps@tamu.edu.

The Southwest and Southland Dairy Farmers will continue to provide accurate, complete facts to consumers to address the comparisons of alternative “milk” to dairy milk, and we will continue our focus on educating the public on the nutritional advantages of dairy.

IN THIS ISSUE

Our Popular Wall Calendars And Dairylicious Recipes Are On The Way; Christmas Cheese Gift Crates; SeptemberFest 2018; GrapeFest 20182

Southwest and Southland Dairy Farmers Welcome New MDC Instructors; Dairy Recipe3

Southwest/Southland Dairy Farmers Upcoming Events4

Southwest Dairy Museum Board of Directors Welcomes New Member

The Southwest Dairy Museum Board of Directors welcomed new member, Albin Smith during the August meeting. Smith is an independent producer from SAS Dairy in Clovis, New Mexico.



Our Popular Wall Calendars And Dairylicious Recipes Are On The Way

Southwest and Southland Dairy Farmers have been busy prepping, preparing, taking pictures and shooting videos for the upcoming 2019 Cooking with Dairy Calendars and our dairy recipe video clips. Once again, our free popular “Cooking With Dairy” calendars have been inspired by our own staff at Southwest and Southland Dairy Farmers. Each month features a recipe provided by a member of our SWDF/SLDF family using a variety of dairy ingredients. Be on the lookout for these new videos at southwestdairyfarmers.com and our Facebook page. The 2019 calendars will be mailed to all supporting dairy producers later this year. Any others, who would like to receive a calendar, please call (903) 439-MILK.

Above: Behind the scenes during the dairy recipe video shoot.



Above: The cover of the 2019 Cooking With Dairy Calendar.



SeptemberFest 2018

The 22nd annual SeptemberFest was held September 8, 2018 at the Oklahoma History Center in Oklahoma City, OK. This year’s SeptemberFest theme was “Rodgers and Hammerstein’s Oklahoma!” This highlighted both the 75th anniversary of the Broadway debut of the famous musical and the complementary exhibit now on display at the Oklahoma History Center. This free fall festival was open to the public and featured more than 60 events and demonstrations while celebrating the rich heritage and diversity 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 attendees

courtesy of Southwest Dairy Farmers. This was a great community event to encourage all the attendees to have three to four servings of dairy every day.

Right: SeptemberFest attendees receiving milk and promotional items while being encouraged to make dairy an important part in their diet.



Christmas Cheese Gift Crates

Once again this year, Southwest Dairy Museum is putting together Christmas cheese gift crates. These cheese crates make a great gift for all 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).



GrapeFest 2018

The 32nd Annual GrapeFest was held September 13-16, 2018 in Grapevine, Texas. GrapeFest is one of the largest wine festivals across the Southwest area with the Lone Star State playing a greater roll in American wine production. During this festival, wine enthusiasts sipped and sampled premium Texas wines while enjoying live entertainment, festival food and much more. Southwest Dairy Farmers offered a variety of cheese samples to pair with the samplings of wine during the festival. Our Cheese Gazebo was a favorite stop with offerings of Swiss, Cheddar, and Pepper Jack cheese. Just another way that SWDF promotes all the goodness that dairy has to offer.



Southland And Southwest Dairy Farmers Welcome New Mobile Dairy Classroom Instructors

Southwest and Southland Dairy Farmers are excited to welcome new Mobile Dairy Classroom Instructors to our organization.

Southland Dairy Farmers welcomes LaVaun Janney as the new Mobile Dairy Classroom Instructor for the state of Virginia. LaVaun graduated with a Bachelor of Science degree in Biology from Bridgewater College in Virginia. She has spent most of her life as a full-time dairy owner/operator and a dairy advocate. As her dairy roots run deep, she has been very active with the Young Dairy Leadership Institute, National Milk Producers Young Cooperators program and the Kentucky Dairy Development Council's YP program. She is married to her husband James and has an 11 year old daughter, Ayla. During her free time, LaVaun enjoys showing registered cows, time with family, and reading. LaVaun looks forward to bringing the message of dairy to children and adults and working with educators to give students the most fulfilling dairy experience.



Southwest Dairy Farmers welcomes Garret Wilson as the new Mobile Dairy Classroom Instructor for the state of New Mexico and the Texas Panhandle. Garret graduated from New Mexico State University with a Bachelor of Science degree in Agricultural Biology. Previously, he was employed by New Mexico State University Veterinary Entomology Research Laboratory as the lab manager and worked with cattle and their interactions with multiple pest species. Garret lived on a cattle ranch most of his life and has spent time at numerous dairies across Southern New Mexico working with dairy farmers to collaborate and coordinate experiments. While Garret isn't working, he enjoys camping, hiking, armor smithing, and occasionally, medieval reenactments.

Above: LaVaun Janney.



Right: Garret Wilson.

Please help welcome LaVaun and Garret to the Southland and Southwest Dairy Farmers Family; we know they will be fine additions to our Mobile Dairy Classroom staff!

Sour Cream Chicken Fiesta Cups

Ingredients:

- 12 flour tortillas
- ¼ cup butter
- 1 cup onion, chopped
- 1 (4 ounce) can chopped green chiles
- 3 chicken breasts
- 1 (8 ounce) container sour cream
- 2 cans cream of chicken soup
- 2 cups shredded cheddar cheese



Directions:

1. Preheat oven to 350 degrees. Lightly coat a muffin tin with cooking spray.
2. Place tortilla in the muffin tin, gently press with fingers to form a cup shape. Set aside.
3. Melt butter in large skillet. Add chopped onions to butter and sauté on medium-low heat until soft and translucent. Remove from heat. Do not drain.
4. Cook or grill chicken breasts. Cut into small pieces.
5. Add chicken, sour cream, cream of chicken soup and green chiles to the sautéed onion. Mix until evenly blended.
6. Spoon chicken mixture in the middle of each tortilla cup. Top each cup with shredded cheddar cheese.
7. Bake in preheated oven for 30 to 35 minutes or until bubbling and cheese is melted.

Variation Tip:

Store bought rotisserie chicken will make this an easy weeknight dinner. Simply substitute the 3 chicken breast for 4 cups of shredded rotisserie chicken (skin removed and meat slightly shredded).

Recipe by Ralph Keel

Upcoming Events

SEPTEMBER 27- OCTOBER 7, 2018
Tulsa State Fair- Tulsa, OK

SEPTEMBER 28- OCTOBER 7, 2018
Fort Bend County Fair- Rosenberg, TX

SEPTEMBER 28- OCTOBER 7, 2018
Virginia State Fair- Doswell, VA

SEPTEMBER 28- OCTOBER 21, 2018
State Fair of Texas- Dallas, TX

OCTOBER 1-6, 2018
Eastern New Mexico State Fair- Roswell, NM

OCTOBER 3-4, 2018
Hopkins County Ag Day- Sulphur Springs, TX

OCTOBER 11-21, 2018
North Carolina State Fair- Raleigh, NC

OCTOBER 27, 2018
World Champion Hopkins Co. Stew Contest- Sulphur Springs, TX

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