

THE DAIRY DATELINE



Milk. A part of everything that's good.

*Southwest Dairy Museum's
Quarterly Newsletter*



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Looking Back At 2018 And Continuing Forward In 2019

Southwest and Southland Dairy Farmers mission is very simple: promote dairy products and the dairy industry in a positive manner. Our organization is dedicated to creating programs that will create a lasting “brand connection” for our dairy farm families and the dairy products that they produce. Our focus is providing the connection between the dairy farmer and the consumer. Our organization carries out these missions through a variety of advertising, sponsorship, public relation and education efforts.

During the 2018 year, our efforts can be seen through our seasonal messages on billboards and digital banners, sponsorships and partnerships with organization such as Special Olympics and Susan G. Komen, major university athletic programs, fair promotions and our award



winning Mobile Dairy Classroom. Building and nurturing the relationships with these partnerships, organizations and programs are essential in our effort to educate and increase the awareness of dairy and its importance in a healthy diet for all ages.

Our Mobile Dairy Classroom program focuses on dairy education by connecting with students, teachers and consumers. The MDC provides a direct link to dairy farmers and tell the story of the dairy cow, the journey of the milk from farm to store, the care of our animals and the environment, and the nutritional value of milk. In 2018, our 12 classroom units visited over 880 schools throughout the states of Texas, New Mexico, Oklahoma, Kansas, Kentucky, Missouri, Virginia, North Carolina, Florida, Tennessee, Nebraska and Arizona. Over 645,000 students, parents, and teachers at schools, fairs, and other events took part in a

Left: SWDF providing milk and promotional items to over 3,000 runners and survivors at the North Texas Race for the Cure in Frisco, TX on May 19, 2018.



Above: Our Mobile Dairy Classroom during a school visit teaching students about the importance of dairy.

direct dairy message, totaling about 4,500 presentations combined.

The Southwest and Southland Dairy Farmers involvement in sponsorships with the Special Olympics and Susan G. Komen helps show the dairy industry’s commitment and spirit to charitable causes and community events. Our organization helps sponsor the Special Olympics Summer Games and other related events in 8 states with dairy product giveaways and educational mobile classroom programs. **Looking Back**

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2019 Wall Calendars Are Still Available

Southwest and Southland Dairy Farmers wall calendars for 2019 are still available. These popular calendars contain 12 recipes that include multiple dairy products and have been inspired by our own staff at Southwest and Southland Dairy Farmers. In addition, many of the community events that we attend and promote dairy throughout the year are highlighted. If you would like a free 2019 calendar, please call (903)439-MILK.



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Our involvement with the Susan G. Komen displays billboard messages promoting the message to “Think Pink with Your Drink” with strawberry milk. In addition, we hand out strawberry and chocolate milk to the participants at selected “Race for the Cure” 5K runs. Our participation in these events promote dairy products and enhance the image of the dairy industry in the communities of our supporting dairy producers.



Above: SWDF attended Farmer's Appreciation Day during the Lady Shockers Volleyball Game on October 12, 2018 at Wichita State University. The cow is always the star of the show!

Fairs are still 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. During 2018, our Mobile Dairy Classroom instructors presented over 1,500 educational milking demonstrations to over 196,000 fair goers. Fairs 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. Our organization handed out over 48,000 yogurts at the Tulsa State Fair and over 48,000 at the Kentucky State Fair. In Dallas, at the State Fair of Texas, we passed out 121,000 ice cream cones. These samples were excellent reminders that dairy is delicious and healthy.

Another part of our mission is developing special programs and dairy promotions at major college sports venues that are targeted to children 12 and under. Working with university athletics allow us to reach our target audience with programs from Kids clubs, community outreach programs, Mobile Dairy Classroom presentations, Kid's Days and many other interactive events. In 2018, Southwest and Southland Dairy Farmers sponsored educational Kid's Days in conjunction with the women's basketball programs at many universities. In addition to enjoying the basketball game, each child received our NFL-compliant backpack that details milk's nine nutrients in the schools colors with the mascot and logo. We participated in interactive programs involving messages about a healthy lifestyle and the nutritional benefits of milk. We also partnered with many of the university's football teams during the fall. Before kick off, our MDC units were on hand to talk about good nutrition that included dairy, provide live milking demonstrations and hand out promotional items. Our programs at these universities provided a yearlong presence at college venues.

As we look forward to 2019, all of us at Southwest and Southland Dairy Farmers send our best wishes for happiness and good health to you and your family. We will continue to develop and implement our programs to increase the awareness of all the important health benefits that dairy provides. Our organization is dedicated to providing quality programs, enhancing the image of the dairy industry and our dairy farmers, and increasing the demand for milk and dairy products through education.



Above: Our 2018 winter billboards and digital banners.

Amanda Phelps Joins Southwest & Southland Dairy Farmers Staff



Amanda Phelps has been hired as Southwest and Southland Dairy Farmers Director of Educational Programs and Community Outreach.

She will be developing and conducting nutrition and informational programs, coordinating efforts with extension offices and community events and working to creatively modify existing outreach programs. Students, adults and communities through her work will become more aware of the health benefits of dairy and the importance of weaving dairy in their daily diet.

Amanda is a graduate of Drury University where she received a BA in Communications. She brings over nine years' of experience in the Fair and Event industry. Prior to Southwest Dairy, she worked as the Facility Sales Coordinator and Artistic Programs Supervisor for the Expo Square and the Tulsa State Fair.

Currently, she serves on the Tulsa Symphony Board of Directors and the Tulsa Salvation Army Women's Auxiliary and is a graduate of Leadership Tulsa Class 49.

Amanda is married to her husband, Dan, and in her spare time she enjoys traveling, reading, board game nights, spending time with friends and family and working on her hopeless golf game.

Amanda is excited to join Southwest and Southland Dairy Farmers team as the Director of Educational Programs and Community Outreach and we welcome her to the organization!

Milk Promotion Research Continues At Texas A&M University

According to a report from the U.S. Centers for Disease Control, water is the leading beverage consumed among children aged 2 to 19 in the United States, accounting for almost 44% of overall consumption. Milk is the second most-consumed beverage at 22% of total consumption followed by soda (20%), fruit juices (7%), and other drinks (8%). Over the past several years, children are consuming less sugar-sweetened beverages and more water and milk.

Based on data derived from Nielsen, Inc., the Southwest Dairy Marketing Chair, Dr. Oral Capps, Jr. from Texas A&M University and his Ph.D. student Long Gao provide the shares of expenditures of dairy products for calendar years 2010 to 2015. The shares for white milk from the dairy complex, which includes fat-free milk, whole milk, and low-fat milk, have been declining since 2010. The largest share from white milk is attributed to low-fat milk. The shares of flavored milk also have been on the decline since 2010, but the shares of alternative dairy beverages noticeably have been on the rise since 2010. The shares of butter and yogurt, particularly Greek yogurt, have been rising over this period. The shares of expenditures of dairy products for ice cream and cheese have held steadily over the 2010 to 2015 period. Note however that the shares of natural cheese have been on the rise, but the shares of processed cheese have been on the decline. Similarly, the shares of expenditures of dairy products for Greek yogurt have been rising, but the shares of non-Greek yogurt have been declining from 2010 to 2015.

Note: The Southwest Dairy Milk Marketing Chair at Texas A&M University operates on a matching fund grant from the Southwest Dairy Museum, Inc. and provides research on pertinent marketing issues in the dairy industry. Information from this research is utilized to focus our efforts to target the proper issues in developing and implementing our various dairy promotion and education programs. Marketing studies for the dairy industry have been conducted by the Southwest Dairy Marketing Chair, Dr. Oral Capps, Jr. For more information, contact Dr. Capps at ocapps@tamu.edu.

Table 1. Shares of Expenditures of Dairy Products, 2010 to 2015

	Year					
	2010	2011	2012	2013	2014	2015
White Milk	30.7	30.8	29.5	29.9	27.9	25.3
Fat-free Milk	7.2	7.3	6.7	6.9	5.7	4.4
Whole Milk	4.9	4.9	4.9	4.7	5.0	4.7
Low-fat Milk	18.6	18.6	17.9	18.3	17.2	16.2
Flavored Milk	1.8	1.6	1.5	1.4	1.3	1.4
Alternative Dairy Beverages	1.7	1.8	2.0	2.2	2.6	2.6
Butter	6.4	7.1	6.8	7.1	8.1	8.9
Ice Cream	8.1	7.5	7.6	7.7	7.6	7.6
Cheese	36.4	36.2	36.8	34.7	36.1	37.0
Natural Cheese	25.6	25.9	26.8	25.4	26.6	27.8
Processed Cheese	10.8	10.3	10.0	9.3	9.5	9.2
Yogurt	14.8	15.0	16.0	16.9	16.5	17.2
Non-Greek Yogurt	13.6	12.3	11.0	9.5	9.2	9.4
Greek Yogurt	1.2	2.7	5.0	7.4	7.3	7.8

Parmesan Chicken Bacon Carbonara

Ingredients

For the Chicken:

- 2 skinless and boneless chicken breasts (butterflied and cut in half)
- 2 heaping tablespoons flour
- 3 tablespoons Parmesan cheese (finely grated)
- salt and pepper to taste

For the Sauce:

- 1 tablespoon olive oil
- 2 teaspoons butter
- 8-ounces bacon (diced)
- 1 small onion (chopped)
- 1 teaspoon minced garlic
- 1 ½ cups half and half
- ½ cup Parmesan cheese
- ½ cup Mozzarella cheese



Directions

1. Season chicken breasts with salt and pepper. In a shallow bowl, combine flour and 3 tablespoons Parmesan cheese. Dredge chicken in flour mixture. Set aside.
2. In a large non-stick pan, heat the oil and butter on medium heat until pan is hot. Fry the chicken breasts until golden on both sides (cooked through and no longer pink). Place chicken breasts on plate and set aside.
3. Add diced bacon to the pan and fry until crispy. Pour out excess bacon fat. Add onions and garlic and cook until onions are transparent.
4. Reduce to low heat. Add the half and half. Bring the sauce to a simmer.
5. Add the Parmesan cheese and the Mozzarella cheese. Stir until melted.
6. Add chicken breasts back to the sauce. Garnish with freshly chopped parsley.

Variation Tip:

Serve with your favorite steamed vegetable, pasta or rice.

Recipe by Callie Toews

Upcoming Events

JANUARY 18-FEBRUARY 9, 2019
Ft. Worth Stock Show & Rodeo-
Ft. Worth, TX

FEBRUARY 1-17, 2019
San Angelo Stock Show & Rodeo-
San Angelo, TX

FEBRUARY 7-24, 2019
San Antonio Stock Show & Rodeo-
San Antonio, TX

FEBRUARY 25- MARCH 17, 2019
Houston Livestock Show & Rodeo-
Houston, TX

MARCH 16-30, 2019
Star of Texas Fair & Rodeo- Austin, TX

MARCH 21-31, 2019
South Texas State Fair- Beaumont, TX

Southwest & Southland Dairy Farmers Wish You A Prosperous 2019!



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Jim Hill

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Steven Branecky, Texas; Kayler Campbell, Texas; Hallie Davis, Texas; Larry Graham, Texas; Todd Griffin, Texas; Suzanne Reece, Oklahoma; Aaron Sanders, Texas; Callie Toews, Kansas; Garret Wilson, New Mexico/West Texas; Courtney Bumgarner, North Carolina; LaVaun Janney, Virginia

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