

January 2026 DairyLine

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2025 Brings Success and Excitement for 2026 - Front Page (Include 4 Photos)

2025 brought non-stop dairy education in the Southwest and Southland Dairy Farmers areas. The Mobile Dairy Classroom saw well over half a million people in our producer-funded states. High school athletic partnerships, Chocolate Milk Grants, numerous fairs, festivals and Ag Days were also part of the local community involvement that we focus on and continue to promote locally.

Our staff looks forward to continuing all of these programs in 2026 and are excited to be rolling out new programs as well. Look for new information coming soon!

The staff at Southwest and Southland Dairy Farmers send wishes for a happy, healthy and prosperous 2026!



Southwest Dairy Farmers handed out over 14,500 milks at the BMW Marathon in Dallas, TX. Participants were also provided Chocolate Milk messaged bags.



The Mobile Dairy Classroom Houston unit received a visit by Texas Commissioner of Agriculture, Sid Miller.



Israel Mullins gives his presentation to large crowds at the Kentucky State Fair



Over \$92,000 in Chocolate Milk Grant funds were awarded in 2025

St. Louis Agreement

Southland Dairy Farmers have had the opportunity to partner with the St. Louis District Dairy Council for the last two years, between May 2023 and April 2025. This partnership brought the Mobile Dairy Classroom to see over 100,000 students across Missouri and Illinois areas.

A new agreement was renewed with a six-week partnership that began in October 2025. The Mobile Dairy Classroom spent two weeks in the area and saw over 6,200 students in that time span. We will spend two weeks in Illinois in April 2026, as well as two weeks in October 2026. We are excited to continue this great partnership that we have built with the St. Louis District Dairy Council, and to help continue to educate students on the importance of dairy.

The Mobile Dairy Classroom made the National Milk Producers Federation Dairy Industry News Alert and Progressive Dairy magazine, while visiting a school in Champaign County.



Students across Champaign County got a taste of life on the farm — without ever leaving school grounds — as the Mobile Dairy Classroom rolled through the area. In a partnership between the St. Louis District Dairy Council and Southwest Dairy Museum Inc., the mobile classroom visited nine local schools, offering students a live, 45-minute presentation on dairy farming, nutrition, and the modern milking process.

The Impact of the COVID-19 Pandemic on the Demand for Fluid Milk

Author: Dr. Oral Capps, Jr., Holder of the Southwest Dairy Farmers Endowed Chair, Department of Agricultural Economics, Texas A&M University

Because of COVID-19, lockdowns and social distancing measures shifted food purchasing from restaurants to grocery outlets. During this period, many households increased grocery purchases of staple foods, including fluid milk, yet supply chain disruptions occasionally created product shortages that prompted consumers to explore alternatives. Additionally, school closures meant children were home for extended periods, temporarily altering household food consumption patterns and boosting at-home consumption of fluid milk in some families. The pandemic fundamentally altered daily routines and heightened health awareness, raising the question of whether fluid milk consumption reverted to its pre-COVID trajectory or settled into a new post-pandemic norm. Using weekly data from Circana over the period January 2017 to August 2023, we address this question. Empirical evidence suggests that the

pandemic triggered a structural shift in the demand for fluid milk. Distinct patterns different from the pre-COVID period are now evident associated with fluid milk consumption, which indicates that the dairy industry has entered a "new normal" rather than returning to pre-pandemic consumption patterns. Post-pandemic, consumers now think of the fluid milk category as disaggregated into four segments: traditional white and flavored milk; organic milk; lactose-free milk; and health-enhanced milk (products with added protein, calcium, or other health benefits, e.g. Fairlife and a2 milk) facing competition from plant-based milk alternatives; bottled water; refrigerated juices and drinks and shelf-stable bottled juices; sports drinks; refrigerated yogurt; and protein beverages.

Recipe: Cheesy Mashed Potato Muffins

Ingredients:

- 1/2 cup shredded Gruyere cheese
- 1/2 cup sharp cheddar cheese
- 1/4 cup grated Parmesan
- 2 cups cooked mashed potatoes
- 3 large eggs, beaten
- 2 Tbsp. dried chives or parsley
- 1/4 cup cooked bacon bits (optional)
- salt and pepper to taste

Instructions:

1. Preheat oven to 400 degrees. Lightly coat cups of a mini-muffin tin with cooking spray or butter.
2. In a small bowl, combine the cheeses and set aside. In a separate bowl, combine the mashed potatoes, eggs, 3/4 of the cheese, chives, and bacon bits. Stir until well combined. Season with salt and pepper to taste, depending on how seasoned your mashed potatoes already are. Spoon the mashed potato mixture into each muffin cup. Sprinkle the remaining cheese mixture on top of each puff.
3. Bake until the puffs are set, golden brown on top and heated through, about 20 minutes.
4. Let the puffs cool for about 5 minutes in the pan. Use a spoon or knife to gently release them. Serve immediately with sour cream dollops on top.

Calendars

Please add graphic of calendar along with message similar to 2025.