

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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Southwest And Southland Dairy Farmers Announce Personnel Changes Within The Mobile Dairy Classroom Program

After 14 years of service with the Southwest Dairy Museum, Inc., Dan Kinnett, Director of the Mobile Dairy Classroom program has retired effective April 30, 2017. Dan served as a Mobile Dairy Classroom Instructor in the Houston, Texas area from December 2001 to March 2005. In July 2007, Dan came out of retirement to oversee and stabilize the Mobile Dairy Classroom program. With Dan as the Director, the Mobile Dairy Classroom program experienced growth in numbers and improvement in the dairy education curriculum.



Dan Kinnett

Dan's many years of dedicated service and his contribution to the Southwest Dairy Museum's promotion and education programs are greatly appreciated. The Southwest and Southland Dairy Farmers wish him and his wife, Linda, the best of luck in all their future endeavors and a happy retirement.

Ralph Keel has been named the new Director of the Mobile Dairy Classroom program for Southwest Dairy Museum, Inc. Keel started his Southwest Dairy Museum career in 1992 as a Mobile Dairy Classroom instructor. In that position he has worked in Oklahoma, Kansas, Southwest Missouri, and Northwest Arkansas. When hired, Keel was one of four Mobile Dairy Classroom instructors. "For 25 years, Ralph has been a valuable part of our overall program," said CEO Jim Hill. "Most recently, he has helped our mobile dairy program evolve and is a part of our success and growth into other regions. We're proud to appoint him to this leadership position." Hill said the Mobile Dairy Classroom currently has twelve mobile units and twelve instructors.



Ralph Keel

Keel is the longest-tenured employee in the history of the Southwest Dairy and Southland Dairy Farmers. "I am extremely proud to head one of the most popular and successful programs for our dairy producers," said Keel. "Over the years, this program has garnered great respect with teachers, parents, and students, as well as within the industry. I look forward to continuing to assist in the program's operations and growth." Keel said he will miss the direct involvement with his classroom and with teachers, students, and parents, but, "I am greatly looking forward to my new responsibilities."

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Southwest Dairy Farmers Staff Update

Southwest Dairy Farmers would like to introduce Suzanne Reece as the newest member of the Mobile Dairy Classroom staff. Suzanne (Suzie) has been hired to work in the state of Oklahoma and Southwestern Missouri area which was previously served by Ralph Keel, who has been promoted to the MDC Director position. Suzie holds a degree in elementary education from Oklahoma State University and has taught elementary school for the past 22 years. Suzie was raised in a farm family that has a long history of dairy tradition.

Staff Update
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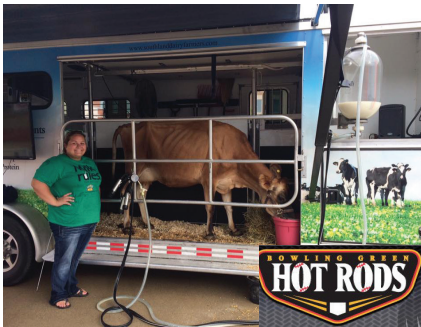
Earth Day Texas

Again this year, Southwest Dairy Farmers attended one of the world's largest Earth Day celebrations in Dallas, TX on April 21-23, 2017. Earth Day Texas is the world's largest annual forum for sharing the latest initiatives, discoveries, research, innovations, policies and corporate practices that are reshaping our world. Southwest Dairy Farmers were on hand with live milking demonstrations and promotional item giveaways during this three-day event. This was a great opportunity for SWDF to share our message to thousands of people about the importance of dairy and how our dairy farmers are stewards of land and the environment.



Above: Crowds gathering during a milking demonstration at Earth Day Texas.

Dairy Night At The Ballpark



Above: Megan Bailey at the ballpark.

Megan Bailey represented the Southland Dairy Farmers on June 22, 2017 for Dairy Night at the Bowling Green Hot Rods baseball game. This was a great opportunity to highlight our mobile dairy classroom and recognize all the hard working dairy farmers in the state of Kentucky.

Pizza Ranch

Southwest Dairy Farmers continue to work with cooperative extension services on an agricultural literacy program called Pizza Ranches across the state of Texas. SWDF developed these events in the



1990s and continue to be a major sponsor today. Pizza Ranches are geared towards educating 4th graders as to how their food is produced and processed. Since one of a child's favorite foods is probably pizza, these programs use the ingredients of a pizza as the basis for learning about where their food comes from.

The composition of a pizza is the result of many different agricultural commodities coming together. Different stations are set up to represent each agricultural commodity that is part of a pizza. Students rotate between learning stations that demonstrate some element of agriculture. The environment, nutrition, safety and health topics are presented by a variety of speak-

Above: Students receiving their lunch packed full of dairy in Ft. Worth, TX.

Hospital Hill Run



Southwest Dairy Farmers attended the 44th annual Hospital Hill Run in conjunction with The Health and Fitness Expo in Kansas City, Missouri on June 1-3, 2017. Over 15,000 people came through the expo which provided SWDF an excellent opportunity to promote chocolate milk as the best sports recovery drink. Chocolate milk contains high-quality proteins that help restore and rebuild muscles after vigorous exercise like running a marathon. The Hospital Hill Run is the oldest race in Kansas City and one of the oldest half marathons in the country. It is also touted as one of the top 25 road races in the United States. The challenging and hilly Hospital Hill Run offers runners a choice of running a half-marathon, a 10K or a 5K. After the race, runners rehydrated with chocolate milk and enjoyed an ice cream sandwich as a cool treat. This provided a great venue to highlight all the important aspects that chocolate milk offers to runners.



Above: The Health and Fitness Expo attendees excited to receive a cooler bag and hear about chocolate milk as their post work out drink.

ers. After the students make it through the rotation, they are treated to a pizza lunch served with ice cream and milk.

The Spring Tri-Club Pizza Ranch was held on April 7, 2017 in Spring, TX with over 800 students in attendance. The Ft. Worth Pizza Ranch was held April 19th and 20th, 2017 in Ft. Worth, Texas. Over 5,000 students were educated during this 2 day event. After the event along with the pizza lunch, these students enjoyed a special treat of yogurt provided by Danone.

Pizza Ranches are an unique educational program that give students a firsthand look at how and where the various ingredients for their favorite foods originate.

Milkman Triathlon

Southwest Dairy Farmers was a proud sponsor of the 33rd Annual Milkman Triathlon which was held June 3, 2017 in Dexter, NM. It started with a brisk swim in Lake Van, followed by a challenging bike ride towards Bottomless Lakes State Park, and finished with a run through the Dexter National Fish Hatchery.



Dairy products play a vital role in replenishing the body after a strenuous workout. Southwest Dairy Farmers handed out ice cream sandwiches to all the triathletes at the finish line. SWDM board member, Andy Schaap, finished this amazing race. We are very proud of him and also proud to be sponsors of this prestigious race.

Left: SWDM Board Member Andy Schaap at the finish line.

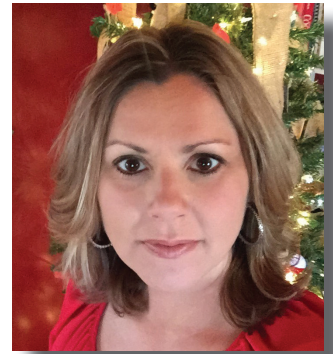


Above: Andy Schaap after the race with SWDF representative Kelli Goodpasture.

Staff Update

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She is the proud mother of two boys and together they breed, raise and show Jersey and Holstein dairy cattle. Suzie enjoys sharing her love and knowledge of agriculture with youth as a certified 4-H volunteer. She is also involved in several community organizations including Oklahoma Home and Community Education Extension, Perkins Round Up Club, Payne County Dairy Supporters and Perkins FFA and 4-H Booster Club. She will be a great asset to our Mobile Dairy Classroom staff as she will continue to do what she loves by educating young and old about dairy.



Suzie Reece

Keep The Summer Heat Regulated



Cookies and Cream Milkshake

Ingredients:

- 1 cup whole or 2% milk
- 3 cups vanilla ice cream
- 1 teaspoon vanilla extract
- 4 cream-filled chocolate sandwich cookies, or more to taste

Directions:

1. Place milk, ice cream and vanilla extract in blender, blend until smooth and creamy.
2. Place chocolate sandwich cookies in a zip-top bag and lightly crush with a mallet or rolling pin.
3. Add crushed cookies to blender and pulse to incorporate evenly.



Recipe by Kitchen Kimberley

Upcoming Events

JULY 19-22, 2017

Sooner State Dairy Show- Stillwater, OK

JULY 27- AUGUST 5, 2017

Ozark Empire Fair- Springfield, MO

AUGUST 17-27, 2017

Kentucky State Fair- Louisville, KY

SEPTEMBER 7-17, 2017

New Mexico State Fair- Albuquerque, NM

SEPTEMBER 8-17, 2017

Kansas State Fair- Hutchinson, KS

SEPTEMBER 8-17, 2017

North Carolina Mountain State Fair- Asheville, NC

SEPTEMBER 14-17, 2017

Grapefest- Grapevine, TX

SEPTEMBER 15-23, 2017

Tri State Fair and Rodeo Gala- Amarillo, TX

SEPTEMBER 20-23, 2017

Washington County Fair- Brenham, TX

SEPTEMBER 22-30, 2017

Panhandle South Plains Fair- Lubbock, TX

SEPTEMBER 27- OCTOBER 1, 2017

Comal County Fair- New Braunfels, TX

SEPTEMBER 28- OCTOBER 8, 2017

Tulsa State Fair- Tulsa, OK

SEPTEMBER 29- OCTOBER 8, 2017

Fort Bend County Fair- Rosenberg, TX

SEPTEMBER 29- OCTOBER 8, 2017

Virginia State Fair- Doswell, VA

SEPTEMBER 29- OCTOBER 22, 2017

State Fair of Texas- Dallas, TX

OCTOBER 2-7, 2017

Eastern New Mexico State Fair- Roswell, NM

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