

# 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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## Mobile Dairy Classroom Provides Direct Dairy Message To Students In Corpus Christi

At the request of the Health and Physical Education Department for the Corpus Christi ISD, the Southwest Dairy Farmers utilized the warm weather of South Texas to take our Mobile Dairy Classroom program to all schools in the district. Instructors John Crawford, Kayler Campbell, and Tucker Dean spent time in January and February visiting the Corpus Christi area teaching approximately 20,000 students at 30 elementary schools, 4 middle schools, and 5 high schools with a direct dairy message. The following letter was received from the ISD office recognizing our efforts to educate the school students about where their milk comes from and the importance of milk in a healthy diet.

Good Afternoon,

I just want to express my gratitude in having John, Tucker and Kayler come to Corpus Christi. The weather at times was not cooperative however Kayler, Tucker and John were super, great in working with the coaches at their campuses. There is no doubt that students and teachers alike enjoyed the presentation and an experience that they will not soon forget. I have been going to several campuses already and they are still talking about the healthy tips, the importance of consuming milk, and the nutrients that milk has. The program was fun and exciting, but I have to admit that both cows were the highlight of the program. When the milk was being pumped out the remarks were Oooh, wow, how much milk can they produce. Again thanks for everything and if you ever want to roll out a pilot program or just want to send Kayler, Tucker and John to South Texas I will greet them with open arms. I am sure that John, Tucker and Kayler have some stories to share.

Thanks

Richard Torres  
Program Specialist for Health and  
Physical Education For Corpus Christi ISD



Left to Right: Richard Torres, Program Specialist for Health and Physical Education Corpus Christi ISD, Jim Hill, CEO SWDF and Maria Guerra, Deputy Superintendent of Corpus Christi ISD.



Right: Tucker Dean educating students at a Corpus Christi School.

## Southwest Dairy Farmers Welcome Newest MDC Instructor To West Texas/ New Mexico

Southwest Dairy Farmers would like to introduce Tucker Dean as the Mobile Dairy Classroom Instructor for the State of New Mexico and West Texas. Tucker is a graduate of Tarleton State University with a B.S. in Agriculture Service and Development. Previously, he was employed by the Texas Department of Agriculture in Austin, Texas promoting and marketing Texas agricultural products and working with producers through special events around the state. When Tucker isn't educating others on agriculture, he enjoys traveling, trying new foods, long range shooting and spending time with family.



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## Southwest Dairy Museum Welcomed The Texas Department Of Agriculture

Southwest Dairy Farmers welcomed representatives from the Texas Department of Agriculture to the Southwest Dairy Farmers Museum in Sulphur Springs, TX on February 16, 2018. The TDA Assistant Commissioner, Daniel Hunter, Field Representative, Darrell Dean, and State Fair of Texas Marketing Coordinator, Tracey Fontenot, met with SWDF CEO, Jim Hill, Director of Exhibits and Maintenance, Jay Crawford, and Director of Administration, Carolyn McKinney, to discuss innovative ideas for this year's 'Go Texan' building that Southwest Dairy Farmers sponsors at the State Fair of Texas. The 'Go Texan' program is the Texas Department of Agriculture's official marketing program for state-produced food products. "Without Southwest Dairy Farmers, we wouldn't have the 'Go Texan' Pavilion," Fontenot said. Planning starts months in advance to prepare for the State Fair of Texas with discussions about displays, food sampling and promotional giveaways. This planning is not just a one time a year partnership and is driven by the trends in the



*Left to Right: State Fair of Texas Marketing Coordinator, Tracey Fontenot, Field Representative, Darrell Dean, SWDF CEO Jim Hill and TDA Assistant Commissioner, Daniel Hunter at the Museum entrance in Sulphur Springs, TX.*



market place. "The partnership with Southwest Dairy Farmers is paramount," Hunter said. Hunter also stressed that our organization, through the museum, provides both education and exposure at the fair. "Our job is to try to promote all dairy products, our programs are consumer driven." Hill said. Working with TDA allows SWDF to promote the goodness of dairy products not only through the Texas State Fair but through partnerships with other 'Go Texan' commodity groups.

*Left: Texas Department of Agriculture Assistant Commissioner of Agriculture Dan Hunter, Coordinator for Marketing Tracey Fontenot and Field Representative Darrell Dean explore one of the displays at the Southwest Dairy Museum.*

## Carolyn McKinney Awarded Chamber Of Commerce Honor

Carolyn McKinney, Director of Administration for the Southwest Dairy Farmers was named the Hopkins County Chamber of Commerce 2017 Woman of the Year. The Woman of the Year Award is a deserving citizen who has in various capacities volunteered much of her free time and who has contributed in great measure to the benefit of Hopkins County.

Carolyn currently serves as President of the Hopkins County Dairy Festival Board, where she has served on the Board of Directors for the past 11 years. She is also currently serving on the Christus Mother Frances Hospital Foundation Lights of Life Committee, the Hopkins County Adult Leadership Alumni Board of Directors, the Texas AgriLife Leadership Advisory Board and as a Hopkins County Chamber of Commerce Ambassador.



Congratulations to Carolyn for all her civic efforts!

## Southland Dairy Farmers Sponsored Western Kentucky "Spread The Red" Education Game



*Above: E.A. Diddle Arena crowded with school children.*

The Southland Dairy Farmers sponsored the Western Kentucky Lady Toppers "Spread the Red" Education game on January 18, 2018 at E.A. Diddle Arena in Bowling Green, KY. School students were transported in from area schools to enjoy the game and received one of our NFL compliant Western Kentucky backpacks displaying the 9 nutrients of milk. This event allowed Southland Dairy Farmers to reach thousands of school aged children and stress to them the importance of dairy products as an important part of a healthy lifestyle.

## Stock Shows Provide A Great Venue To Promote Milk

The Southwest Dairy Farmers provided a positive dairy presence at the winter and spring stock shows in Fort Worth, San Antonio, Austin, and Houston. This year, our Mobile Dairy Classroom instructors presented over 500 educational milking demonstrations to over 80,000 students and adults at these shows. In San Antonio at the show, SWDF handed out over 30,000 cheese sticks from our popular cheese gazebo as a great protein snack. Once again, our Mobile Dairy Classroom program provided the public with a dairy direct message and these presentations, once again, proved that the live cow was the star of the show. These live animal demonstrations provide the direct link to America's dairy farms to 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 a healthy diet.



Above: Large crowds at the Houston Rodeo.



Above: Large school tours during the San Antonio Stock Show.

## Spring 2018 Outdoor Billboards & Social Media Ads Featuring Dairy



### Lemon Cheesecake Bars

#### Ingredients:

- 2 ¾ cups shortbread cookies, finely crushed
- 6 tablespoons unsalted butter, melted
- 1 tablespoon granulated sugar
- 12 ounces cream cheese, softened
- 2 tablespoons fresh lemon juice
- ½ teaspoon lemon zest
- 2 teaspoons vanilla extract
- 2 large eggs
- 1 cup powdered confectioner sugar

#### Directions:

1. Preheat oven to 350 degrees. Spray an 8 X 8-inch baking dish with cooking spray.
2. In a large mixing bowl, combine granulated sugar and crushed cookies. Slowly stir in melted butter until mixture resembles wet sand. Press into prepared baking dish. Set aside.
3. Meanwhile, beat cream cheese with powdered sugar until smooth. Mix in lemon juice and zest. Reserve ¾ cup of the mixture and place in refrigerator.
4. Add vanilla to remaining mixture and beat in eggs, one at a time. Pour over prepared crust and bake in preheated oven for 25 minutes.
5. Cool cheesecake completely before topping with the reserved frosting mixture.
6. Refrigerate lemon cheesecake until firm, about 2 hours.
7. Cut into bars and serve.



Recipe shared by Kelli Goodpasture

# Upcoming Events

APRIL 13-22, 2018  
Montgomery County Fair- Conroe, TX

APRIL 28, 2018  
Get Kidz Fit- Dallas, TX

MAY 18-20, 2018  
Got to Be NC Festival- Raleigh, NC

JUNE 8-9, 2018  
Dairy Producers of New Mexico Trade Show- Ruidoso, NM

JUNE 8-16, 2018  
Hopkins Co. Dairy Festival- Sulphur Springs, TX

## Special Olympics Summer Games 2018

May 16-18  
Stillwater, Oklahoma (Oklahoma State University)

May 18-20  
Albuquerque, New Mexico (University of New Mexico)

May 24-27  
Arlington, Texas (University of Texas at Arlington)

June 1-3  
Raleigh, North Carolina (North Carolina State University)

June 1-3  
Wichita, Kansas (Maize South High School)

June 1-3  
Richmond, Kentucky (Eastern Kentucky University)

June 1-3  
Springfield, Missouri (Missouri State University)

June 8-9  
Richmond, Virginia (University of Richmond)

**Come join us at the Summer Games in your area!**

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