



Southwest/SouthLand Dairy Farmers'

DAIRY LINE

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INSIDE: Making Our Social Media...
 Well, More Social!



MILK VS. THE WANNABES
 (Almond, Coconut, and Soy Drinks)

FACT: Grade A, natural, whole dairy milk has more naturally-occurring vitamins and minerals than the Wannabes — with no added sugars.

GRADE A NATURAL WHOLE DAIRY MILK

- 5 Naturally Occurring Vitamins and Minerals
 - Calcium
 - Phosphorus
 - Potassium
 - Riboflavin
 - Vitamin B-12

VS.

THE WANNABES:

- 1 Naturally Occurring Vitamin: Potassium
- 2 Naturally Occurring Vitamins: Potassium, Phosphorus

ALL other nutrients are artificially added. **What do you want in your body?**

Meet the Milk Wannabes

The Nutrition In Your Glass

Compare the nutritional value of fresh, Grade A, natural dairy milk against three "Wannabes".

SERVING SIZES: 8 oz.

GRADE A, NATURAL DAIRY MILK	THE WANNABES			
	ALMOND	COCONUT	SOY	
CALORIES AND NUTRIENTS				
CALORIES	110	60	80	110
PROTEIN	8g	1g	1g	8g
FAT	2.5g	2.5g	5g	8g
CARBOHYDRATES	12g	8g	7g	9g
VITAMINS AND MINERALS (% Daily Value)				
CALCIUM	30%	45%	45%	45%
PHOSPHORUS	25%	N/A	N/A	25%
POTASSIUM	10%	1%	1%	10%
RIBOFLAVIN	25%	30%	N/A	30%
VITAMIN B-12	20%	50%	50%	50%
VITAMIN A	10%	10%	10%	10%
VITAMIN D	25%	25%	25%	30%

■ Naturally Occurring | ■ Good Source - 10%-19% DV | ■ Excellent Source - 20%+ DV

All data previously published and provided by NATIONAL DAIRY COUNCIL

Milk Is Uniquely Milk.

Most dictionaries define milk as a nutrient-rich, white liquid food produced by mammals, used as a primary source of nutrition for infants. Those dictionaries don't simply define milk as being a white liquid. However, years ago, the term "coconut milk" came into being because the liquid inside is white. A convenient name, perhaps, but defined as "milk" it is completely erroneous. More recently, the term "milk" has been used to refer to drinks made from soy, almonds, oats, and other manufactured drinks that (sometimes) are white. And because packaged-goods companies

who make those drinks want to position their white liquid products against real, natural milk, they call them milk substitutes, or milk alternatives.

Let's be honest. Those products are not milk. They are liquid delivery systems for some vitamins and nutrients that real milk offers. And sometimes, they happen to be white. So while the name "milk" might be a smart marketing tool, those products don't meet the definition of natural milk, and they are not "substitutes" for milk or "alternatives" for milk. In fact, Dr. Oral Capps, Jr., Southwest **(Continued on Page 2)**

Milk Is Uniquely Milk.

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Dairy Marketing Chair at Texas A&M University, reported that in late 2018 Food and Drug Administrator Scott Gottlieb indicated he will soon move to prevent manufacturers of dairy-alternative beverages from using the term “milk” in marketing and on product labels.

When Southwest and Southland Dairy Farmers are representing our dairy-farm families at schools, trade shows, fairs and livestock shows, Special Olympics, Susan G. Komen Races, and other high-profile events, we are often asked about these other products. So to help educate consumers about real milk and what it represents in terms of health and nutrition, we developed a mini-campaign that talks about these issues and compares milk vs. “them”.

In launching our Wannabes mini-campaign, we ask consumers to compare the nutritional value of fresh, Grade A, natural dairy milk against three “Wannabes”: almond, coconut, and soy. What consumers will find is that there are five naturally-occurring vitamins and minerals in natural, whole milk: calcium, phosphorus, potassium, riboflavin, and vitamin B-12. Along with those important vitamins and minerals, during milk processing, Vitamins A and D are added, giving whole milk a powerhouse of health and nutrition benefits.

How do the Wannabes compare? Not so good. Almond drink has 1% of naturally-occurring potassium; coconut drink has 1% of naturally-occurring potassium; and soy drink has 10% naturally-occurring potassium and 25% naturally-occurring phosphorus.* That’s it. Everything else is artificially added. So against real, natural, whole milk, the Wannabes just can’t stack up.

We believe our new campaign will help tell an impactful story about wholesome, delicious milk vs. those that would like to be “milk”. But sorry... those are just Wannabes.



*All data previously published and reported by the Natural Dairy Council.

In Memorium: Phil Porter’s Legacy of Love

Southwest Dairy Farmers is saddened to share the passing of Phil Porter on Saturday, February 2, 2019. Phil worked for over 30 years at the Associated Milk Producers, Inc. (AMPI) as the editor of “Dairyman’s Digest” and was a co-founder of Southwest Dairy Museum.

Achieving many accomplishments in his lifetime, a few of them include his service in World War II, being awarded the Outstanding Volunteer in Education, becoming an author and the accomplishment he was most proud of, becoming a full-time volunteer at Venture Alternative High School. Phil loved his family, serving God and he led his life to lead a legacy of love. Southwest Dairy Farmers will always remember Phil for his passion and commitment to the industry. 🐄



Ham and Cheese Stromboli Recipe

Recipe shared by Jaree Wikel

A Stromboli that is easy to make and tastes delicious.



Ingredients:

- 1 can refrigerated pizza crust
- 1 pound cooked ham (cubed)
- 1 cup Mozzarella cheese
- 1 cup Provolone cheese
- 1 teaspoon Italian seasoning
- 1 teaspoon garlic powder
- ½ stick butter (melted)
- 1 tablespoon Parmesan cheese

Directions:

1. Preheat oven to 400 degrees.
2. Roll pizza dough with a rolling pin. Place on parchment lined sheet tray.
3. Mix Italian seasoning and garlic powder with melted butter.

4. Brush the pizza dough liberally with half the butter mix.
5. Distribute the ham, Mozzarella cheese and Provolone cheese on one side of the dough.
6. Fold dough over and pinch sides and ends together.
7. Poke holes in the top of the dough. Brush the dough with the remaining butter mixture and the Parmesan cheese.
8. Bake for 20 to 30 minutes or until golden brown. Slice into individual slices to serve.

Variation Tip: Substitute the cooked ham with deli ham. Try substituting with your favorite cheese. 🐄

Making Our Social Media... Well, More Social!



Social media today is meant to attract, engage, and help people interact in ways that are relevant and interesting to them. That’s the point of being “social”. For Southwest and Southland Dairy Farmers, successful social media campaigns and messages are all about engagement — how the consumer interacts with us.

So to stay on top of trends and consumer wants, Southwest and Southland Dairy Farmers are adding new ideas and new strategies to our already robust social media program. And as part of our 2019 Online Plan, we are developing ideas to continue to keep the consumer excited and engaged with not just us, but the entire dairy industry.

As an example, we are now posting photos and videos on Instagram, expanding the reach of our direct dairy messages. These are coordinated with our Facebook

posts, to leverage connectivity and multiple engagements. Both of these platforms are being used to reach consumers on a variety of levels and interests. As in the past, we are still aggressively promoting our thirty-second dairy recipe videos, but in addition, this year we will engage with consumers on even more levels.

Our “Name the Baby” contest was a huge hit with consumers and potential consumers, generating hundreds of thousands of views and thousands of name suggestions. As a result of that contest, we are proud to introduce you to the newest member of the Southwest/ Southland Dairy Farmer family — Clover. Clover helped us tell a message of both animal care and stewardship, as well as generate positive feelings about dairy farming and dairy as an industry.

Other efforts and strategies this year will include more aggressive promotion of our flagship program, the Mobile Dairy Classroom. You’ll see more posts and messages as we visit schools, fairs and charitable and community events with our live cow demonstrations and instructors delivering a direct dairy message. Also, Southwest and Southland Dairy Farmers will be posting relevant content and messages celebrating certain times of the year, from U.S. holidays to special days like National Ice Cream Day. These are great opportunities to educate our followers and consumers with fun and healthy facts about milk.

Our Social Media Team will be busy all year in our effort to increase our engagement and make our Social Media, well, more social! 🐄

Board of Directors Members Retire

We congratulate Southwest Dairy Museum, Inc. Board of Directors Joe Hylton and Mike Rauch as they retire after many years of service. Joe Hylton was a charter member of the SWDM Board of Directors and was instrumental in the success of the SWDM. We appreciate his 27 years of dedicated service to the Museum. Mike Rauch was a member of the SWDM Board of Directors since 2004.

Mike represented Central Equity Milk Cooperative and was well respected for his overall knowledge of the dairy industry and his 14 years of commitment to the SWDM. We wish Joe and Mike all the best and thank them for all their years of service to the Southwest Dairy Museum. 🐄

Southland Dairy Farmers Welcomes New MDC Instructor

Southland Dairy Farmers welcomes Haley Fisher as the new Mobile Dairy Classroom Instructor for the state of Kentucky. Haley graduated with a Bachelor's degree in Agriculture from Murray State University and a Master's Certification in Organizational Leadership from Western Kentucky University. Her dairy roots run deep, as she grew up on her family's dairy farm in Cave City, KY. During her free time, Haley enjoys volunteering with her church and 4-H youth and showing dairy cattle. Haley is looking forward to sharing the important message of dairy to the public. Please help welcome Haley to the Southland Dairy Farmers Family as we know she will be a great addition to our MDC staff. 🐄



Save The Dates

SPECIAL OLYMPICS SUMMER GAMES

May 2nd-4th / San Antonio, TX
May 15th-17th / Stillwater, OK
May 31st-June 2nd / Albuquerque, NM;
Richmond, KY; Raleigh, NC; Springfield, MO;
Wichita, KS
June 8th-9th / Richmond, VA

EVENTS

May 17th-19th / Got to Be NC Festival
Raleigh, NC
June 7th-8th / Dairy Producers of New Mexico
Trade Show — Ruidoso, NM
June 7th-15th / Hopkins County Dairy Festival
Sulphur Springs, TX

ADDRESS SERVICE REQUESTED

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