



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Runners Refuel With Chocolate Milk



University Partnerships Highlight The Goodness Of Dairy.

OUR UNIVERSITY PARTNERSHIPS FOR THE 2019-20 YEAR

BAYLOR

Baylor University
Waco, TX



Creighton University
Omaha, NE



Missouri State University
Springfield, MO



North Carolina State University
Raleigh, NC



Texas Tech University
Lubbock, TX



University of Arizona
Tucson, AZ



University of Texas
Austin, TX



Wichita State University
Wichita, KS



Western Kentucky University
Bowling Green, KY



Virginia Tech University
Blacksburg, VA

Southwest and Southland Dairy Farmers continue to develop special programs and promotions at major college sports venues across their operational areas.

Our partnerships allow our organization to personally relay our message, not only at popular game venues, but provide year-round opportunities to educate and promote nutritious dairy with our sponsorships of university athletic

kid's clubs, educational outreach programs, and community events. This year, we will be distributing a backpack tag that features the Nine Essential Nutrients and Vitamins found in milk, the logo of either the Southwest Dairy Farmers or Southland Dairy Farmers, and their favorite college color. These university athletic partnerships provide us the perfect opportunity to promote all the goodness of dairy. 🐄

Moooving Our Dairy Message



MDC Instructor for North Carolina, Courtney Bumgarner

Southwest and Southland Dairy Farmers prides its promotion efforts with our award-winning Mobile Dairy Classroom educational program. Our trained Mobile Dairy Classroom instructors emphasize the importance of dairy in a healthy diet, the modern milking process, how your milk travels from the farm to the store and address some misconceptions about dairy. The Mobile Dairy Classroom relays these important dairy messages at a variety of venues: schools, fairs, educational programs, college sports promotions and other local events. This Spring, our MDC units visited over 500 schools totaling over 1,300 presentations and saw over 350,000 people from schools, fairs and other community events. Our program continues to expand as we see more schools and present our programs at state fairs and other agriculture-related community events, and we look forward to continuing to educate students, teachers and consumers to understand why we say, "Milk. A part of everything that's good." 🐄

Creating Special Memories With Dairy And Special Olympics



Special Olympics Virginia

Our major partnership with the Special Olympics Summer Games continued this year, as our organization and Mobile Dairy Classroom attended the Summer Games in Kansas, New Mexico, Missouri, Oklahoma, Texas, Kentucky, Virginia and North Carolina. We were able to see the benefit of our sponsorship on the smiling faces of athletes as they enjoyed our tradition of providing ice cream sandwiches for all. 🐄

Mobile Dairy Classroom Instructor Spotlight: LaVaun Janney



LaVaun Janney, MDC Instructor for the state of Virginia, has been employed by the Southland Dairy Farmers since September 2018. LaVaun graduated with a Bachelor of Science degree in Biology from Bridgewater College in Virginia.

She has spent most of her life as a full-time dairy owner/operator and a dairy advocate. As her dairy roots run deep, she has been very active with the Young Dairy Leadership Institute, National Milk Producers Young Cooperators program and the Kentucky Dairy Development Council's YP program.

She is married to her husband James and has an 11-year-old daughter, Ayla. During her free time, LaVaun enjoys showing registered cows, time with family, swimming

and reading. Her favorite vacation spot is the Grand Tetons in Wyoming. She has yet to meet a cheese that she didn't like. Her favorite part of her job is talking with producers about how Southland Dairy Farmers work with schools every day. 🐄



Twice as nice.



Twice Cream.



Our Fun Summer Outdoor Billboards Have Some Cool Dairy Messages

Just in time for another sweltering summer, ice cream to the rescue. 🐮

Runners Refuel With The Original Sports Drink

Chocolate milk, the original sports drink, plays a vital role in replenishing the body after a strenuous workout like running a marathon. This recovery drink contains high-quality proteins that help restore and rebuild muscles. The carbohydrates and protein within chocolate milk aids muscles in recovery. It provides 9 essential nutrients, including

some not typically found in recovery drinks, that an athlete needs to perform. Southwest and Southland Dairy Farmers refuel these runners with chocolate milk at many 5K and marathon races across our area. These races provide an excellent opportunity for our organization to refuel athletes and promote chocolate milk as the best sports recovery drink. 🐮



Oncore Mayor's Race in Dallas, TX



Joplin Memorial Race-Joplin, MO

Save The Dates

JULY

July 4, 2019

Red White & Moo Milk Fest- Plainview, TX

July 10-13, 2019

Sooner State Dairy Show- Stillwater, OK

AUGUST

August 15-25, 2019

Kentucky State Fair- Louisville, KY

August 16-24, 2019

Wilson County Fair- Lebanon, TN

SEPTEMBER

September 5-15, 2019

New Mexico State Fair- Albuquerque, NM

September 6-15, 2019

Kansas State Fair- Hutchinson, KS

September 6-15, 2019

North Carolina Mountain State Fair-
Asheville, NC

September 12-15, 2019

Grapefest- Grapevine, TX

September 12-22, 2019

Oklahoma State Fair- Oklahoma City, OK

September 13-21, 2019

Tri State Fair & Rodeo Gala- Amarillo, TX

September 18-21, 2019

Washington County Fair- Brenham, TX

September 20-28, 2019

Panhandle South Plains Fair- Lubbock, TX

September 24-29, 2019

Comal County Fair- New Braunfels, TX

September 26- October 6, 2019

Tulsa State Fair- Tulsa, OK

September 27- October 20, 2019

State Fair of Texas- Dallas, TX

September 27- October 6, 2019

Virginia State Fair- Doswell, VA

September 30- October 5, 2019

Eastern New Mexico State Fair- Roswell, NM

IT'S COUNTY FAIR/ STATE FAIR SEASON!

ADDRESS SERVICE REQUESTED

Southwest Dairy Museum, Inc.
P.O. Box 936 • Sulphur Springs, Tx 75483



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