



Southwest/Southland Dairy Farmers'

DAIRY LINE

A Quarterly Newsletter published by the Southwest Dairy Museum
January 2023 • Volume 14 Issue 1 • www.southwestdairyfarmers.com

INSIDE: The Renovated Dairy Spot
Opens at NMFRHM



Again in 2023, the Story of Milk Is Our Legacy



All of us at Southwest and Southland Dairy Farmers wish you a healthy, happy, and prosperous 2023!

Our mission at Southwest and Southland Dairy Farmers is to increase awareness and educate the public about dairy products, to promote the nutritional benefits of dairy, and demonstrate the positive achievements of dairy farmers within the industry and in their communities. Our tagline, "Milk. A part of everything that's good." captures the essence of the versatility and healthy benefits of dairy. As we move into 2023, this message will continue to be intertwined in all of our programs.

In our opinion, dairy promotional programs should tell a successful brand story — a story that Milk enjoyed for years as a unique, wholesome, healthy, flavorful, and preferred drink. To diminish the messages about milk's benefits, including health and nutrition, will continue to push milk further into the category of being a grocery store commodity verses a unique product. And it is our belief that the failure of continuing to educate and promote milk and its nutritional qualities will contribute to the message that milk will no longer be viewed as a single, top-of mind purchase necessity.

We believe EDUCATION along with other promotion programs builds a better brand position. Research, documentation, studies, focus groups — they all point to the value of education in product marketing. Kids need to know about milk at an early

age. And parents do need to be reminded of the benefits of milk. Education is the single largest factor in how milk achieved premier brand positioning decades ago: telling the consumers about health, nutrition, vitamins/minerals, and taste. That is milk's unique brand story, and as marketers will tell you: never, ever give up on telling your brand story. It is all you've got.

Therefore, as we move into 2023, the Southwest and Southland Dairy Farmers will continue our popular and award-winning programs that emphasize the wholesome goodness of milk and dairy products. We deliver our consumer programs and direct-dairy messages to the areas that matter most to our producers — right in their own communities. Along with our flagship program, Mobile Dairy Classroom, our organization promotes dairy through a variety of popular programs, such as, "Dairy For The Ages" program; college and high school athletic promotion; chocolate milk high school grant program; state and county fairs participation; educational trade shows; Special Olympics and other charitable sponsorships; Jill Castle, child nutrition expert, videos and white paper articles; digital media and online advertising programs; and others.

We look forward to an exciting and awarding 2023, as we continue to educate, promote, and expand our programs. As we have since our founding in 1983, our programs will always reflect our message, "Milk. A part of everything that's good." 🐮

Jill Castle, MS, RDN Continues To Promote the Nutritional Benefits of Dairy

Southwest and Southland Dairy Farmers continue to educate consumers about the benefits of dairy in a healthy diet with nationally recognized registered dietitian, author, and child nutrition authority Jill Castle, MS, RDN. Our organization has worked with Jill to shoot a third round of 8 brief videos and 4 educational "white paper" articles that address current issues and answer pertinent questions concerning dairy and childhood nutrition. Jill's nutritional expertise in childhood nutrition in partnership with our educational messaging provides parents and young people with valuable information and reliable answers to today's nutritional issues. Visit our digital platforms, social media, and website to learn more. 🐮



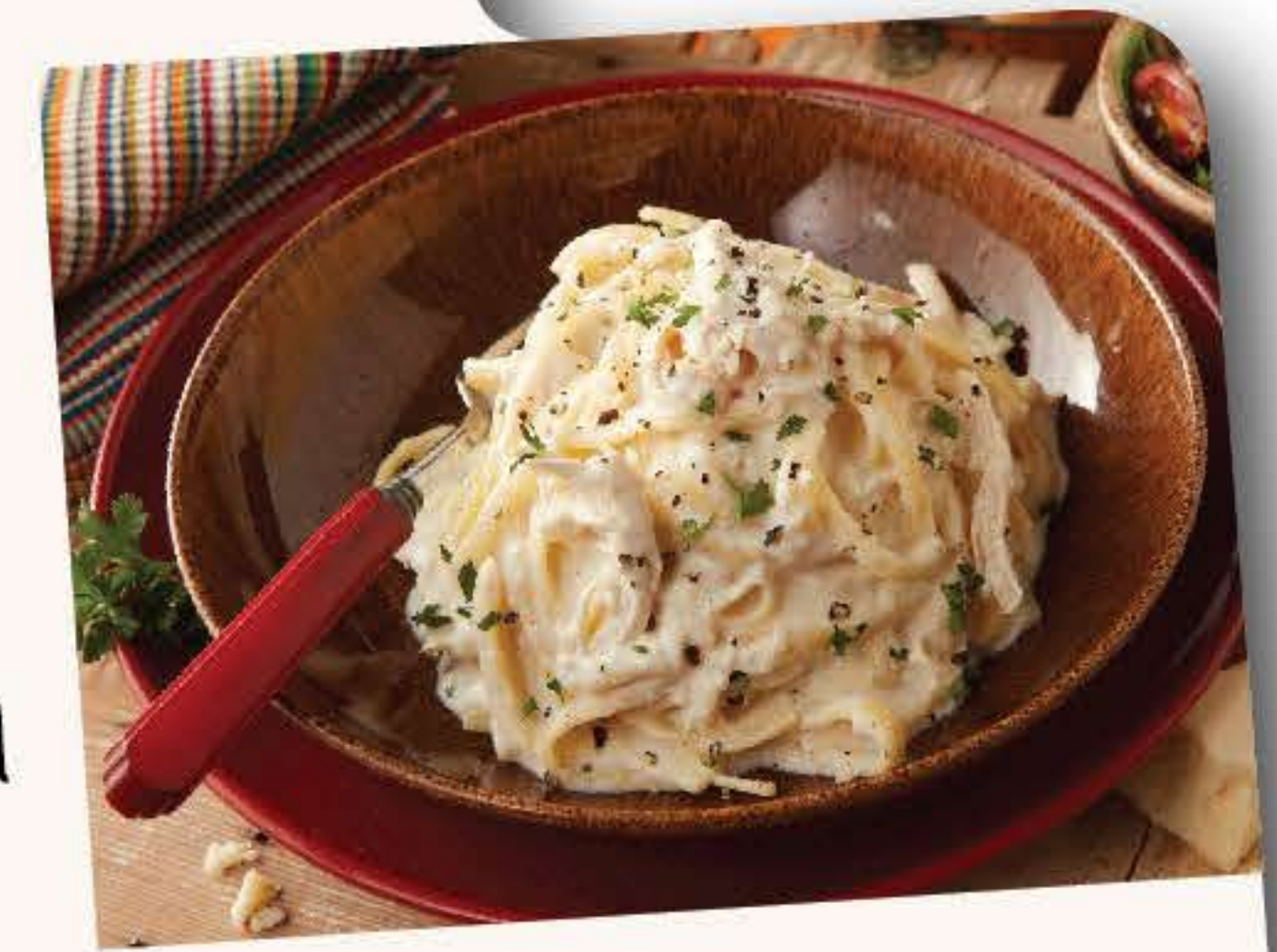
Creamy Chicken Fettuccine Alfredo

INGREDIENTS:

- ½ c. butter
- 1 tsp. garlic (minced)
- ½ tsp. salt
- ¼ tsp. pepper
- 4 tbsp. flour
- 2 c. heavy cream
- 1 c. milk
- ½ c. sour cream
- 1½ c. Mozzarella cheese
- ½ c. grated Parmesan cheese
- 2-3 c. sliced, grilled, or shredded rotisserie chicken
- 1lb. fettuccine noodles or your favorite pasta

DIRECTIONS:

1. In a heavy saucepan, melt the butter and stir in the garlic, salt and pepper. As it begins to thicken, add the heavy cream, milk and sour cream and whisk together until completely blended.
2. Add Mozzarella and Parmesan cheeses to sauce and stir until completely melted together. Add chicken and fold into mix.
3. Serve over fettuccine noodles or your favorite pasta.



Southwest and Southland Partner with High School Activities Associations

The Southwest and Southland Dairy Farmers have entered into agreements with state high school athletics and activities associations to provide dairy promotional and educational opportunities at high school statewide events. We have partnerships with:

- Kentucky High School Athletic Association
- North Carolina High School Athletic Association
- Virginia Independent Schools Athletic Association
- Missouri State High School Activities Association
- Texas Association of Private and Parochial Schools

High school athletics and activities and our organization share the same community spirit throughout our areas. Our sponsorships will provide our presence at major championship events and association social media presence; special promotional giveaways and program advertisements; and on-site spots and features. Look for us in your areas as we coordinate our messaging with the community excitement of high school activities. 🐮

“Team Up with Chocolate Milk” Grants Continue in 2023

Southwest and Southland Dairy Farmers and local high schools from across our area of supporting dairy producers continue to “Team Up with Chocolate Milk” as we continue the 2023 winter sports season. After issuing over \$40,000 in 25 grants to high school athletic programs for the Fall 2022 sports season to purchase chocolate milk, our organization has issued \$24,000 for the Winter 2022-23 sports season. The grant money makes chocolate milk available to boys and girls sports teams to recover after practices and games. Since the program started for the Fall 2021 season, we have awarded over \$130,000 in grants for chocolate milk.

Southwest and Southland Dairy Farmers encourage all high schools athletic teams to apply for the upcoming Spring 2023 sports season for a season long supply of chocolate milk. Visit our website now at southwestdairyfarmers.com or southlanddairyfarmers.com to apply online. Applications for the Spring sports season will continue through January 31, 2023. Your high school athletes could be refreshed and recovering with “Chocolate Milk. The Original Sports Drink” in 2023! 🐮

TEAM UP with **Chocolate Milk**

The Original Sports Drink



The Renovated Dairy Spot Opens at NMFRHM

On October 29, 2022, the newly renovated “Dairy Spot” on the grounds of the New Mexico Farm and Ranch Heritage Museum in Las Cruces, New Mexico held its grand opening for the public. The 26-year-old facility was originally built by the Southwest Dairy Museum as a dairy education center providing exhibits and live milking demonstrations. The renovation plans updated the building and its contents into a modern, educational, interactive, and fun family experience.

The Southwest Dairy Museum, Inc. partnered with the New Mexico Department of Cultural Affairs and the New Mexico Farm and Ranch Heritage Museum to complete this renovation. 🐮



FIRST CLASS
U.S. POSTAGE
PAID
PERMIT #14
SULPHUR SPRINGS, TX



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

ADDRESS SERVICE REQUESTED

There's still time...
to get your 2023 Cooking with Dairy Calendar.
Just call 903-439-6455 (MILK) to request
your copy.



EVENTS

- January 13 – February 4, 2023**
Ft. Worth Stock Show & Rodeo – Ft. Worth, TX
- February 9 – 26, 2023**
San Antonio Stock Show & Rodeo – San Antonio, TX
- February 28 – March 19, 2023**
Houston Livestock Show & Rodeo – Houston, TX
- February 28 – March 1, 2023**
Kentucky Dairy Partners Annual Meeting and Trade Show - Bowling Green, KY
- March 10 – 25, 2023**
Star of Texas Fair & Rodeo – Austin, TX
- March 23 – April 2, 2023**
South Texas State Fair – Beaumont, TX
- March 24 – April 2, 2023**
Montgomery County Fair – Conroe, TX
- March 25, 2023**
Red River Wine Festival – Wichita Falls, TX