



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: 5 Reasons Cottage Cheese Is Having A Moment



"Drink Your Milk!"



How many of us remember hearing this motherly reminder when we were kids? As it turns out, Mom really did know best. Milk, with 13 essential vitamins and minerals, plays a pivotal role in childhood health. Its power to build strong bones may be the most well known, but its benefits go far beyond bones. Those 13 nutrients also help kids develop healthy skin, eyesight and immune systems. And, it's not just milk; dairy foods like yogurt and cheese also offer essential nutrients and great taste.

But what about dairy's role once growth spurts stop? Does dairy matter after the teen years, or even into the golden years? According to the **2020-2025 Dietary Guidelines for Americans (DGA)**, the answer is yes. Backed by the latest research, the DGA outlines how Americans should eat. Dairy foods, with their

unparalleled nutrition, are included in recommendations for Americans across all life stages.

"Dairy foods provide nutrients needed for a lifetime of good health," said Jessica Kassel, registered dietitian for St. Louis District Dairy Council (SLDDC). "Children need calcium, Vitamin D and phosphorus to grow strong bones, and adults need the same nutrients to keep bones strong."

Building and maintaining muscle mass is another area where dairy makes a difference. "The high-quality protein in milk, yogurt and cheese is just as important for 70 years olds as it is for 7 year olds," Kassel said. "If you're looking to lower the risk of chronic diseases that tend to crop up as we get older — think cardiovascular disease and Type 2 diabetes — a healthy diet that includes low-fat or fat-free dairy is a smart plan."

Most students learn about dairy's benefits in health class, but reaching adults and older Americans about dairy's place in the diet can be a challenge. Misleading advertising and misinformation about nutrition make getting the message out even more difficult. This knowledge and information gap prompted the Southwest Dairy Farmers (SWDF) to create its **"Dairy for the Ages"** program. SWDF's collection of videos by registered dietitian Jill Castle, and age-specific brochures like **"A Healthy Eating Guide for Young Women"** are a solid first step in promoting dairy across the lifespan.

While social media is often the first place today's consumers search for nutrition information, knowing the source is credible is critical. "Dairy's place in the diet throughout life is supported by decades of evidence-based research. Dairy for the Ages informational brochures and videos help put that reliable information quite literally into the hands of consumers," Kassel said.

Southwest and Southland Dairy Farmers look forward to enhancing the Dairy for the Ages program with potential in-service workshops and additional generation-specific resources, including recipe cards and tip sheets. 🐄

Article provided by St. Louis District Dairy Council

Jill Castle Video Shoot

That's a wrap! The 2023 Jill Castle video shoot was filmed in Tulsa this past July. Eight new videos are on our website with messages that continue to educate on dairy nutrition with a strong focus on child nutrition. Southwest/Southland Dairy Farmers have worked with Jill since 2019 and are excited to release this new set of videos that will continue to inform the public of the importance of dairy in a daily diet. 🐮



Cinnamon Streusel Sweet Potato Casserole

INGREDIENTS

- 4-5 sweet potatoes (about 2½ lbs.) baked and peeled
- ½ c. sugar
- 2 eggs, beaten
- 1 tsp. vanilla
- ⅓ c. heavy cream
- ½ c. butter, softened

Streusel Topping

- ⅓ c. firmly packed brown sugar
- ⅓ c. finely chopped pecans
- 3 tbsp. flour
- 1 tsp. cinnamon
- 3tbsp. cold butter



DIRECTIONS

1. Preheat oven to 350 degrees. Grease a 13X9 baking dish. (Butter wrapper usually works well)
2. In a large bowl, mash the sweet potatoes.
3. Add the sugar, eggs, vanilla, cream and softened butter. Whip together with a hand mixer. You want it to be nice and fluffy. Spread this mixture into the prepared baking dish.
4. To make the streusel topping, combine the brown sugar, pecans, flour, cinnamon and butter in a medium bowl. Work this mixture with a pastry blender or fork. The texture you are going for is something like crumbly pearls. Sprinkle these pearls on the top of your sweet potato mixture.
5. Bake at 350 degrees for about 30 minutes or until a toothpick inserted in the middle comes out clean.

Serves 8 delighted holiday guests.

Progressive Dairy Article

Progressive Dairy selected the Mobile Dairy Classroom to highlight in a story on their website and featured in their August 7, 2023 magazine issue. The article focuses on multiple aspects of the Mobile Dairy Classroom from the history, the information that we provide and why we spread the positive message of dairy.

Check the article out on their website! 🐮



Not your ordinary cattle trailer

Michelle Stangler July 13, 2023

When dairyman Ralph Keel was asked to lend one of his cows for the launch of the educational program in Oklahoma, he was skeptical. However, as he witnessed a presentation by the mobile unit, he quickly began to love it.

VT Milkshakes Return

Milkshakes are back and benefitting a great cause! Southland Dairy Farmers are continuing to provide the cups for the famous Virginia Tech milkshakes that will be sold at the 23/24 home football and basketball games. Proceeds from the milkshake sales go towards the Virginia Tech Dairy Club which funds a variety of events throughout the year, from study abroad opportunities for club members to the Little All-American Dairy Show and Hokie Dairy Day.

During last year's football and basketball seasons, over 13,000 milkshakes were sold and served in our cups that featured the Southland logo as well as the VT Dairy Club logo. Cheers to promoting dairy! 🐮



Give the Gift of Cheese

Looking for the perfect holiday gift? Cheese gift boxes are available again this year with old favorites and new selections. To create a customized cheese box and to check for pricing, visit www.southwestdairyfarmers.com or call (903) 439-6455 (MILK). In order to assure your shipped gift will arrive before Christmas, the deadline for ordering is December 13, 2023. 🐄



5 Reasons Cottage Cheese Is Having a Moment, According to Registered Dietitian Shoshana Pritzker

RD, CDN, CSSD, CISSN

August 28, 2023

Cottage cheese is having a well-deserved moment and we're not mad about it. This underrated dairy product is finally getting the recognition it deserves. Cottage cheese is a nutritious yet versatile food option that boosts the protein of any meal or snack. Here's why cottage cheese's search rankings are topping the charts.

1) Cottage cheese packs a major nutritional punch for your buck. Not only is it 2) relatively low in calories, with only 180 calories per cup (for the 2% milk fat variety), but it's also 3) loaded with protein and 4) healthy fats. Plus, 5) it will leave you feeling full and satisfied long after eating it.

To read the full article, go to <https://www.yahoo.com/lifestyle/5-reasons-cottage-cheese-having-214219970.html> 🐄

Medically reviewed by Kristy Del Coro, MS, RDN, LDN

Champions Drink Chocolate Milk

Southwest/Southland Dairy Farmers have promoted chocolate milk as The Original Sports Drink by utilizing many different programs over the years. One of the ways we have promoted this successful messaging has been to be involved in countless runs over the last 10 years. From marathons to 5Ks and anywhere in between, the message to use chocolate milk as your ultimate recovery beverage has been received by runners all over our producer funded areas.

In 2023, we have already given away over 10,000 chocolate milks to runners as well as over 1,100 ice cream sandwiches. These events include the Cowtown Marathon in Fort Worth, TX, Run for Remembrance in Blacksburg, VA and Hospital Hill Run in Kansas City, MO. In the coming months, we will be at the Bass Pro Run in Springfield, MO, and the BMW Marathon in Dallas, TX that we typically hand out over 11,000 chocolate milks. With our signage, healthy messaging, and popular product giveaways, we are always welcomed at these events by runners looking to rehydrate and recover with chocolate milk provided by their local dairy farmers. 🐄



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EVENTS

2023 Fair Season

The 2023 fair season has hit its half-way mark and Southwest/Southland Dairy Farmers have reached massive crowds with the message of dairy and dairy nutrition through our Mobile Dairy Classroom milking demonstrations. We have attended fair events of all sizes in all of our producer-funded states.

The Kentucky State Fair ran from August 17–27th and saw more than 599,000

people in its 11-day run. Southland Dairy Farmers handed out free mini ice cream bars as well as Gogurts to fair guests. Almost 10,000 Gogurts were handed out and over 57,400 ice cream bars, which brought a record total of over 67,000 samples distributed this year.

Products are also being handed out at the State Fair of Texas and the Tulsa State Fair. The State Fair of Texas will hand out ice cream sandwiches and the Tulsa State Fair with yogurt samples. 🐮

September 29 – October 22, 2023
State Fair of Texas, Dallas, TX

October 12 – 22, 2023
North Carolina State Fair, Raleigh, NC

November 3 – 5, 2023
Bass Pro Marathon; Springfield, MO

December 8 – 10, 2023
BMW Dallas Marathon Weekend
Dallas, TX



Above: The State Fair of Texas visitors enjoy ice cream sandwiches.