



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: College Athletics Provide Dairy Promotion



Dairy Farmers Assist Local Food Banks



Milk donation to Salvation Army's feeding program in Springfield, Missouri



Sponsors of the High Plains Food Bank in Amarillo, Texas



Forney School District, Forney, Texas

Southwest/Southland Dairy Farmers Lend a Hand During Pandemic

To assist with the massive number of people in need of basic nutrition during the COVID-19 crises, members of Southwest Dairy Farmers and Southland Dairy Farmers have pitched in to help their local communities through donations of fluid milk and monetary contributions to fifteen different food banks in six states.

Southwest and Southland Dairy Farmers is a USDA-qualified program that supports local dairy farmer members across the southeast and southwest through initiatives that educate consumers about dairy products, nutrition, and the dairy process. Dairy farmers support the program through the USDA's mandatory check-off assessment. "Our mission at Southwest/Southland Dairy Farmers is to provide support to our local dairy farm families and their operations," said Jim Hill, CEO of the promotion and education group. "When the COVID-19 pandemic hit our markets, our dairy farm members made it very clear that they wanted funding to be allocated to programs that helped those most in need." Hill added, "When we were looking at COVID-19 related programs to help, it became apparent that local food banks were in dire need, and it also appeared that their situation would become worse. So, all our budgeted funds for this effort went to local food banks, those that rely solely on donations and private funding. It just made sense —

local dairy farmers helping local food banks in their own communities and states."

The list of organizations benefitting from the Southwest/Southland Dairy Farmers' efforts are listed below:

- 4 Kids and Community**
Perkins, Oklahoma
- Agape**
Russellville, Kentucky
- Emmaus House**
Garden City, Kansas
- Feed NC**
 Mooresville, North Carolina
- Fifth Street Ministries**
Statesville, North Carolina
- Food Bank of Eastern New Mexico**
Clovis, New Mexico
- Food Bank of West Central Texas**
Abilene, Texas
- Food On The Move**
Tulsa, Oklahoma
- Forney School District**
Forney, Texas

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Dairy Farmers Assist Local Food Banks (Continued from Page 1)

Friendship Feast Association of Dodge City
Dodge City, Kansas

God's Storehouse
Danville, Virginia

Good Samaritan
Russellville, Kentucky

Hereford Food Pantry
Hereford, Texas

High Plains Neighbors Feeding Neighbors
Amarillo, Texas

Hill Country Daily Bread
Boerne, Texas

Hopkins County Coronavirus Community Response
Sulphur Springs, Texas

Life 360
Springfield, Missouri

The Kitchen
Springfield, Missouri

"Through the hard work of our employees from the Southwest and Southland Dairy Farmers, and all of our dairy farm members, we know we have helped – and will continue to help – a significant number of people," added Amanda Phelps, Director of Community Outreach for Southwest/Southland Dairy Farmers. "And that is really what we're all about. People in these communities know they can count on their local dairy farmers in both good times and bad." 🐄

News from the Southwest Dairy Marketing Endowed Chair at Texas A&M

Dr. Oral Capps, Jr., Southwest Dairy Marketing Endowed Chair at Texas A&M University, has published a manuscript "An Ex-Ante Analysis of the Feasibility of Fortifying Processed Cheese with Omega-3 Fatty Acids".

For the full article on this analysis, go to our website at southwestdairyfarmers.com under *Resources, Dairy News*. 🐄

College Athletics Provide Dairy Promotion



Southwest and Southland Dairy Farmers will continue to promote nutritious milk and dairy products to college sports fans. We have finalized our university athletic sponsorships for the 2020-2021 school year. With the uncertainty in the university athletic activity in the upcoming season, our agreements all protect our organization from scaled back or cancellation of sponsored athletic events and programs. We are excited to attend popular game venues, while providing year-round opportunities to educate and promote to young and old alike with our sponsorships of university athletic kid's clubs, educational outreach programs, and community events. Back by popular

demand for our promotional giveaway, will be our 2D backpack tags in the school's colors and logo with a dairy message. This year's university partnerships include:

- 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
- Virginia Tech University – Blacksburg, VA
- Western Kentucky University – Bowling Green, KY

MDC Instructor Spotlight: Todd Griffin

Meet Todd Griffin, our Mobile Dairy Classroom Instructor serving Central Texas from Abilene To Fort Worth and from Mason County in Texas to the southwestern counties in Oklahoma.

After graduating from Stephen F. Austin State University, with a B. S. in animal science and a minor in business administration, Todd worked as a dairy herdsman/manager in Texas. In January 1997, Todd joined the small but dedicated staff of the SWDF as a mobile classroom instructor in Texas. Todd has one son and one grandson.

When not working, Todd spends his time as a bladesmith and blacksmith. Todd

especially enjoys playing bluegrass music; his instrument is the mandolin. Todd's love of bluegrass music is the major reason his dream vacation destination leads him to Branson, Missouri, and its bluegrass music. Due to his love for all things dairy, he will tell you his favorite food is a pepperoni, sausage, and black olive pizza with lots of cheese.

The most satisfying part of his job, Todd says, is seeing the twinkle in the children's eyes when he introduces "Sandra", his bovine co-worker, and the two of them seem to make a connection with the kids as their presentation unfolds. 🐮



Orange Dream Shake

Recipe shared by Carolyn McKinney
A cool treat for a hot summer day!

INGREDIENTS:

- 1 cup vanilla ice cream (softened)
- 6-ounce can frozen orange juice concentrate (thawed)
- 3 cups whole milk
- + oranges (sliced)
- whipped cream

DIRECTIONS:

1. Place ice cream and orange juice concentrate in blender container and cover. Blend until smooth.
2. Add milk and mix until smooth and frothy.
3. Pour into tall chilled glasses.
4. If desired, top with a scoop of ice cream or whipped cream. Garnish with orange slice.

Variation Tip: Substitute the frozen orange juice with any frozen juice concentrate or frozen strawberry daiquiri mix (non-alcohol). You can also substitute the whole milk for 2% milk.



Reaching Consumers With Our Message in the Future

In these changing times the Southwest and Southland Dairy Farmers are continually evaluating our programs and messages in order to effectively reach our audience of consumers. As we move into the future, we want to provide our dairy producers messages, not only in an effective way, but in a manner that will reach our target market. As the COVID-19 virus closed more and more of the venues to which our MDC regularly made presentations, it has become evident that we need to update and develop a video for different audiences that covered subjects that our live MDC presentations usually addressed:

- Cow Anatomy and Characteristics
- Modern Milking Process
- Importance of Safe Handling of Milk from Farm to Store
- Humane Treatment of Dairy Cows
- Protection of the Environment
- Nutritional Benefits of Milk and Dairy Products

These videos filmed with our Mobile Dairy Classrooms and instructor will be viewed on our website, YouTube, classrooms in schools, trade show booths, state and county fair venues, and other venues that our classroom units cannot schedule. The new videos are intended to augment only when live visits by our MDC instructors are not feasible. The visit by our instructor, live cow, and mobile milking parlor continues to have the maximum impact.

In addition, we have renewed our agreement with Jill Castle, MS, RDN, CDN for 2020-21. Jill will again be producing videos that address the issues of dairy products and childhood nutrition. In addition, she will be preparing "white papers" for our website and other distribution channels to analyze and breakdown the research addressing today's pertinent issues and concerns for mothers and their families concerning dairy products and child health and nutrition. 🐮

Share The Tradition, Share The Nutrition

Home cooking and the use of dairy in preparing daily meals may be the standard for some families but with circumstances that everyone has had to cope with in 2020, cooking at home became the normal way of life for many additional families this year. Southwest and Southland Dairy Farmers have worked to develop a campaign that



reaches those who have a long-standing tradition of cooking at home and welcomes those who are adjusting to a new method of preparing their daily meals. Share the Tradition, Share the Nutrition will feature dairy recipes and

cooking tips, nutritional information and promotional messaging that focuses on the family and mealtime at home. We are inviting families to the dinner table to focus on treasured moments together and enjoying the goodness of dairy at mealtime. 🐄



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