



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Fall Fair Season Returns



The Mobile Dairy Classroom “Mooves” Down the Road with A New Look



Southwest and Southland Dairy Farmers Mobile Dairy Classroom program focuses on dairy education by connecting with students, teachers, and consumers. The program's goal is to positively promote the dairy industry and dairy farmers by educating the public about milk and dairy products in a healthy diet. The MDC provides a direct link to dairy farmers and tells the story of the dairy cow, the journey of the milk from farm to store, the care of our animals and the environment, and the nutritional value of milk. Our program emphasizes the thirteen essential nutrients that milk and dairy products provide. The Mobile Dairy Classroom travels across the states of Arizona, Kansas, Kentucky, Missouri, Nebraska, North Carolina, Oklahoma, Tennessee, Texas and Virginia and relays the dairy message at venues from schools, fairs, educational programs, community events, college sports promotions and other locations.

While the last year brought challenges for all, our organization was able to adapt and continues to move forward. During the year of virtual learning, we created our virtual component “Watch Us Now, See Us Later”. While we couldn't replace the popularity and effectiveness of our live presentations, this timely solution was our attempt to keep the Mobile Dairy Classroom in front of children, parents, and teachers.

Restrictions on large gatherings have been modified and, for the most part, schools have resumed with in-person learning. Our scheduled in-person presentations at schools, fairs, and other events are returning to normal levels.

As we continue to move forward, our organization is excited to introduce a new exciting look for the MDC trailer. A new design has been created that features a fresh look that will replace the current trailer wraps on our eleven units. The new graphics emphasize the relationship of wholesome dairy products and young people. These units continue to act as a moving billboard that provides a positive dairy advertisement as they travel up and down the road every day. We are excited to promote the 13 essential vitamins and minerals that dairy products contain.

Southwest and Southland Dairy Farmers prides its promotion efforts with a direct dairy message with our award-winning Mobile Dairy Classroom educational program and look forward to continuing educating students, teachers and consumers with our mission “Milk. A part of everything that's good.” Be on the look out for our newly designed MDC unit traveling down the road! 🐮

TEAM UP with Chocolate Milk



Financial grants for high school Fall sports have been distributed and Winter sports applications are being accepted. The application period has begun for high school athletic teams during the Winter season to "Team Up with Chocolate Milk". Southwest and Southland Dairy Farmers awarded over \$32,000 in grants to high school athletic programs for Fall season sports to purchase chocolate milk, the "Original Sports Drink". The grant money made chocolate milk available in boys and girls sports to recover after practices, games, and meets. Chocolate milk has the required ratio of 3-4 grams carbohydrate to 1 gram protein. And as a complete protein, it provides the essential amino acids your body can't produce.

Southwest and Southland Dairy Farmers encourage all high school athletic teams to apply for a season long supply of chocolate milk to experience the recovery benefits that chocolate milk provides. Applications for the Winter sports season are being accepted through November 1, 2021. Visit our website at southwestdairyfarmers.com to apply now! This program will continue for applications for Spring sports later this year. Check our website for the opening of the Spring season application period. 🐮

Mobile Dairy Classroom Instructor Spotlight

Meet Courtney Bumgarner, MDC Instructor for the State of North Carolina.

Courtney has been employed with Southland Dairy Farmers since December 2014. Previous to SLDF, she worked as a calf manager on a dairy farm in Wales U.K. Courtney has a bachelor's degree in Animal and Poultry from NCSU.

Jill Castle, MS, RDN, Promotes the Nutritional Benefits of Milk

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 second round of 8 brief videos and 4 educational "white paper" articles that address current issues and answer pertinent questions concerning dairy and childhood nutrition. During this series, Jill discusses an array of topics such as



protein in dairy foods, lactose intolerance, the importance of dairy in a child's diet, and how proper nutrition affects the immune system, bone health and the metabolism of calcium. 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. 🐮

Pimento Cheese Spread

INGREDIENTS:

- 1 cup shredded Monterey Jack cheese
- 1 cup shredded extra sharp cheddar cheese
- 1-8oz. package cream cheese (softened)
- 3/4 cup Miracle Whip or mayonnaise
- 1/4 teaspoon garlic powder
- 1/4 teaspoon onion powder
- 1/4 teaspoon cayenne pepper
- 2 tablespoons raw jalapeño (diced)
- 1-4oz. jar of diced pimentos (drained)
- 1 tablespoon sour cream
- dash of hot sauce (Tabasco) (optional)

DIRECTIONS:

1. This recipe is easily made using a mixer with a paddle attachment.
2. Combine all the ingredients in the order listed and blend with mixer or by hand until all ingredients are well blended.

SERVING TIP: Serve chilled with your favorite crackers or tortilla chips.

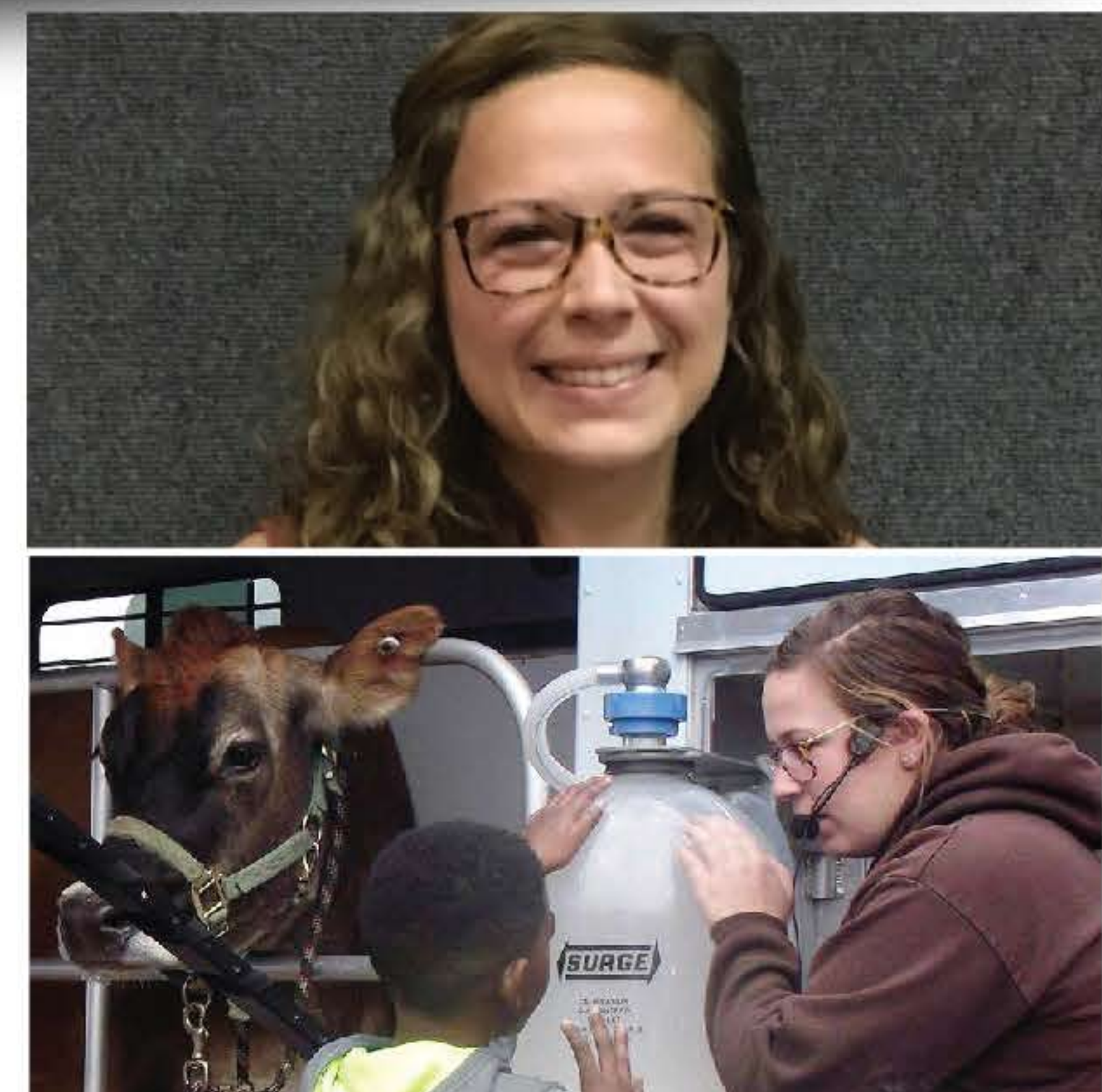


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In her spare time, Courtney enjoys taking pictures around the farm, going to the beach, spending time outdoors and spending time with her family and friends. If she could go anywhere in the world, she would go to New Zealand. Her favorite food is a giant scoop of mint chocolate chip ice cream. Courtney loves to see the reaction of children when they first see the cow and answering the questions that the kids ask after her live milking demonstration. 🐮



Courtney. School Visits: NC Barnes Elementary

Fair Fall Season Returns

The COVID-19 pandemic cancelled all of our major Fall fairs in 2020. However, 2021 is a different story as all of our major State Fairs have returned to good crowds of fair patrons. The Southwest and Southland Dairy Farmers have returned with our award-winning milking demonstrations, dairy product giveaways, dairy show sponsors, and other fair venues. The season began with the Kentucky State Fair in Louisville, KY where we did demonstrations and handed out cheddar cheese to the public. Our Mobile Dairy Classroom was busy in September with:

- Kansas State Fair – Hutchinson, KS
- New Mexico State Fair – Albuquerque, NM
- North Carolina Mountain State Fair – Asheville, NC
- Oklahoma State Fair – Oklahoma City, OK
- Tri-State Fair & Rodeo – Amarillo, TX
- Virginia State Fair – Doswell, VA

October will again be a busy month with:

- State Fair of Texas – Dallas, TX
September 24 - October 17
- Tulsa State Fair – Tulsa, OK
September 30 - October 10
- Carolina Classic Fair – Winston-Salem, NC
October 1 - 10
- North Carolina State Fair – Raleigh, NC
October 14 - 24

The State Fairs at Dallas in the GO TEXAN Pavilion Presented by Southwest Dairy Farmers and at Tulsa in the Made in Oklahoma section of the Exchange Center will be handing out yogurt samples to all fair goers. We hope to see you at our October fairs! 🐄

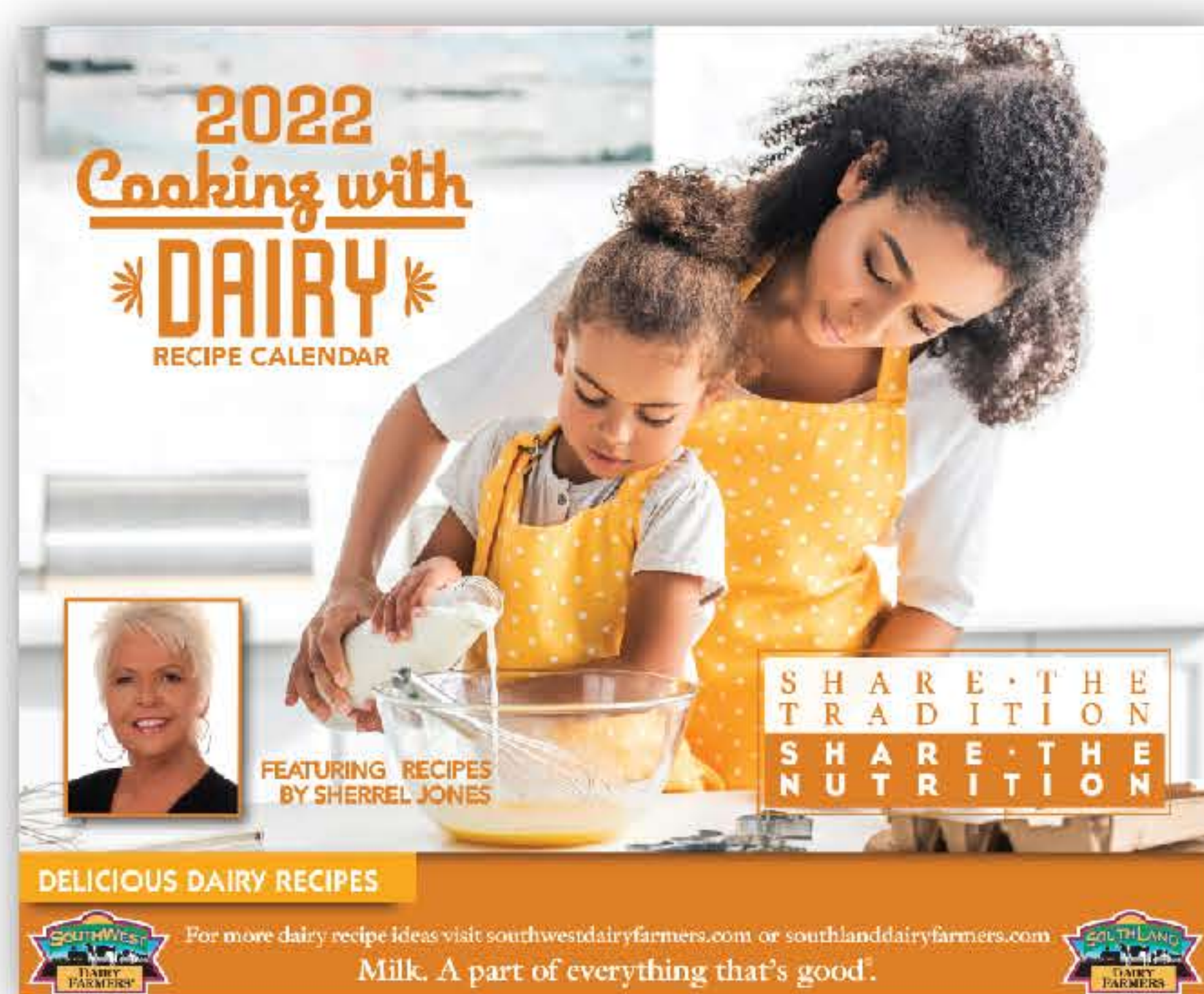


Above: Southwest/Southland Dairy Farmers CEO, Jim Hill, and the Commissioner of Texas Agriculture, Sid Miller, kick off the State Fair of Texas in front of our booth in the GO TEXAN Pavilion sponsored by Southwest Dairy Farmers in Dallas, TX on Friday, September 24, 2021.



Left: Fair goers at the Kentucky State Fair enjoying a free cheese sample.

Share the Tradition, Share the Nutrition Continues Into 2022



Southwest and Southland Dairy Farmers continue to encourage you to focus on American family values as we continue to promote the message: **Share the Tradition, Share the Nutrition**. This program reminds consumers of the great traditions of families cooking together and eating together while enjoying all the nutritional values of dairy.

Southwest and Southland Dairy Farmers are again preparing for the distribution of our popular printed recipe wall calendars for 2022. The calendar recipes feature a wide variety of dairy products, and the ingredients are easy to obtain, with many, most likely, already in your kitchen. We hope this calendar will help make it easier for families to enjoy their time together

and to make it easy and convenient for them to **Share the Tradition, Share the Nutrition**. The calendar will be sent to all supporting dairy producers and dairy industry organizations. If you would like to receive our 2022 recipe calendar, please call (903) 439-6455 (MILK).

In conjunction with our 2022 printed wall calendar, we have developed quick 30-second easy to follow videos of each recipe. These will be shared and promoted on our website, as well as in social media including Facebook and Instagram. This will make each recipe easy to share from desktops, tablets and mobile devices with friends and family all across the country. 🐄


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Make Your Christmas Gift Special with the Gift of Cheese

Whether for personal or business gift giving, the Southwest Dairy Museum can make your Christmas gift special with the gift of cheese. You can choose from a variety of cheese and dip mixes that will make a unique gift for the person on your list that has everything. To create a customized cheese crate and to check pricing, visit our website at www.southwestdairyfarmers.com or call (903) 439-6455 (MILK). Gift crates can be shipped anywhere in the United States for an additional fee. We encourage you to please place your order early due to limited supplies. In order to assure your shipped gift will arrive before Christmas, the deadline for ordering is December 15, 2021. 



E V E N T S

September 24 - October 17, 2021

Texas State Fair - Dallas, TX

September 30 - October 10, 2021

Tulsa State Fair - Tulsa, OK

October 1 - 10, 2021

Carolina Classic Fair - Winston-Salem, NC

October 6 & 7, 2021

Hopkins County Ag in the Classroom, 5th grade - Sulphur Springs, TX

October 12 & 13, 2021

Hopkins County Ag in the Classroom, 4th grade - Sulphur Springs, TX

October 14 - 24, 2021

North Carolina State Fair - Raleigh, NC

October 23, 2021

Fredericksburg Wine Festival - Fredericksburg, TX

October 20 - November 7, 2021

Cape Fear Fair & Expo - Wilmington, NC

November 7, 2021

Bass Pro Marathon - Springfield, MO