



Southwest/Southland Dairy Farmers'

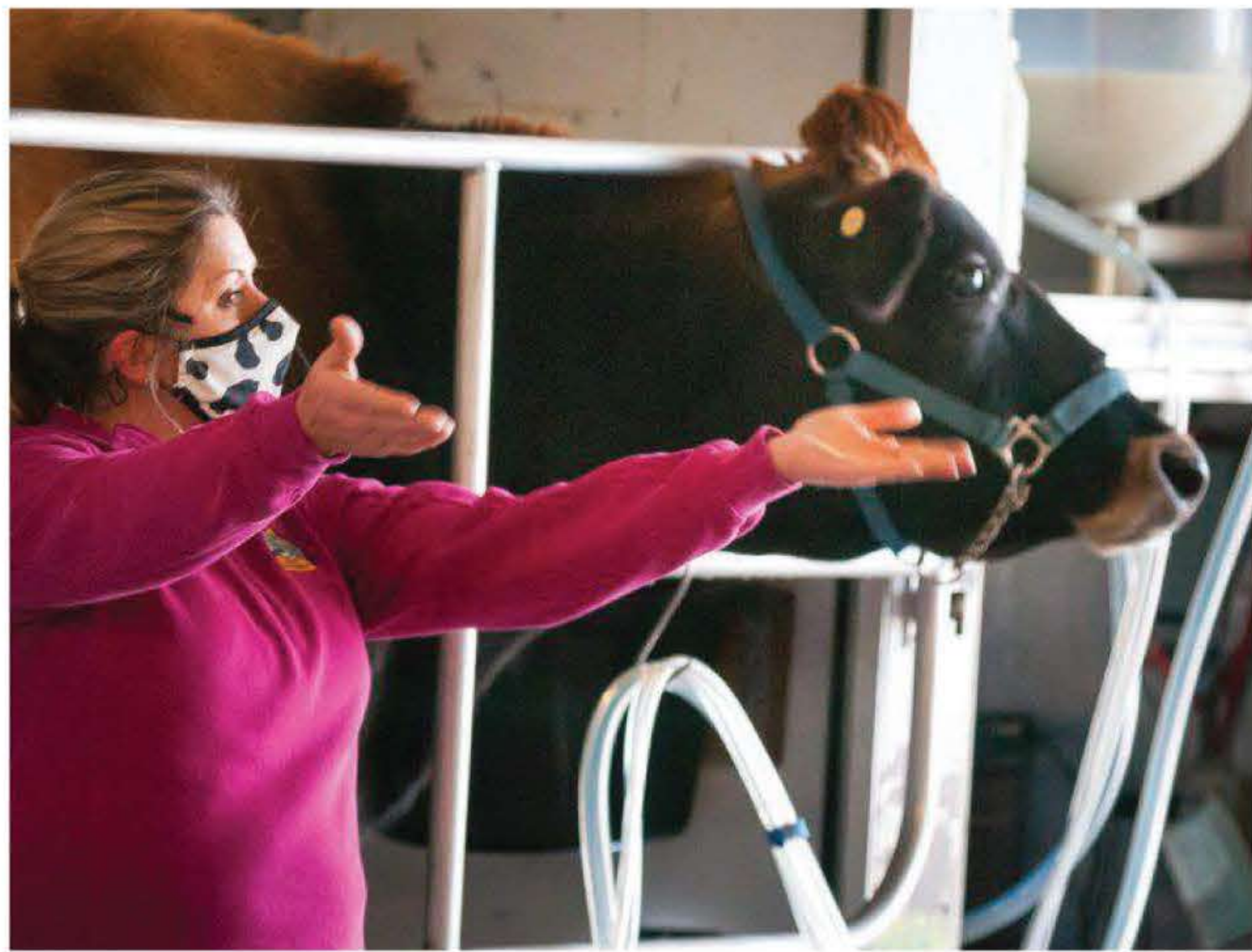
# DAIRY LINE

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**INSIDE:** It's Time To Team Up  
With Chocolate Milk



## Southwest/Southland Dairy Farmers MDC Program Finding Its Way Back to Schools and Events



Mobile Dairy Classroom instructor presenting under COVID 19 protocols.



"Watch Us Now, See Us Later" in-class zoom conference.

2020 is a year that no one will soon forget. It brought circumstances and challenges for all, and companies had to adapt and develop new ways to do business. We were tasked on how to adjust programming in order to find our way into shut down classrooms and answer the question *how can we continue teaching the message of dairy while not leaving our homes?* As schools closed to in-person instruction and state and county fairs cancelled, we challenged our instructor staff to get involved in their communities with food bank and pantry distributions, school nutrition programs, local church and community programs, and other local events to continue our public relation efforts for the dairy industry.

With 2020 becoming the year of virtual, our organization presented the opportunity to feature a virtual component "Watch Us Now, See Us Later" that showcases a video and video conference call to meet our instructors and their live teaching cow. "We wanted to make sure teachers were given the tools they needed to continue teaching on the subjects of dairy and agriculture and we wanted to make sure students were still able to have access to these lessons even if it wasn't in our traditional setting", said Jim Hill, Southwest/Southland Dairy Farmers CEO. The virtual component became a success, and it is exciting to see growing requests now coming back for

in-person visits. While our virtual program was a great and successful program, we have always envisioned it to be a temporary solution. Our live cow milking demonstrations provide schools with a complete dairy educational program that cannot be duplicated on a computer screen. Our instructors gauge the reactions of their live audiences as they see the milk hit the weigh jar, and to confirm that they are providing a fun, unique and memorable learning experience.

As the calendar turned to March 2021, we are beginning to see the loosening up of COVID-19 restrictions and schools reopening for in-person instruction. Our staff adheres to a strict COVID-19 protocol with its outdoor presentation, so our program can be a welcome learning experience for schools. Our scheduling has increased for many of our instructors and their calendars are rapidly filling up in April and May 2021. Summer events at day camps, library programs, and other fun summer activities also are returning. While our virtual program is still available, we encourage schools and event organizers to check out our website at [www.southwestdairyfarmers.com](http://www.southwestdairyfarmers.com) or [www.southlanddairyfarmers.com](http://www.southlanddairyfarmers.com) for information about our Mobile Dairy Classroom program and the opportunity to request a free live classroom presentation at their school or event. 🐮

# Expanding Our Fair Footprint

In 2019, our organization became Associate Members of the International Association of Fairs and Expositions (IAFE) to help expand our footprint to fairs nationwide. Multiple fairs have been booked during our slower season and several units will be heading to Iowa, Minnesota, Nebraska, and other locations in the upcoming months. For venues in non-contributing states, a reasonable fee is requested for our milking demonstration programs. The IAFE membership has allowed us to make numerous fair contacts and expand the Southwest / Southland Dairy Farmers message to new fairs across the country. 🐮



## Luscious Layered Banana Pudding

### INGREDIENTS:

- 2 c. heavy whipping cream
- 1/4 c. powdered sugar
- 1 tsp. vanilla
- 3 c. milk
- Two 3.4 oz. pkgs. French vanilla pudding mix
- One 8 oz. pkg. cream cheese (soft)
- 1/2 c. sour cream
- One 14 oz. can sweetened condensed milk
- Three 8.8 oz. boxes European biscuit cookies
- 5-6 bananas



### DIRECTIONS:

1. In a very cold bowl, using chilled blenders, blend the whipping cream, powdered sugar, and vanilla together until it forms stiff peaks. Set in refrigerator to keep cold.
2. Combine the milk and the instant pudding mix in a separate mixing bowl and blend with an electric mixer until thickened.
3. In a large separate bowl, blend the cream cheese, sour cream, and sweetened condensed milk.
4. When blended, combine with the thickened pudding until mixed thoroughly. Fold in 1 cup of the whipped cream.
5. Layer a 9x13-inch baking dish with the European biscuit cookies and start layering.
6. On top of the cookies layer 3 sliced bananas.
7. Pour the pudding mixture on top and add 2 - 3 more sliced bananas followed by another layer of cookies. Top with the remaining whipped cream. If there is room...you can add another layer of cookies! Or you can crumble the cookies and sprinkle the crumbles on top!
8. Cover and store in the refrigerator.

**TIPS:** This recipe is beautiful in a large glass compote! A great dessert to make the day before you serve it. For a variation, substitute the European biscuit cookies with vanilla wafers or butter cookies.

## Special Olympics Sponsorships Continue



### Special Olympics

Unfortunately, most of the 2021 Summer Games have been cancelled due to the COVID-19 pandemic. We are currently exploring additional opportunities with Special Olympics. Southwest and Southland Dairy Farmers remain committed to the Special Olympics organization. 🐮

## Southland Dairy Farmers Join as Kentucky Agriculture and Environment in the Classroom Sponsor

Southland Dairy Farmers are excited to begin 2021 as a new sponsor for #TeachKYAg. This sponsorship will include funding for dairy and agriculture programs and materials, as well as Southland Dairy Farmers being present with the Mobile Dairy Classroom at select #TeachKYAg events.

The Kentucky Agriculture and Environment in the Classroom, Inc. works with agricultural, environmental, and educational partners to produce and distribute Kentucky-based and standards-aligned resources and programs that showcase how Kentucky farmers utilize

natural resources to produce sustainable food and renewable goods. The lessons and programs can be used as teaching supplements in all subject areas at all grade levels. 🐮



Kentucky Agriculture & Environment in the Classroom, Inc.

# It's Time To Team Up With Chocolate Milk



Southwest and Southland Dairy Farmers are making it possible for any high school athletic program to refuel athletes with chocolate milk with our "Team Up With Chocolate Milk" program. Our organization has created this grant program to provide up to \$2,500 to sports teams for the purchase of chocolate milk for an entire season. Applications are now being accepted through our website ([www.southwestdairyfarmers.com](http://www.southwestdairyfarmers.com) or [www.southlanddairyfarmers.com](http://www.southlanddairyfarmers.com)) until May 31, 2021, from high school athletic programs for fall season sports. If your program's application is accepted, your sports program will receive chocolate milk for practices and games and will give students the opportunity to see why chocolate milk is the ultimate recovery beverage. Each school that participates in this program will agree to display signage at sporting events, a visit from the Mobile Dairy Classroom and multiple other requirements that will promote Southwest and Southland

Dairy Farmers and chocolate milk as the ultimate recovery beverage. Applications and instructions are now available on our website. This program will continue and be available for winter and spring sports with separate application deadlines announced at a later date.

The goal is for teams to continue drinking chocolate milk after the grant has come to an end. No matter how you choose to stay active, chocolate milk is the original energy drink that can help you stay at your peak. With nine essential vitamins and nutrients, chocolate milk can restore energy and rebuild muscle. It contains an optimal carbohydrate to protein ratio, which is critical for helping refuel tired muscles after strenuous exercise and can enable athletes to exercise at a high intensity during subsequent workouts. And best of all, this nutrient dense recovery drink is all natural. 🐮

## Mobile Dairy Classroom Instructor Spotlight

Meet Aaron Sanders, our Mobile Dairy Classroom Instructor serving Northeast Texas and the southeast corner of Oklahoma.

After graduating from Texas A&M Commerce, with a degree in Agricultural

Science and Technology, Aaron began working for Southwest Dairy Farmers in 1997. He has been married to Jamie for 22 years and they have 3 children, Sydney (19), Ty (17) and Calley (14).

When he is not working, Aaron enjoys

serving at his church, hunting and fishing, training ranch horses and serving on the Mount Vernon school board. During Christmas time, the Sanders family heads to Branson, MO and during the summertime, they head to the beach. Aaron will tell you his favorite food is lobster and crab covered in melted butter.

The most satisfying part of his job is watching the students' and teacher's reaction to seeing something they probably have never seen before and the positive impact he makes daily. Aaron also enjoys getting to travel somewhere different nearly every day. 🐮



# Research Shows Real Milk Supports Immune Health, Bones & Muscles

Southwest and Southland Dairy Farmers want to keep everyone informed on any current research regarding the benefits that dairy offers. Milk and dairy products are very important to keep us healthy; particularly, Vitamin D, which plays several critical roles in our body including immune health. People are searching for ways to combat illness and stay healthy, which starts with our immune system. Below is a brief synopsis of a research article that has been recently published and highlights the importance of Vitamin D and our immune health.

The California Milk Advisory Board (CMAB) partnered with researchers at the University of California at Davis to



analyze information on this topic. "Real milk, when consumed as part of a healthy eating pattern, has been

scientifically proven to help protect bones and muscles, and is a natural source of immune-boosting nutrients like Vitamin A, Vitamin D and protein. The nutrients in milk and dairy foods work together to produce unique health benefits that are hard to reproduce." This article also discusses how dairy foods play an important part in a healthy eating pattern and how a pattern of nutritious choices plays a role in supporting immunity.

To read the full article, visit [www.morningagclips.com/research-shows-real-milk-supports-immune-health-bones-muscles-2/](http://www.morningagclips.com/research-shows-real-milk-supports-immune-health-bones-muscles-2/) 

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