



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Watch Us Now And See Us Later



Dairy Nutrition *IS* Important A Case for Continuing Consumer Education

For years, we probably have not thought about a regular, never-miss staple that was on every dinner table, every night, in front of every child (and many adults). We don't even think — consciously or unconsciously — any more about the only thing that works with our cereal every morning — or why. And it's probably been forever since you heard a parent of any recent generation say, "Drink your milk so you'll be strong." For decades, milk was part of the American fabric. It was THE drink. But just like other things that are "long since past", we have forgotten how popular milk was. And sadly, we've all but forgotten what got us into that enviable position.

When it comes to fluid milk, it was not that long ago that a large majority of U.S. adults knew almost every good benefit about our product. Today, some people know some things about our product. Any successful marketer will tell you that is not a good place to be. But here we are. Southwest and Southland Dairy Farmers strongly feels that as a local and regional dairy promotional agency, our message to the public is to educate about the nutritional value of milk and dairy products. This message continues to be intertwined in all our programs today.

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 commodity versus 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.



Milk must compete harder and harder with other drinks like bottled water, carbonated soft drinks, teas and coffee, energy drinks, and now, it is competing with plant-based drinks too. Yes, stronger competition would have happened anyway, but by abandoning fluid milk's core messaging and unique brand awareness, our industry will create a much tougher hill to climb. In effect, fluid milk will compete "equal-to-equal" with those drinks when before, milk was not even viewed on the same level as those products.

Marketing research shows that the top drink favorites in the U.S. remain fairly consistent from year to

year, but which drinks are selected in grocery stores follow certain trends including marketing, advertising, new findings, and health consciousness.

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 its premier brand positioning decades ago: telling 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's all you've got.

Dairy promotional programs should focus on the nutrition value of milk and educating consumers about the misconceptions regarding dairy milk. That type of education is what our Mobile Dairy Classroom has done for years, and that is why it is **(Continued on Page 2)**

Dairy Nutrition IS Important

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still our most popular educational tool today. Over the years, we have been asked how we measure the value of this educational program in terms of growing retail sales of fluid milk. We do not measure it in those terms, and we will never be able to do that unless we can somehow track over 650,000 people each year who see our mobile dairy units. But we can show the positive letters from teachers and parents, and we can show the faces of the kids who see our live cow and how it's milked and hear about how she's cared for by a dairy farmer. It's more than a good bet that those kids, teachers, and parents have a better understanding about, and appreciation for, the nutritious value of milk and how milk gets to their tables. We like to think those positive educational values result in favorable and sustainable brand awareness, which most likely leads to milk (and dairy) purchases.

The Southwest and Southland Dairy Farmers believe in the value of dairy education. 🐄

Pimento Cheese Spread

INGREDIENTS:

- 1 c. shredded Monterey Jack cheese
- 1 c. shredded extra sharp Cheddar
- 1 package of cream cheese, 8 oz.
- 3/4 c. Miracle Whip or mayonnaise
- 1/4 tsp. garlic powder
- 1/4 tsp. onion powder
- 1/4 tsp. cayenne pepper
- 2 tbs. raw jalapeño (diced)
- 1 jar of drained diced pimentos, 4 oz.
- 1 tbs. 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.



Our Product Trailer Receives A New Look

Be on the lookout for our new product trailer wrap that will be visiting events in 2021!



Chocolate Milk Grant Is Ready To Rollout

Southwest and Southland Dairy Farmers are ready to roll with our "Team Up With Chocolate Milk" program. Due to the Covid-19 pandemic, there has been a delay within the application process, but we are going to continue to move forward through the uncertainty of the pandemic and plan on awarding grants soon. Please stay tuned with updates on how to sign your team up and receive a grant. 🐄



Get your school to
TEAM UP
with
Chocolate
Milk

MEET THE MOBILE DAIRY CLASSROOM



WATCH US NOW AND SEE US LATER.

This year, the continuing COVID-19 pandemic has upended many school districts' plans to return to a 100% in-person learning in the fall, with many districts opting for a virtual model or a hybrid model that incorporates some remote instruction. As such, many school districts are limiting or eliminating popular school functions, due to local, state and/or federal guidelines for social distancing, that require the congregating or social mixing of students and school staff.

Unfortunately, the Southwest/Southland Dairy Farmers Mobile Dairy Classroom visits and presentations fall within this category. We realize these restrictions are in place for the health and safety of students and teachers and are only temporary. Therefore, we look forward to a quick resumption of our always highly requested FREE scheduled tours.

But, until then, we would like to offer you and your students the next best thing. We invite you to sign up for our "Watch Us Now And See Us Later" three-part program that lets you:

- 1) Watch our newest video, "Welcome to the Mobile Dairy Classroom", that showcases our experiential tour of a dairy farm and the goodness of dairy;
- 2) Be part of a Zoom video call personally introducing you to one of our Mobile Dairy Classroom instructors/presenters and their partner cow, and an informative discussion on dairy nutrition, with a follow-up Question and Answer session; and
- 3) See a scheduled, live-on-site, FREE Mobile Dairy Classroom presentation in the spring when the Mobile Dairy Classroom can visit your school.

Individual schools are encouraged to have several classes sign-up for this program at the same time, with each class participating in a Mobile Dairy Classroom presentation during its spring visit.

For more information or to be a part of "Watch Us Now And See Us Later", be sure to visit southwestdairyfarmers.com.



Watch Us Now And See Us Later

We continue to book our free virtual Mobile Dairy Classroom program, "Watch Us Now And See Us Later". Our instructional video teaches students about everyday life on a dairy farm and why dairy products are important for a healthy body. The follow up question and answer classroom session via Zoom allows students to ask our Mobile Dairy Classroom instructors questions online. The final phase of our program brings the classroom to your school for our live presentation when your school is open to these visiting educational presentations.

Visit www.southwestdairyfarmers.com to sign up today! 🐮

MDC Instructor Spotlight

Meet Haley Fisher, our Mobile Dairy Classroom Instructor serving the Commonwealth of Kentucky and northern parts of Tennessee.

Haley has been employed with Southland Dairy Farmers since February of 2018. She has an Agriculture degree from Murray State University and a Master's Certification in Organizational Leadership from Western Kentucky University. Her dairy roots run deep, as she grew up on her family's dairy farm, in Cave City, KY.

When not working, Haley spends her time showing dairy cattle and volunteering with her church and 4-H council, where she

serves as the secretary. She could not just choose one dream vacation destination because she never knows when the travel bug might hit, but Alaska via a cruise ship or Australia are top picks. Haley thinks cheese is basically its own food group. The possibilities are endless, and you can add cheese to anything to make all food taste better.

Haley's favorite part of the job is watching the kids light up when they see a live animal up close and personal. She loves the gratitude and heartfelt expression from the students who get to see and learn about where their food comes from. 🐮



The Return Of Jill Castle



Jill Castle, MS, RDN, is returning for another year of dairy education. With her help, Southwest and Southland Dairy Farmers will continue to educate consumers about the importance of a healthy diet and eating practices that include dairy. Since teaming up with Castle, we have created numerous videos and educational articles addressing many topics involving the benefits of dairy from childhood nutrition, brain development, dairy

alternatives vs. whole milk products and research updates. This partnership will continue with our mission and Jill's expertise to educate and promote the nutrition and health values that milk, and other dairy products offer. Stay tuned and watch our digital platforms, social media, and website for the new upcoming promotions, educational videos, and white papers. 🐄

It is not too late to receive our free 2021 Cooking with Dairy wall calendar! If you would like to receive our calendar, please call (903) 439-6455 (MILK).



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



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