



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Team Up with Chocolate Milk



New Mexico Farm & Ranch Heritage Museum in Las Cruces Begins Renovation of the Dairy Barn

The Dairy Barn at the New Mexico Farm & Ranch Heritage Museum in Las Cruces was built in 1995, with a donation from the Southwest Dairy Museum, making it the first structure on the southern half of the Museum's 47-acre campus. For many years, the barn provided a theater-type atmosphere for guests to watch a milking demonstration. Displays in the barn highlighted the history of dairy farming in New Mexico.

"Our long-standing partnership with the New Mexico Farm and Ranch Heritage Museum continues to build on our objectives to educate young and old alike about the dairy industry and the good nutritional and wholesome products produced by New Mexico and American dairy farmers," said Jim Hill, CEO, Southwest Dairy Farmers. "The upcoming renovation of this dairy barn exhibit will bring our educational and promotional messages to the museum's visitors in a fun and innovative way. The

Southwest Dairy Farmers are proud to be a part of this project."

With this renovation, the Museum's dairy barn will continue to share history, but will be more child-friendly and have more interactive exhibits. This brighter, livelier venue will include a multi-use public space that features everything from demonstrations to children's birthday parties.

This partnership between Southwest Dairy Farmers and the New Mexico Farm & Ranch Heritage Museum is a natural one. We share the goal of preserving the history of dairy farming in New Mexico and educating the public about this important industry. The Farm & Ranch Heritage Museum provides an excellent venue to reach the public with exhibits, displays, activities, and demonstrations.

The Museum's mission is to connect the present generation to the history of farming and ranching in New Mexico, inspiring a

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Renovation of the Dairy Barn

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deeper appreciation, and understanding of the state's rich heritage. The dairy industry plays an important role in the story of New Mexico agriculture. The first cattle were brought into this region by the Spanish in 1598, so dairy farming has a long, rich history in this region. The production of hay, alfalfa, and other feed also is part of this story.

The importance of dairies in New Mexico is reflected in the national statistics where the state currently ranks ninth in milk production and fifth in cheese production. This partnership with Southwest Dairy Farmers helps put the Museum in regular contact with experts in the industry, providing the latest information and technology.

"We are thrilled to be able to continue our partnership with Southwest Dairy Farmers that began twenty-five years ago," commented Heather Reed, Executive Director, New Mexico Farm & Ranch Heritage Museum. "Together, we look forward to building an innovative and immersive exhibit that showcases the depth of our history and explores the present day advances in agriculture." 🐄

December Tornadoes Cause Devastation in Kentucky and Other Midwest States

As the final tally of loss of property and lives continue to be assessed, Southland Dairy Farmers are assessing how our resources can be utilized to assist in the recovery efforts. 🐄

Roasted Corn and Cheese Dip

INGREDIENTS:

- 1 tablespoon butter
- 1/2 teaspoon garlic salt
- 12oz. pkg. frozen corn
- 8oz. pkg. cream cheese (soft)
- 1/2 c. mayonnaise
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon hot sauce
- 1 c. sharp cheddar cheese (shredded)
- 1 c. mild cheddar cheese (shredded)
- 1 c. Swiss cheese (shredded)
- 1/2 c. red onion (chopped)
- 6 slices of bacon

DIRECTIONS:

1. Cook bacon and crumble. Set aside.
2. Melt butter in a skillet, then add the corn and garlic salt. Cook the corn until slightly browned, stirring frequently, then set it aside to add later.
3. With a mixer, blend the softened cream cheese, mayonnaise, salt, pepper, hot sauce, sharp cheddar cheese, mild cheddar cheese and Swiss cheese.
4. Fold in the onion, cooked corn, and crumbled bacon.
5. Serve with chips or crackers.



Mobile Dairy Classroom Instructor Spotlight

Meet Annie Cekada, our Mobile Dairy Classroom Instructor serving the State of Virginia.

Annie has been employed with Southland Dairy Farmers since April 2021. She has a Bachelor of Science in Agriculture degree from Wilmington College in Ohio. Annie's passion for agriculture and her love for animals began on her family farm that raised beef cattle and boer goats. She currently lives on a robotic dairy farm and continues to raise boer goats.

When she is not working, Annie enjoys being outside, running and going on endurance rides with her horse in the mountains. She shares her love and knowledge of agriculture with youth as a 4-H volunteer. Annie's favorite foods are any that include cheese but especially pizza and lasagna.

As a strong advocate for the dairy industry, Annie's favorite part of her job is spreading the good word about dairy farming and stressing the importance of

milk's nutrition. She is proud to represent all dairy farmers in the State of Virginia, and across the country that work tirelessly to provide the important dairy products that our bodies need. 🐄



High School Athletic Programs Continue to “Team Up with Chocolate Milk—The Original Sports Drink”



Above: Cheney High School football team in Cheney, Kansas drinking chocolate milk after receiving a grant from the Southwest Dairy Farmers.

Southwest / Southland Dairy Farmers and local high schools from across our area of supporting dairy producers continue to “Team Up with Chocolate Milk” as we move into the winter sports season. After issuing over \$32,000 in grants to high school athletic programs for the Fall sports season to purchase chocolate milk, our organization has issued over \$17,000 for the Winter sports

season. The grant money makes chocolate milk available to boys and girls sports teams to recover after practices and games.

Southwest / Southland Dairy Farmers encourage all high schools athletic teams to apply for the upcoming Spring sports season for a season long supply of chocolate milk. Visit our website now at southwestdairyfarmers.com or southlanddairyfarmers.com to apply online. Applications for the Spring sports season will continue through January 31, 2022. 🐮



Moving Forward in 2022

We at Southwest and Southland Dairy Farmers send our best wishes to you and your family in 2022. We look forward to the coming year as our organization continues to develop and implement programs to increase awareness of dairy and its importance in a healthy diet for all ages. As a local and regional dairy promotional agency, our message to the public is to emphasize the nutritional value of milk and dairy products and is reflected in all our programs.

Utilizing a variety of advertising, public relation efforts, educational programs, sponsorships, and digital media, our organization provides an important message to the public about milk and dairy products in a healthy diet. We are dedicated to providing quality consumer programs and direct-dairy messages, enhancing the image of the dairy industry and our dairy farmers, and increasing the demand for milk and dairy products through education with all our programs.

As always, if you have comments or questions about our organization, our programs, or about the dairy industry, we invite you to contact us at www.southwestdairyfarmers.com or www.southlanddairyfarmers.com 🐮



Back Row, Left to Right: Brad Holland, Kari Hamilton, Annie Cekada, Amanda Phelps, Haley Fisher, Irma Hyde, Paula Tidwell, Lacey Proffitt and Aaron Sanders. Middle Row, Left to Right: Jay Crawford, Robert Ramirez, Kayler Campbell, Courtney Bumgarner, Jessica Harrington, Steven Branecky, Garret Wilson, Todd Griffin and Diana Ramirez. Front Row, Left to Right: Jaree Wikel, Joe Hatley, John Crawford, Suzie Reece, Ralph Keel and Jim Hill. Not pictured: Nadine Doss

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E V E N T S

It is not too late to receive our free
2022 Cooking with Dairy Calendar!
If you would like our free calendar,
please call 903-439-6455 (MILK).

January 14 - February 5, 2022

Ft. Worth Stock Show & Rodeo- Ft. Worth, TX

February 10-27, 2022

San Antonio Stock Show & Rodeo- San Antonio, TX

February 28-March 4, 2022

Kids, Kows, & More- El Paso, TX

February 28-March 20, 2022

Houston Livestock Show & Rodeo- Houston, TX

March 12-26, 2022

Star of Texas Fair & Rodeo- Austin, TX

March 24-April 3, 2022

South Texas State Fair- Beaumont, TX

March 25-April 3, 2022

Montgomery County Fair - Conroe, TX

March 26, 2022

Red River Wine Festival- Wichita Falls, TX

