



Southwest Dairy Museum, Inc.
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Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Iodine: What Foods Have It and Why You Need It



Promoting Our Dairy Message



EVENTS

July 11 – 16, 2022

Fauquier County Fair; Warrenton, VA

July 8 – 17, 2022

Red River Valley Fair; West Fargo, ND

July 21 – 30, 2022

Porter County Fair; Valparaiso, IN

July 27 – 31, 2022

Warren County Fair; Indianola, IA

July 28 – 31, 2022

Anoka County Fair; Anoka, MN

July 28 – 31, 2022

Blue Earth County Fair; Garden City, MN

August 6 – 12, 2022

Laramie County Fair; Cheyenne, WY

August 8 – 13, 2022

Jerome County Fair; Jerome, ID

August 15 – 20, 2022

Rockingham County Fair; Harrisonburg, VA

August 16 – 21, 2022

Steele County Fair; Owatonna, MN

August 18 - 28

Kentucky State Fair; Louisville, KY

August 18 – 27, 2022

Wilson County Fair / TN State Fair; Lebanon, TN

August 19 – 28, 2022

Western Idaho Fair; Boise, ID

September 8 – 18, 2022

New Mexico State Fair; Albuquerque, NM

September 8 – 18, 2022

Utah State Fair; Salt Lake City, UT

September 9 – 18, 2022

Kansas State Fair; Hutchinson, KS

September 9 – 18, 2022

North Carolina Mountain State Fair; Asheville, NC

September 14 – 17, 2022

Washington County Fair; Brenham, TX

September 14 – 17, 2022

Franklin County Fair; Rocky Mount, VA

September 15 – 18, 2022

Grapefest; Grapevine, TX

September 15 – 25, 2022

Oklahoma State Fair; Oklahoma City, OK

September 16 – 24, 2022

Tri State Fair and Rodeo; Amarillo, TX

September 21 – 25, 2022

Comal County Fair; New Braunfels, TX

September 23 – October 2, 2022

Virginia State Fair; Doswell, VA

September 23 – October 3, 2022

Panhandle South Plains Fair; Lubbock, TX

September 23 – October 2

Fort Bend County Fair; Rosenberg, TX

September 29 – October 9, 2022

Tulsa State Fair; Tulsa, OK

September 30 – October 9, 2022

Carolina Classic Fair; Winston-Salem, NC

September 30 – October 23, 2022

State Fair of Texas; Dallas, TX

For over 20 years, the task of developing the Southwest and Southland Dairy Farmers' message of dairy promotion and education has been effectively managed by Mithoff Burton Partners of El Paso, Texas. These efforts have been under the direction of Bill Burton, CEO, and Peter Fraire, Chief Creative Director. These marketing programs are directed at consumers and tell the story, both narratively and graphically, of the value of pure, wholesome dairy products in a healthy diet.

Under the direction of Burton and Fraire, Mithoff Burton has developed marketing messages and graphic designs for our varied programs across our producer funded marketing areas from Virginia to Arizona. Jim Hill, CEO of Southwest and Southland Dairy Farmers, said, "It is not easy to promote dairy products in a generic manner that grabs attention for our message. Burton and Fraire have developed award winning programs that have pushed our message effectively." The collage above depicts some of the successful programs, messages, and graphics developed by the Mithoff Burton team over the years, including our recognizable logo for Southwest and Southland Dairy Farmers and our tag line, "Milk. A Part of Everything That's Good."

Our method of delivery has changed over the years, from billboards to video ads to social media, but one thing has remained consistent, that being the creative messaging and designs from Peter Fraire. In 2019, Fraire retired from his partnership at Mithoff Burton, but he had a strong desire to continue with the Southwest / Southland account that he had helped develop over the years.

Peter Fraire is a creative director with more than 45 years of professional experience, 33 years of those as partner and President of Mithoff Burton Marketing Communications. He has been awarded the Advertising Federation of El Paso's Silver Medal award for "outstanding contributions to advertising and furthering the industry's standards, creative excellence, and responsibility in areas of social concern." In addition, he has also received regional and national recognition for his creative print and broadcast advertising. A graduate of the University of Texas at El Paso, he also attended Syracuse University's graduate program in Communications.

From our logo to our colorful and clever milk and dairy billboard messages across the countryside and urban areas in the past, to our present-day social media messaging and design, to our registered slogans and graphics of "Cheese Me" or "Chocolate Milk. The Original Sports Drink," to our messaged programs for "Share the Tradition, Share the Nutrition" or our present "Dairy for the Ages," Fraire has provided a consistent creative visual and verbal message throughout. "We have been promoting chocolate milk as the "Original Sports Drink" since 2005", Hill added. Fraire has even designed the fresh new look of our mobile dairy classrooms.

Our organization is truly fortunate to continue to work with Mithoff Burton and Bill Burton in a consultant role, as well as every day with Peter Fraire and his knowledge of messaging and graphic design to tell our story in many different ways. **(Continued on Page 2)**

Promoting Our Dairy Message (Continued from Page 1)

Hill continued, "I have always been pleased with their dedication to excellence in promoting dairy products and the dairy industry. They have been instrumental in developing and building our brand to represent local promotion and education programs for not only our supporting dairy producers, but for the whole dairy industry. For Peter to continue this work with our organization into his retirement is certainly a benefit for us to keep consistency in our promotional and education programs." As Fraire put it many years ago, and we still believe it, "Milk. A Part of Everything That's Good." 🐄



Farm Share of the Retail Dollar for the Dairy Industry

By Dr. Oral Capps, Jr., Texas A&M University, Holder of the Southwest Dairy Farmers Endowed Chair

According to USDA, across all agricultural commodities, off-farm costs, including marketing, processing, wholesaling, distribution, and retailing account for more than 80 cents of every food dollar spent in the United States (<https://nfu.org/farmers-share/>). Consequently, across all agricultural commodities, farmers and ranchers receive roughly 15% of the retail food dollar.

But what is the situation currently for dairy products? Dairy farmers receive 51% of the retail dollar for whole milk; 14% for ice cream; 33% for cheddar cheese; 61% for butter; and 30% for the entire dairy "basket." (<https://www.ers.usda.gov/data-products/price-spreads-from-farm-to-consumer/price-spreads-from-farm-to-consumer/>). So, for example, if a gallon of whole milk costs \$4, dairy farmers would receive roughly \$2 per gallon. If a pound of cheddar cheese costs \$5.25, dairy farmers would receive close to \$1.75 per pound. 🐄

Tamale pie

INGREDIENTS:

- 2 cups milk
- 1 cup yellow corn meal
- 1 lb. hamburger
- 1 cup red onion (diced)
- 1 cup green pepper (diced)
- 1 tbsp. garlic (minced)
- 2 cups shredded cheddar cheese
- 1 cup corn
- 1–15 oz. can black beans (drained)
- 2 cups tomato sauce
- 2 tbsp. + 1 tsp. chili powder
- 2 tsp. salt
- 1/2 tsp. pepper



DIRECTIONS:

1. Preheat oven to 350°.
2. Mix milk and cornmeal in a large bowl and set aside.
3. Brown hamburger with the onion, green pepper and minced garlic. Drain the meat and set aside.
4. In the bowl containing the milk and cornmeal, add the corn, black beans, tomato sauce, chili powder, salt and pepper. Stir in the hamburger mixture and pour into a buttered 13 X 9 casserole dish
5. Bake for about 50 minutes or until set and edges are well browned.
6. Remove from the oven and sprinkle with the cheddar cheese. Return to the oven for about 4 minutes or until the cheese is melted thoroughly.

Tasty Tip: Serve with a dollop of sour cream!

Fall 2022 Chocolate Milk Grants Awarded

High school athletic teams in our producer-funded areas continue to be given the opportunity to apply for a grant to provide funding for chocolate milk for their season. The Fall 2022 recipients of grants totaling over \$40,000 are:

- Lawrence High School Football — Lawrence, KS
- Bishop Carroll Catholic High School Boys Soccer — Wichita, KS
- Hoisington High School Football — Hoisington, KS
- Olathe North High School Cross Country — Olathe, KS
- DuPont Manual High School Football — Louisville, KY
- Lexington Catholic High School Football — Lexington, KY
- Eminence High School Football/Weightlifting — Eminence, KY
- Franklin High School Football — Franklin, NC
- Independence High School Football — Charlotte, NC
- Shelby-Rising Public School Football — Shelby, NE
- Locust Grove High School Football — Locust Grove, OK
- Taloga Public Schools Softball — Taloga, OK
- Garland High School Football — Garland, TX
- Elkhart High School Football — Elkhart, TX
- Lewisville High School Football — Lewisville, TX
- Ysleta High School Football — El Paso, TX
- Magna Vista High School Football — Ridgeway, VA
- Patrick Henry High School Football — Roanoke, VA
- Staunton High School Football — Staunton, VA

Your high school athletic team could be next! The 2022 winter sports application deadline is September 15th and spring sports application deadline is November 30th. For more information and to apply online, visit www.southwestdairyfarmers.com or www.southlanddairyfarmers.com. 🐄



Iodine deficiency is on the rise. Here's how to avoid it.

Iodine: What Foods Have It and Why You Need It

By Leslie Bonci
MPH, RDN, CSSD, LDN

US News & World Report — May 2, 2022

Iodine is an essential trace mineral that doesn't get the press or attention that other vitamins and minerals do. However, iodine deficiency is on the rise, due to restricted eating patterns such as very low-carb diets, food elimination such as no dairy, diets that do not include seafood or fish, and food trends such as plant-based diets without appropriate inclusion of foods that contain iodine.

Iodine is needed to make the thyroid hormones thyroxine (T4) and triiodothyronine (T3). Thyroid hormones play a key role in the regulation of various processes in the body including protein synthesis, metabolism and enzyme functions.

For women who are pregnant and breastfeeding, iodine is critically important for the baby's bone and brain development. Iodine deficiency is the most preventable cause of intellectual disability in infants. Studies indicate that prenatal iodine deficiency may result in irreversible neurocognitive defects and lower childhood IQ.

What Foods Contain Iodine?

Iodine is in the soil and also in the ocean, so animals that graze on grass and seafood contain iodine. These foods include milk and grains grown in iodine-containing soil, as well as seaweed (kelp, nori, kombu and wakame) from the ocean.

Who Is at Risk of Iodine Deficiency?

Iodine deficiency does require a medical diagnosis. Symptoms can include goiter, a bulge in the neck caused by the enlargement of the thyroid gland, fatigue, constipation, difficulty in thinking and comprehension, sensitivity to cold and delayed growth and cognition development in children.

Plant-based foods have lower iodine content than animal-sourced foods. Those who don't eat dairy foods also consume less iodine. Plant-based milks are not good sources of iodine.

Vegans may be at higher risk of low iodine levels. Be aware that the majority of canned and boxed as well as frozen foods are prepared with non-iodized salt. Salts such as sea salt, Kosher salt, Himalayan salt and sal de fleur don't contain iodine. Look at the label before you buy. There are a few brands of iodized sea salt, but not many.

Those who eat copious amounts of cabbage family vegetables such as kale, Brussels sprouts and collards may not be aware that these foods contain substances called goitrogens that can interfere with the thyroid's ability to absorb iodine.

For those who have adequate iodine intake, this would not be a problem, but high levels of these vegetables along with low iodine intake may be a concern. The message is not to eliminate cabbage family vegetables, but to make sure you include a variety of vegetables, as well as other foods that contain iodine.

If you're vegan or don't consume dairy foods or add salt to food, it may be worthwhile to consider a multivitamin-mineral supplement that contains iodine (check the label).

How Can I Increase My Iodine Intake?

- Start with using an iodized salt (check the label) and add a little salt to your sauces, soups and vegetables.
- Eat fish and shellfish more often (fresh, frozen or canned).
- Seaweed can be crumbled and added to a salad or even to a sauce to add an umami taste.
- Yogurt is a great add in to a bean-based soup or a squash soup to add protein, as well as calcium and iodine.
- Oatmeal can be made with milk instead of water, and dairy can be a great foundation for smoothies.

Bottom Line on Iodine

Iodine is an essential — not optional component — of a healthy diet. Try to optimize intake every day. 🐄



New Virginia MDC Instructor

Please welcome Morgan Cole to Southland Dairy Farmers as the new Mobile Dairy Classroom Instructor, in the state of Virginia. Morgan is a 2022 graduate of Virginia Tech with a degree in Communication Science and Social Inquiry and a Dairy Science minor. She was actively involved in the Dairy Club and served as president her senior year and is also a sister in Sigma Alpha agricultural sorority.

In her free time, Morgan enjoys reading, her cat Sebastian, attending Tech sporting events, and spending time with friends and family. She also enjoys riding horses and keeping up with the horse show industry.

Morgan comes to us with a great dairy background and a deep passion for agriculture. We know she will be a great addition to the Southwest/Southland Dairy Farmers family! 🐄