



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Triple Berry Fruit Dip
Cool Summer Recipe



2024 Special Olympics Success



The Special Olympics Summer Games have come to an end for 2024. Southwest and Southland Dairy Farmers were honored to be a part of the experiences and memories that the athletes and supporters are taking with them.

The Texas, Oklahoma, Kansas, Missouri, Kentucky, North Carolina and Virginia Summer Games were all attended by various staff members. A total of over 10,000 ice cream sandwiches were given away to athletes and supporters at all of these events. The Southwest and Southland Dairy Farmer's sponsorship of these local community events reflect our farmers' commitment to supporting and encouraging Special Olympics

and their families, friends, and coaches in staying active and involved in fun and beneficial activities.

This year, all states received customized magnets (pictured above) representing their games and their athletes. Each organization was able to choose the photo and message that was used to represent their state. Magnets were handed out at the events and the remaining supply was given to the organization to be used for future activities. All states love the opportunity to highlight their programs with the support of Southwest and Southland Dairy Farmers. 🐮

Meet Megan Day, Our New Virginia MDC Instructor

Megan graduated from Virginia Tech with a bachelor's degree in agriculture education and two minors— in dairy science and teaching and learning in education. Megan is from Fauquier County, VA where she grew up on her family's diversified livestock and crop operation. She got started in agriculture by showing beef and dairy cattle and was active in both FFA and 4H. Megan served as the Virginia FFA State President in 2020 and is still passionate about agriculture education. In her free time Megan enjoys just about anything outdoors and loves finding time to read, cook, and explore her local community. 🐾



Triple Berry Fruit Dip

INGREDIENTS

- 4 tbsp. Berry Jam of your choice
- 8 ounces whipped cream cheese
- 8 ounces Vanilla Greek yogurt
- 1/4 cup blueberries
- 1/4 cup black raspberries
- 1/4 cup raspberries
- 1-2 tablespoons lemon juice
- 1/4 cup powder sugar
- 6 or more large strawberries stems removed (for dipping)



DIRECTIONS

- Add all ingredients (except strawberries that will be used for dipping) into a food processor or blender. Blend on high for 30-40 seconds until smooth and creamy.
- Pour into a serving dish and refrigerate for 30-60 minutes.

Market Penetration of Cow's Milk vs. Plant-Based Milk Alternative (PBMA)

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Dr. Oral Capps, Jr.



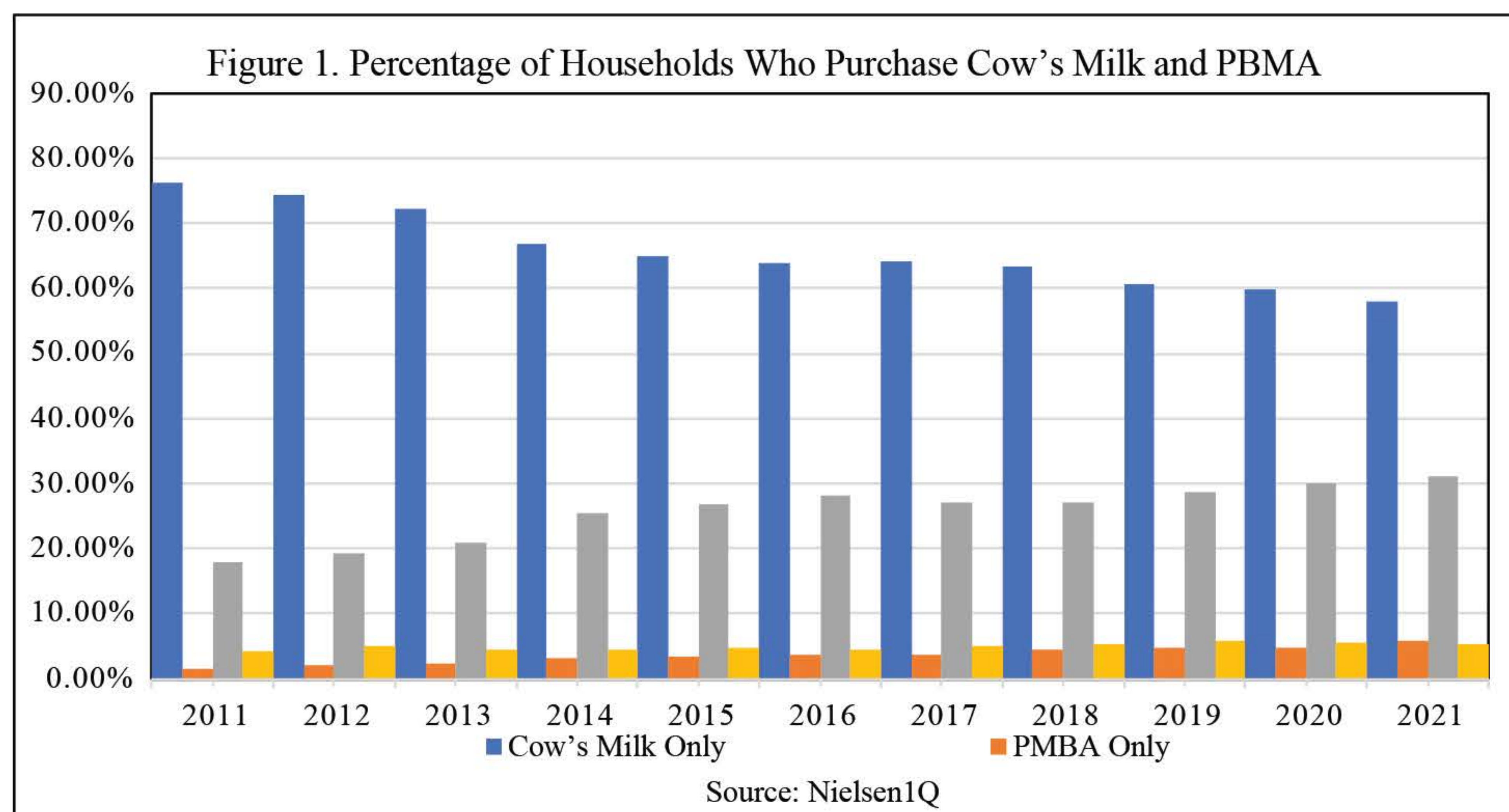
Dr. Lingxiao Wang

Notable changes have taken place concerning fluid milk (cow's milk) over the past decade. These changes have both economic and nutritional ramifications which in turn affect not only food policy but also dietary outcomes. U.S. per capita fluid milk consumption fell by 7.4% in the 1950s, 8.4% in the 1960s, 9.9% in the 1970s, 5.4% in the 1980s, 10.9% in the 1990s, 7.9% in the 2000s, and 20.2% in the 2010s. A variety of factors have contributed to the persistent downward trend in U.S. per capita fluid milk consumption. Pre-school and pre-adolescent children at present account for a shrinking share of the U.S. population. U.S. consumers purchase more meals and snacks at food service

establishments where the menu presence of fluid milk is less common. Beverages such as bottled water, refrigerated and shelf-stable juices and drinks, sports drinks, and plant-based milk alternatives (PBMA) increasingly compete with fluid milk.

We center attention on **the issue of market penetration** of cow's milk vis-à-vis PBMA over the period 2011 to 2021. As exhibited in Figure 1, the percentage of households who **purchase cow's milk only** has dropped from 76% in 2011 to 58% in 2021. But the percentage of

households who **purchase PBMA only** has risen from about 2% in 2011 to nearly 6% in 2021. Additionally, the percentage of households who **purchase both products** has increased from 18% in 2011 to 31% in 2021. At present, roughly 90% of households purchase cow's milk and about 37% of households purchase PBMA. Finally, the percentage of households who do not purchase either of these products has been relatively steady, ranging from 4% to 6% over the period 2011 to 2021. 🐾



What's Being Said About the Mobile Dairy Classroom

The Mobile Dairy Classroom was established in 1988 with the purpose of educating the public on the dairy industry and the importance of dairy in a daily diet. The program has made some changes over the years, but there is one thing that hasn't changed, the positive feedback that we receive on a daily basis. Each venue is sent a survey and here are a few of the comments the classroom has received recently. 🐄

The Mobile Dairy Classroom is an excellent method of teaching our 4th grade audience about milk and dairy products. It is so much more than "how to milk a cow", but the "cow" draws in the audience. Thanks for providing such a wonderful and useful tool for teaching our youth the importance of agriculture.

Food and Fiber Day (West Texas Fair)

Best presentation ever! I would have been recommending your Mobile Dairy to every educator I speak with.

North Carolina Elementary School

Our instructor was fabulous! He was kind, funny, knowledgeable, relatable and a true joy to be around. It was such a neat experience for our urban kids to have. It has triggered wonderful class discussions and research for the older kids and made a lasting impression. I cannot say enough good things about this program or the instructor. Keep doing what you are doing!

K-12 – Perrin, TX

The instructor does a fantastic job presenting to our kids! They LOVE her presentation and learning all about dairy cows and fun facts related to the dairy industry as it relates to them. My staff also loves this presentation and all of the ways they can tie it back into our curriculum. We thoroughly enjoy this visit!

Oklahoma Elementary School

What a wonderful program you have! Kids need more of this to see where things are coming from, not just the store. I truly appreciate this opportunity and we all enjoyed it very much!

Elementary School – San Antonio, TX

This was a wonderful program!! I am so very glad we were able to schedule Daisy's visit!!! The presenter did an excellent job!!! I am a farm girl and was grateful so many children were able to learn about something that I experienced daily. Great job!! The outdoor classroom set up was top notch! From the computer mounting on the side of the trailer to the sound system... first class presentation! I feel it is worth every penny you all spend on the program. Please keep making this educational opportunity possible for school children!!!

Elementary School – Georgetown, KY

North Carolina High School Activities Association Partnership

Southland Dairy Farmers has signed a new agreement with the North Carolina High School Athletic Association (NCHSAA) to continue their successful partnership with promoting dairy in the high school venues. This will be the third year to work with NCHSAA and we look forward to adding new assets to our agreement, along with keeping original assets that have shown to be successful.

A new featured opportunity this year is chocolate milk product distribution in the locker rooms at numerous state championship tournaments. This will allow for the athletes to refuel on chocolate milk after their tournament games.

The major benefit that will continue, are the state qualifier bag tags. Each athlete that qualifies to a state tournament will receive a bag tag (shown right) that features our logo and a list of the 13 nutrients found in dairy. This keepsake has become something that students look forward to receiving to commemorate their qualification to the state tournament. The design for the 2024-25 bag tag is currently being designed. Other benefits include social media posts, newsletter and communication articles featuring Southland Dairy Farmers programs, and logo inclusion on multiple platforms. 🐄



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E V E N T S

July 17 – 20, 2024

Fauquier County Fair, Warrenton, VA

July 18 – 21, 2024

Sherburne County Fair, Elk River, MN

July 23 – 28, 2024

Anoka County Fair, Anoka, MN

July 23 – 27, 2024

Stephenson County Fair, Freeport, IL

July 31 – August 4, 2024

Chippewa County Fair, Montevideo, MN

August 2 – 10, 2024

Williamson County Fair, Franklin, TN

August 12 – 17, 2024

Rockingham County Fair, Harrisonburg, VA

August 12 – 18, 2024

San Juan County Fair, Farmington, NM

August 13 – 18, 2024

Steele County Fair, Owatonna, MN

August 15 – 25, 2024

Kentucky State Fair, Louisville, KY

August 15 – 24, 2024

Wilson County Fair/Tennessee State Fair,
Lebanon, TN

September 4 – 8, 2024

Belmont County Fair, St. Clairsville, OH

September 5 – 15, 2024

New Mexico State Fair, Albuquerque, NM

September 5 – 15, 2024

Utah State Fair, Salt Lake City, UT

September 6 – 15, 2024

Kansas State Fair, Hutchinson, KS

September 6 – 15, 2024

North Carolina Mountain State Fair,
Asheville, NC

September 12 – 15, 2024

Grapefest, Grapevine, TX

September 12 – 22, 2024

Oklahoma State Fair, Oklahoma City, OK

September 13 – 21, 2024

Tri State Fair and Rodeo, Amarillo, TX

September 13 – 21, 2024

The Great Frederick Fair, Frederick, MD

September 13 – 21, 2024

Washington County Fair, Brenham, TX

September 20 – 28, 2024

Panhandle South Plains Fair, Lubbock, TX

September 25 – 29, 2024

Comal County Fair, New Braunfels, TX

September 26 – October 6, 2024

Tulsa State Fair, Tulsa, OK

September 27 – October 6, 2024

Fort Bend County Fair, Rosenberg, TX

September 27 – October 20, 2024

State Fair of Texas, Dallas, TX