



Southwest/Southland Dairy Farmers'

DAIRY LINE

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INSIDE: Looking Forward to 2025



Diets and Dairy and Jill Castle New Videos Added to Educational Library

Southwest and Southland Dairy Farmers have expanded their collection of educational videos that will include additional Jill Castle topics and a new series entitled Diets and Dairy, featuring the dietitians from The St. Louis District Dairy Council.

Jill Castle, MS, RD, is a 30+ year veteran of pediatric nutrition with years of training and expertise in the specialized field of nutrition for infants, toddlers, children, and teens. Through our continued five-year partnership, we have been able to promote numerous subjects on the importance of dairy and childhood nutrition. Latest videos include topics such as Why Is Milk So Hydrating, Heart Health and Dairy, Recover with Chocolate Milk,

and the Benefits of Cottage Cheese along with several more. Jill Castle continues to use her expertise to educate and promote the nutrition that dairy offers in a daily diet.

Along with the eight videos with Jill Castle, the St. Louis District Dairy Council Dietitians were highlighted and provide useful information regarding different diets and why dairy should be incorporated with each one. Videos that feature The Dash Diet, Mediterranean Diet, What is a True Healthy Diet and several others that will be featured on multiple platforms.

To see these videos and many more, visit www.southwest-dairyfarmers.com or www.southlanddairyfarmers.com 🐄



Monica Nyman, MS, RD, LDN / Senior Nutrition Educator, SLDDC



Jill Castle, MS, RDN, CDN

Winter 2024 Chocolate Milk Grant Recipients



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. This year, the Winter 2024 recipients are:

- Quinter High School — Quinter, KS
- Meade High School — Meade, KS
- Moundridge High School — Moundridge, KS
- Christian Fellowship School — Benton, KY
- Norwood R-1 School — Norwood, MO
- Maysville Junior/Senior High School — Maysville, MO
- Nevada High School — Nevada, MO
- Metrolina Christian Academy — Indian Trail, NC
- Lake Norman Christian School — Huntersville, NC
- Hilldale Public Schools — Muskogee, OK
- Deer Creek Schools — Edmond, OK
- Fort Towson Public Schools — Fort Towson, OK
- North Crowley High School — Fort Worth, TX
- Mansfield Legacy High School — Mansfield, TX
- Sulphur Bluff ISD — Sulphur Bluff, TX
- Sabine High School — Gladewater, TX
- Sonia Sotomayor High School — San Antonio, TX
- South Grand Prairie High School — Grand Prairie, TX
- Sealy High School — Sealy, TX
- Bishop O'Connell — Arlington, VA
- Buffalo Gap High School — Swoope, VA
- Christ Chapel Academy — Woodbridge, VA 🐾

Poppy Seed Chicken

INGREDIENTS

- 4 c. chicken breast, cooked and cubed
- 1 can cream of chicken soup
- 1 c. sour cream
- ½ c. butter, melted
- 1½ c. Ritz crackers, crushed
- 1 Tbsp. poppy seeds

DIRECTIONS

1. Preheat oven to 350 degrees.
2. Arrange chicken in a 9"x9" baking dish.
3. Mix soup and sour cream together. Pour over chicken.
4. Mix butter with cracker crumbs and poppy seeds. Spread on top and bake for 30-40 minutes.



New Employee Highlight: Israel Mullins

Israel has been employed by Southland Dairy Farmers since October 2024. He grew up in Lincoln County, Kentucky working on his family's farm. He was active in FFA before attending the University of Kentucky, graduating with a Bachelor of Science degree in Agriculture. After graduation he took over managing the beef cattle herd at Western Kentucky University before managing a fertilizer business in his hometown. In his free time, he enjoys hiking, hunting, working on the farm, and watching sports, particularly the Cincinnati Bengals; San Antonio Spurs; and the Greatest Tradition in College Basketball, the Kentucky Wildcats.



Israel Mullins
Kentucky Mobile Dairy Classroom Instructor

Looking Forward to 2025

All of us at Southwest and Southland Dairy Farmers wish you a healthy, happy, and prosperous 2025!

Our mission at Southwest and Southland Dairy Farmers is to increase awareness and educate the public about dairy products, to promote the nutritional benefits of dairy, and demonstrate the positive achievements of dairy farmers within the industry and in their communities. Our tagline, "Milk. A part of everything that's good," captures the essence of the versatility and healthy benefits of dairy. As we move forward into 2025, this message will continue to be intertwined in all of our programs.

We believe EDUCATION along with other promotional 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 is all you have got. Dairy promotional programs should focus on the nutritional value of milk and educating consumers about the misconceptions regarding dairy milk.

Therefore, as we move forward into 2025, the Southwest and Southland Dairy Farmers will continue our popular and award-winning programs that emphasize the wholesome goodness of milk and dairy products. We deliver our consumer programs and direct-dairy messages to the areas that matter most to our producers – right in their own communities. Along with our flagship program "Mobile Dairy Classroom" our organization will continue to promote dairy through a variety of popular programs, such as, "Dairy For The Ages" program, college and high school athletic promotion, chocolate milk high school grant program, state and county fairs participation, educational trade shows, Special Olympics and other charitable sponsorships, Jill Castle (child nutrition expert) videos, digital media and online advertising programs, and other dairy promotional and educational opportunities.

We look forward to an exciting and rewarding 2025, as we continue to educate, promote, and expand our programs. As we have since our founding in 1983, our programs will always reflect our message, "Milk. A part of everything that's good." 🐄



Top Row L to R: Kayler Campbell, Nadine Weakley, Aaron Sanders, Jay Crawford, Ralph Keel, Megan Day, Charlotte Boyett, Todd Griffin

Middle Row L to R: Paula Tidwell, Irma Hyde, Steven Branecky, Jim Hill, Kari Hamilton, Diana Ramirez, Amanda Phelps

Bottom Row L to R: John Crawford, Robert Ramirez, Brad Holland, Israel Mullins, Suzie Reece, Lacey Stewart, Janine Knight, Courtney Bumgarner

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There's still time...
to get your 2025 Cooking with Dairy Calendar.
Just call 903-439-6455 (MILK) to request
your copy.



Relief Effort

September and October Hurricanes Cause
Devastation in the Southeast

Our hearts go out to all who were affected by the hurricanes in September and October. Southland Dairy Farmers donated to Samaritan's Purse in North Carolina in efforts to assist in their recovery. 🐄