



# Texas Association of Dairymen

**For Immediate Release**

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## **DAIRY INDUSTRY INTRODUCING ITSELF TO TEXAS SCHOOLCHILDREN**

*Comprehensive CD on the modern dairy sent to all Texas ag teachers*

Texas school children – even those who have never been on a dairy farm – can now learn more about the industry in Texas responsible for producing milk and other dairy products, thanks to a compact disc sent to about 2,000 agriculture teachers across the state.

The CD, “The Texas Dairy Industry Presents: Dairy in the 21<sup>st</sup> Century,” was commissioned by the Texas Association of Dairymen (TAD), the Southwest Dairy Museum and Dairy Max and produced by Tarleton State University’s Department of Agricultural Services and Development.

“The compact disc tells the story behind the milk, ice cream, cheese and other dairy products many children have seen only on the shelves of their local grocery store,” said John Cowan, executive director of TAD. “The Texas Association of Dairymen believes all agriculture students should at least be introduced to the modern dairy industry in our state. Our dairies supply the milk and milk products found in refrigerators not only across Texas, but throughout the nation.”

The project to produce and distribute the discs to every agriculture teacher in Texas, reaching more than 90,000 agriculture students, was the vision of dairyman David DeJong of Horizon Dairy in Hamilton County.

“The ‘Dairy In the 21<sup>st</sup> Century’ curriculum is an excellent resource teachers across the state can use to educate students on the benefits of dairy and dairy farms in today’s society,” DeJong said. “The opportunity to educate Texas children on the facts surrounding dairy production, the environment, the multitude of products dairy has to offer and dairy’s health benefits is a win for all involved. Dr. Kyle McGregor and graduate student Leanna Shores did a fantastic job researching, creating and composing an easy to use, modern, Web-based format that teachers should love to use in their classroom.”

The CD contains 10 lessons, each with a Power Point presentation and quiz. Lessons range from a look at the lifecycle of a dairy cow, to the latest technology used at a dairy, to steps dairies take to protect the environment.

Complementing the lessons are a list of on-line resources and 11 videos, including a virtual tour of a modern dairy, information on steps the dairy industry takes to ensure food safety, and the “scoop” on ice cream.

“Now every agriculture student has the opportunity to visit a dairy farm, whether through technology or a first-hand visit,” Cowan said. “The ready-made lesson plans and accompanying videos on this CD will help all students get a better, comprehensive understanding of how dairies operate.”

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*The Texas Association of Dairymen ([www.milk4texas.org](http://www.milk4texas.org)) is a non-profit corporation comprised of dairy cooperatives whose members are individual milk producers in Texas.*