

Milk. A part of everything that's good.

July 9, 2025

Nebraska Department of Agriculture
Nebraska Dairy Industry Development Board
Attn: Ms. Ashley Dempsey
301 Centennial Mall South, 4th Floor
Lincoln, NE 68508

VIA E-mail: Ashley.Dempsey@nebraska.gov

Dear Ms. Dempsey,

Enclosed in this e-mail are the following requested Southwest Dairy Farmers documents for the Nebraska Dairy Industry Development Board:

- Cover Letter detailing the documents enclosed:
- Letter dated March 25, 2025, from United States Department of Agriculture (Whitney Rick, Director, Promotion, Research & Planning Division, Dairy Program) approving our application for continued qualification for 2024.
- Southwest Dairy Museum, Inc. Receipts and Disbursements report for the calendar year ending December 31, 2024.
- Southwest Dairy Museum, Inc. Receipts and Disbursements report for the fiscal year ending June 30, 2024.
- Summary Report of the Southwest Dairy Farmers 2024-25 Promotional Activities in Nebraska.
- Summary of the Southwest Dairy Farmers Receipts and Expenditures for Nebraska Related Promotional Activities for period July 1, 2024 to June 30, 2025.

The following are unavailable at this time and will be sent to you upon completion:

- CPA Audit for the Year Ended December 31, 2024 (Our fiscal year corresponds with the calendar year).

Since we no longer have any producers in the State of Nebraska at this time, I have not included the 2025-26 Proposed Promotional Activities report. If you need additional information or have any questions, please feel free to contact me at any time.

Sincerely,

Amanda Phelps
CEO, Southwest Dairy Farmers

Enclosures

Cc: Kevin Shearman
Holle Evert
Valerie Parsons
Anthony Edwards



1400 Independence Avenue, SW.
Room 2542-S, STOP 0233
Washington, DC 20250-0233

March 25, 2025

Mr. James Hill
Chief Executive Officer
Southwest Dairy Museum, Inc.
d/b/a Southwest Dairy Farmers
P.O. Box 936
Sulpher Springs, TX 75483

Dear Mr. Hill:

Thank you for completing the 2024 Application for Continued Qualification of State or Regional Dairy Product Promotion, Research or Nutrition Education Program with financial data and program information. We have approved your application for continued qualification. Dairy producers may continue to receive credit up to 10 cents, against the 15-cent per hundredweight national assessment due to the National Dairy Promotion and Research Board when contributing to your program.

Attached is the 2025 Application for Continued Qualification of State or Regional Dairy Product Promotion, Research or Nutrition Education Program. All applications submitted for continued qualification must include your most recent audit performed in accordance with generally accepted government auditing standards (GAGAS) to be eligible for approval.

Please promptly notify us of any changes in your organizational structure, including merger or other types of consolidation; changes that may affect your program's continued qualification; or if your program is discontinued. If you have any questions, please contact John Galbraith at 202-720-6909 or John.Galbraith@usda.gov.

Sincerely,

A handwritten signature in black ink that reads "Whitney A. Rick". The signature is written in a cursive style.

Whitney A. Rick
Associate Deputy Administrator
Dairy Program

Attachment

11:58 AM
07/09/25
Cash Basis

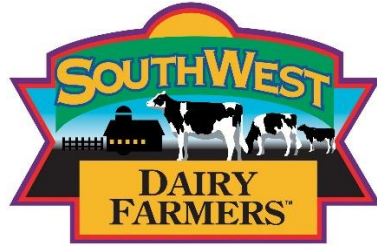
Southwest Dairy Museum, Inc.
Receipts and Disbursements
January through December 2024

	<u>Jan - Dec 24</u>
Income	
4000 · Income	<u>4,113,152.16</u>
Total Income	<u>4,113,152.16</u>
Gross Profit	4,113,152.16
Expense	
6000 · Basic Expenses	3,228,001.95
7000 · Special Promo Program Expens...	531,394.50
8000 · Capital Asset Expenses	<u>189,332.41</u>
Total Expense	<u>3,948,728.86</u>
Net Income	<u><u>164,423.30</u></u>

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07/09/25
Cash Basis

Southwest Dairy Museum, Inc.
Receipts and Disbursements
July 2023 through June 2024

	<u>Jul '23 - Jun 24</u>
Income	<u>3,843,498.83</u>
Gross Profit	3,843,498.83
Expense	
6000 · Basic Expenses	3,307,684.95
7000 · Special Promo Program Expens...	529,862.01
8000 · Capital Asset Expenses	<u>309,012.87</u>
Total Expense	<u>4,146,559.83</u>
Net Income	<u><u>-303,061.00</u></u>



THE NEBRASKA DAIRY INDUSTRY DEVELOPMENT BOARD

Southwest Dairy Museum, Inc.

July 1, 2024 – June 30, 2025

In accordance with the provisions of the Nebraska Dairy Industry Development Act, one dairy producer in Nebraska opted to send their 10-cent local dairy promotion assessment pursuant to the Dairy Promotion and Research Order to the Southwest Dairy Museum, Inc., up until November of 2025. With the funds from the Nebraska dairy producer, we developed and implemented the following dairy education and promotion programs in the State of Nebraska.

The Mobile Dairy Classroom

The Southwest Dairy Farmers Mobile Dairy Classroom is a traveling, fully operational milking parlor, featuring a live cow. Trained full time instructors demonstrate how cows are milked using the modern milking process and describe how milk goes from the farm to the consumer. In addition, they discuss the importance of dairy foods in a healthy diet, emphasize the modern environmental and food safety practices on the dairy farm, and answer questions about the dairy farm and milk products. With these presentations, we provide educational aids such as teachers guides and informational materials for students and consumers to reinforce healthy eating habits. With limited funding in the State of Nebraska, we scheduled schools in southern Nebraska.

The Mobile Dairy Classroom had planned to attend the Cass County Fair in August 2024, but were cancelled due to trailer issues.



Yogurt For Youth Program

Southwest Dairy Farmers assisted four schools in Furnas County, Nebraska by providing nutritious and delicious yogurt products to students as a school snack.

In a letter from a NE school food service director, she stated:

“While visiting with teachers and students who are currently receiving yogurt, everyone has only positive things to say about your generous donation. Students have expressed to me not only their thanks, but also share that they are not hungry all morning because they did not wake up in time to eat breakfast or did not want to eat what was being offered to them at home. Teachers have told me they believe students are more focused and are anxious to compare test scores at the end of the term. Again, I cannot thank you enough for what you are providing – not just the yogurt, but the opportunity for our students.”



Jill Castle

Southwest Dairy Farmers will continue to work closely with Jill Castle, child nutrition expert, author, and mom, to help educate consumers about the importance of a healthy diet and sensible eating practices. She is also an advocate for the benefits of wholesome milk and dairy. Using digital marketing practices, we help get Jill’s engaging nutrition messages to consumers via short video vignettes on YouTube and informative white papers on our website.



Dairy Promotions and Social Media

Southwest Dairy Farmers have launched efforts on various digital platforms providing the opportunity to reach some of the 265 million Internet users in the United States – all at the click of a mouse. From Google AdWords campaigns featuring banner ads and targeted social media efforts, digital advertising gives us the ability to strategically place (and track) specific dairy messages, recipes, and other consumer-interactive applications in our producers' markets.

Using Facebook, Instagram, Google, and YouTube we are promoting a variety of dairy recipes with our short and entertaining Dairylicious videos. We also produce and promote informative messages about the importance of dairy in the lives of children, featuring childhood nutrition expert, Jill Castle.



Dairy Recipe Calendar

Again in 2025, our popular recipe wall calendar continued to remind people to “Share the Tradition, Share the Nutrition.” These recipes are easy to make and feature a wide variety of dairy products. These recipes are not just delicious but also include the nutritional value of dairy products. They are the perfect way to begin, or continue, traditions built around good, healthy food with family and friends. These calendars provide handy, tear out recipe cards for your recipe files.

These recipes are easy to make and feature a wide variety of dairy products. The results are not just delicious but also include the nutritional value of dairy products.



NEBRASKA DIRECT EXPENSES
July 01, 2024 to June 30, 2025

DATE	EMPLOYEE	DESCRIPTION	AMOUNT
<u>MDC PRESENTATIONS:</u>			
August 8-10, 2024	Kari Hamilton	Instructor did not attend fair due to trailer issues	-
Cass County Fair			\$ -
		Promotional Items-None	\$ -
Total MDC Presentation Costs			\$ -

YOGURT FOR YOUTH PROGRAM:

Jul - Dec 2024 Yogurts (thru McCarty Farms)	9,670.64
Jan - Jun 2025 Yogurts (thru McCarty Farms)	7,539.37
	\$ 17,210.01
TOTAL	\$ 17,210.01

Southwest Dairy Museum, Inc.
Transaction Detail by Expense Account
 July 1, 2024 through June 7, 2025

11:00 AM
 07/07/25
 Cash Basis

Type	Date	Num	Name	Memo	Paid Amount	Balance
1110 · Retained Earnings						
Closing Entry	12/31/2024				9,670.64	9,670.64
Total 1110 · Retained Earnings					9,670.64	9,670.64
6000 · Basic Expenses						
6200 · Sampling Dairy Products						
Check	01/30/2025	60724	McCarthy Family Farms	Yogurt Product to Schools for Youth in NE / Invoices# 14474011-1448...	617.45	617.45
Check	02/20/2025	60798	McCarthy Family Farms	Yogurt Product to Schools for Youth in NE / Invoices#661080803-145...	2,798.64	3,416.09
Check	03/20/2025	60907	McCarthy Family Farms	Yogurt Product to Schools for Youth in NE / Invoices# 14528626	250.45	3,666.54
Check	05/01/2025	61030	McCarthy Family Farms	Yogurt Product to Schools for Youth in NE / Invoices# 14576068-6612...	2,419.83	6,086.37
Check	06/05/2025	61153	McCarthy Family Farms	Yogurt Product to Schools for Youth in NE / Invoices# 14600492-1461...	1,453.00	7,539.37
Total 6200 · Sampling Dairy Products					7,539.37	7,539.37
Total 6000 · Basic Expenses					7,539.37	7,539.37
TOTAL					17,210.01	17,210.01

2024 CONSOLIDATED RECAP

McCarty Family Farms Yogurt for Youth Program

Month	Total Payment	Nebraska	Kansas
January	\$ 3,164.20	\$ 823.00	\$ 2,341.20
February	\$ 2,666.21	\$ 1,237.76	\$ 1,428.45
Additional Feb	\$ 2,622.71	\$ 1,654.91	\$ 967.80
March	\$ 4,433.67	\$ 1,973.42	\$ 2,460.25
April	\$ 3,018.07	\$ 1,952.27	\$ 1,065.80
May			
June			
July			
August	\$ 2,839.45	\$ 780.80	\$ 2,058.65
September	\$ 4,370.23	\$ 2,499.93	\$ 1,870.30
October	\$ 5,015.29	\$ 2,764.49	\$ 2,250.80
November	\$ 2,490.04	\$ 1,723.34	\$ 766.70
December	\$ 2,926.18	\$ 1,902.08	\$ 1,024.10
	\$ 33,546.05	\$ 17,312.00	\$ 16,234.05

ck# 60265
ck# 60358
ck# 60488
ck# 60569
ck# 60636

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2,499.93 +
2,764.49 +
1,723.34 +
1,902.08 +
617.45 +
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780.80 +
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1,902.08 +
9,670.64 *

7,539.37 +
7,539.37 *

9,670.64 +
7,539.37 +
17,210.01 *

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2025 CONSOLIDATED RECAP

McCarty Family Farms Yogurt for Youth Program

Month	Total Payment	Nebraska	Kansas
January	\$ 2,572.85	\$ 617.45	\$ 1,955.40
February	\$ 3,999.14	\$ 2,798.64	\$ 1,200.50
March	\$ 1,517.60	\$ 250.45	\$ 1,267.15
March 2nd Batch	\$ 1,971.90	\$ -	\$ 1,971.90
April	\$ 3,949.63	\$ 2,419.83	\$ 1,529.80
May	\$ 2,254.75	\$ 1,453.00	\$ 801.75
June			
July			
August			
September	\$ -	\$ -	\$ -
October	\$ -	\$ -	\$ -
November	\$ -	\$ -	\$ -
December	\$ -	\$ -	\$ -
	\$ 16,265.87	\$ 7,539.37	\$ 8,726.50

CK# 60724
 CK# 60798
 CK# 60907
 CK# 60958
 CK# 61030
 CK# 61153

Date	Num	Name	Memo	Amount
7/25/2024	EFT	Southland Dairy Farmers	Google Ads / SL / Amanda	310.7
7/25/2024	EFT	Mastercard	Google Ads / SW / Amanda	884.32
8/22/2024	EFT	Southland Dairy Farmers	Google Ads / Amanda / SL	310.48
8/22/2024	EFT	Mastercard	Google Ads / Amanda / SW	883.67
9/24/2024	EFT	Southland Dairy Farmers	Google Ads / Amanda / Southland	255.78
9/24/2024	EFT	Mastercard	Google Ads / Amanda / Southwest	727.96
10/23/2024	EFT	Southland Dairy Farmers	Google Ads / Amanda / Southland	269.78
10/23/2024	EFT	Mastercard	Google Ads / Amanda / Southwest	767.82
11/20/2024	EFT	Southland Dairy Farmers	Google Ads / Amanda / Southland	472.02
11/20/2024	EFT	Mastercard	Google Ads / Amanda / Southwest	1,343.41
12/23/2024	EFT	Southland Dairy Farmers	Google Ads / Amanda / Southland	57.12
12/23/2024	EFT	Mastercard	Google Ads / Amanda / Southwest	162.57
3/13/2025	EFT	Southland Dairy Farmers	Google Ads / Amanda / Southland	202.18
3/13/2025	EFT	Mastercard	Google Ads / Amanda / Southwest	494.97
Sub-Total				7,142.78

Southwest Dairy Museum, Inc.
Income by Producers
July 2024 through June 2025

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07/07/25
Cash Basis

Date	Num	Memo	Account	Paid Amount	Balance
State of Nebraska					
07/24/2024		May Milk Promotion/Kingdom Dairy, LLC	4010 · Producers and Cooperatives	2,970.16	2,970.16
08/14/2024		June Milk Promotion/Kingdom Dairy, LLC	4010 · Producers and Cooperatives	2,693.23	5,663.39
09/23/2024		July Milk Promotion/Kingdom Dairy, LLC	4010 · Producers and Cooperatives	2,856.23	8,519.62
11/01/2024		August Milk Promotion/Kingdom Dairy, LLC	4010 · Producers and Cooperatives	2,958.26	11,477.88
11/20/2024		September Milk Promotion/Kingdom Dairy, ...	4010 · Producers and Cooperatives	2,832.35	14,310.23
12/17/2024		October Milk Promotion/Kingdom Dairy, LLC	4010 · Producers and Cooperatives	2,991.28	17,301.51
01/24/2025		November Milk Promotion/Kingdom Dairy, ...	4010 · Producers and Cooperatives	1,089.22	18,390.73
Total State of Nebraska				18,390.73	18,390.73
TOTAL				18,390.73	18,390.73