

The Castro County News

Celebrating National Dairy Month



"The cow is the foster mother of the human race. From the time of the ancient Hindu to this time have the thoughts of men turned to this kindly and beneficent creature as one of the chief sustaining forces of the human race" - W.D. Hoard

June is National Dairy Month

It's June Dairy Month - a time to celebrate the dairy community and honor our nation's hardworking dairy farm families for the wholesome, nutritious milk and dairy foods they provide.

Dairy farmers work around-the-clock to produce safe, high quality milk by caring for their animals and protecting their environment.

National Dairy Month started out as National Milk Month in 1937 as a way to promote drinking milk.

It was initially created to stabilize the dairy demand when production was at a surplus, but has now developed into an annual tradition that celebrates the contributions the dairy industry has made to the world. After the National Dairy Council

stepped in to promote the cause, the name soon changed to "Dairy Month."

National Dairy Month is a great way to start the summer with nutrient-rich dairy foods. From calcium to potassium, dairy products like milk contain nine essential nutrients which may help to better manage weight, reduce risk for high blood pressure, osteoporosis and certain cancers.

Whether it's protein to help build and repair the muscle tissue of active bodies or vitamin A to help maintain healthy skin, dairy products are a natural nutrient powerhouse. Those are just a few of the reasons that people should celebrate dairy not just in June, but all year long.

Texas milk boom elevates state dairy profile

By Darren Turley TAD Executive Director

Texas milk production continues to grow month over month and year over year. The large quantity of milk Texas dairies produce - about 12 billion pounds annually and climbing - along with the long streak of milk production increases have people wondering what will slow down the milk flow.

Texas has been elevated to the fifth largest dairy producing state in the nation. We're thankful for the strong state dairy industry, compared to other states where dairies are going out of business.

As milk production booms, what to do with all the milk? Growth is not expected to slow any time soon. Larger and more efficient barns are

being built, and new processing and other facilities are coming on line this year. The new Select Milk Producers' butter powder plant in Littlefield, scheduled to open in the coming months, is expected to fill very quickly.

Our strong and vibrant dairy industry is becoming a leader among Texas agriculture commodities and is being recognized by state leaders. The total economic impact of the dairy industry in Texas in 2017 was estimated at more than \$3.5 billion - milk is ranked third in Texas agriculture commodities for its economic impact. When new data is available, expect economic impact to have grown.

Ultimately, our growth is



Dan Turley, TAD Executive Director Texas Association of Dairymen

due to the hard work by our state's dairy farmers and the advances they're implementing on their farms. We salute these dairy farmers, who are committed to feeding Texans healthy, wholesome milk and dairy products, year-round, not just during National Dairy Month.

Darren Turley is executive director of the Texas Association of Dairymen, www.milk4texas.org.

Texas dairy farmers are proud to produce safe & healthy food to feed hungry Texans during National Dairy Month & year-round



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Texas Association of Dairymen milk4texas.org

# Texas: Opportunities, challenges ahead for dairy industry



Spring is a busy time in Castro County as forage is cut, stored and prepared for feeding throughout the year.

The Texas High Plains is now not only the fed beef capital but the milk production capital of Texas.

The flood of milk in the High Plains over the past decade has resulted in its producers selling 54 percent of the state's milk in 2010 while Castro County became the No. 1 producer of milk in August, according to a U.S. Department of Agriculture Market Administrator report.

According to the Texas Association of Dairymen data, Castro has 13 producers and percentage total of 3.47 percent, producing 108,880,907 pounds of milk, 10.67 percent total milk, 12,660,570 gallons of milk and around 51,848 cows.

Texas milk production continues to grow and shift to the state's Panhandle, which has a climate more conducive for dairying, according to Darren Turley, executive director of the

Texas Association of Dairymen.

Mild weather in 2018 contributed to the increase of milk yield, along with producer adoption of best management practices and technology.

While mild weather helped milk production in 2018, some areas faced forage shortages going into 2019, increasing the likelihood of higher production costs.

The USDA's hay stocks indicated on-farm hay inventories in December 2018 were down by 2.05 million tons compared to a year earlier.

"Texas producers are feeling the low milk prices are concerned about the outlook for 2019 that milk prices will not increase enough," said Turley. "We are seeing a few farm sales, but we have new facilities proposed. We expect a small decline in our farm numbers."

Processing capacity has kept up with and facilitated milk production growth. A Select Milk Producers plant was coming on-line in spring 2019, which will give some relief to the already tight processing capacity during the flush production season and throughout the upcoming year.

"Texas has increased its plant capacity and added new plants in the past few years, and it has paid off for producers through this fast growth phase of milk production," said Turley.

"However, the Select plant will conclude our expansion efforts and begin to close the lid on our open-ended increase in milk production. It will not take long for future milk production to be a burden

on processing capacity. It is now a time for some very hard economic decisions about putting equity into other new plants that produce more of the lowest-priced dairy product, export milk powders," said Turley. "If the continued growth trends – that made Texas the nation's fifth largest dairy producer – continue, we will need another plant as soon as it could be built.

Labor concerns are a very real issue.

The state's oil and natural gas production boom, centered just south of the Panhandle's milk production and farming areas, have made labor and truck drivers scarce.

On the federal level, the ongoing discussion of a border wall does not help.

Texas producers with their ongoing labor needs, Turley said.

"Labor is hard to find, and the cost of that labor continues to increase. The shortage in the labor supply has led to the first robotic barns being built in the state this year, and everyone is watching to see how they will be built and manage."

Texas feeds the economy, that is well known fact.

How does dairy feed the economy?

-Texas has 375 Grade A dairies with an estimated 539,000 cows. (November 2018)

-Texas is the fifth largest dairy producing state in the nation.

-Texas' dairy farmers produce more than 12 billion pounds of milk (about 1.4 billion gallons) annually.

-The average Texas dairy farm's herd has 1,188 cows (eighth nationally).

-Each cow produces an average of 1,900 pounds of milk (221 gallons) per month. (November 2018)

-Milk produced in Texas in 2017 had an estimated value of almost \$2 billion, which is 7.4 percent of the total value of all Texas agriculture commodity production.

-Dairy (milk and cows) brought in more than \$2.3 billion in total cash receipts in 2014; total contribution to Texas' gross domestic product was \$1.98 billion.

-The total economic impact of the dairy industry in Texas in 2017 was estimated at more than \$3.5 billion – milk is ranked third in Texas agriculture commodities for its economic impact.



## Dairy Products are a Healthy Choice

Milk and dairy foods don't just taste delicious, but they're also good for the body.

Drinking 8 ounces of nutritious milk can help a person get one step closer to meeting the Dietary Guidelines for Americans' recommended three servings of lowfat or fat-free milk and dairy foods a day.

How important are milk's nutrients to health?

Milk provides a unique package of nine essential nutrients, making it one of the most nutrient-rich beverages that can be enjoyed. One 8-ounce glass of milk delivers the following nutrients:

-Calcium (25% Daily Value, or DV): Calcium helps build and maintain strong bones and teeth. It also plays an important role in nerve function, muscle contraction and blood clotting.

-Niacin (10% DV): Niacin (or niacin equivalent) is important for the normal function of many enzymes in the body and is involved in the metabolism of sugars and fatty acids.

-Pantothenic Acid (20% DV): Pantothenic Acid,

also known as vitamin B5, helps break down fats and carbohydrates for energy, manufacture red blood cells and maintain a healthy digestive tract.

-Phosphorus (20% DV): Phosphorus helps strengthen bones and generates energy in the body's cells.

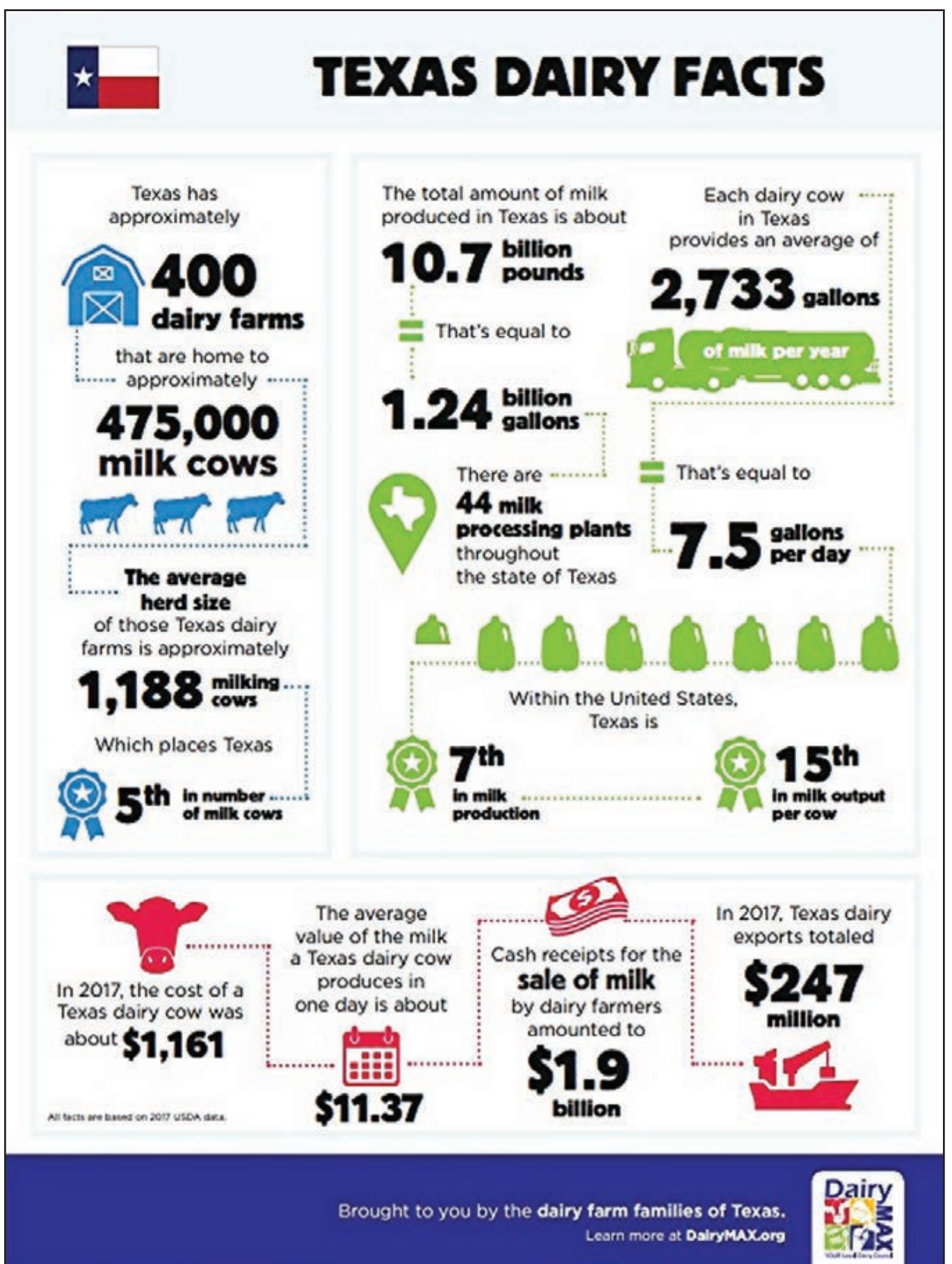
-Protein (16% DV): Protein builds and repairs muscle tissue and serves as a source of energy during high-powered endurance exercise.

-Riboflavin (35% DV): Riboflavin, also known as vitamin B2, helps convert food into energy — a process crucial for exercising muscles.

-Vitamin A (15% DV): Vitamin A helps maintain normal vision and skin, helps regulate cell growth and maintains the integrity of the immune system.

-Vitamin B12 (50% DV): Vitamin B12 helps red blood cells that carry oxygen from the lungs to working muscles.

-Vitamin D (15% DV): Vitamin D helps promote the absorption of calcium and enhances bone mineralization.



# Southwest Dairy Museum offers educational experience

The Southwest Dairy Museum, located in Sulphur Springs, Texas, showcases the importance of the dairy industry's past, present and future.

The Southwest Dairy Museum is funded by the dairy checkoff program, thus all of its programs and functions are made possible by dairy farmers. The museum, which consists of a 10,000-square-foot (930 m2) facility, serves as the headquarters for the many activities sponsored by the Southwest Dairy Farmers.

The museum's exhibits include: the life of a dairy farm before electricity came to rural areas and demonstrations on separating cream, the first stem in

dairy production.

Visitors may also enjoy a lunch and ice cream at the museum daily, from 9 am until 4 pm.

The idea for the museum came in 1982 when several in the dairy industry came up with the idea of preserving artifacts and historical documents related to the dairy industry in the United States, and specifically in rural areas.

The museum became a reality in 1991.

Today, the Southwest Dairy Farmers facilitate several different modes of communication to the public, taking the form of dairy research, education and promotion.

The foremost education

program sponsored by the Southwest Dairy Farmers is the Mobile Dairy Classroom Program.

Under this program, a fleet of Mobile Dairy Classrooms travels to schools, livestock shows, fairs and other special events throughout at least seven states, to educate the public

The mission statement of the Southwest Dairy Museum, INC is as follows: To develop and direct effective promotion, education and research programs in order to increase sales of and demand for all dairy products, educate the public of the nutritional value of dairy products, and advance the image of dairy producers.



Southwest Dairy Museum

## Fun Unknown Trivia About Dairy Products



\*In ancient Iran, this thickened product, when mixed with honey, was described as the food of Gods. **YOGURT**

\*The consumption of this fluid product, in its natural state, has been noted by medical experts to slightly increase muscle growth, and to improve muscle recovery following exercise. **MILK**

\*With its use going back as far as 2,000 BC, this product was first used as an ointment rather than a food product. **BUTTER**

\*Ancient Persians believed that Abraham owned his long life and fertility to the consumption of this slightly soured product. **YOGURT**

\*The use of this dairy product stretches back beyond written history that its origins are unknown. **CHEESE**

\*In many parts of rural India, this dairy product is delivered on a daily basis by a milkman riding a bicycle. **MILK**

\*In ancient times, this somewhat oily product was made by placing it in its initial form into pouches of animal skin. These were then tied to the back of horses on the move and the rhythm of the animal's movement soon produce the solidified form of the product. **BUTTER**

\*The initial flavors of this solid product depend on the various amounts of salt added and its age. **CHEESE**

\*The first factory to manufacture this savory food was built in Switzerland in 1815. **CHEESE**

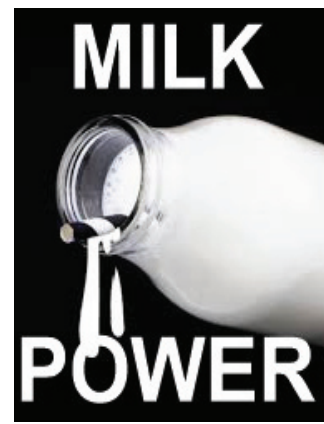
## Making Milk Safe

Milk and milk products are among the safest and highest quality foods in the U.S., in large part due to the strict food safety controls and vigilance at every stage of dairy production, processing and distribution.

Milk in the United States is homogenized and pasteurized.

What is pasteurization?

Pasteurization is a simple, effective method to kill potentially harmful bac-



teria without affecting the taste or nutritional value of milk. With standard pasteurization, milk is heated to a temperature of at least 161°F for not less than 15 seconds, followed by rapid cooling.

What is homogenization?

Homogenization keeps milk textures consistent by mixing the milk so cream won't separate and rise. After this step, milk is cooled and ready for bottling.

### Celebrating Milk Producers



## National Dairy Month

*We offer a big thank you to the dairy producers in Castro County for helping make the local industry a big success.*

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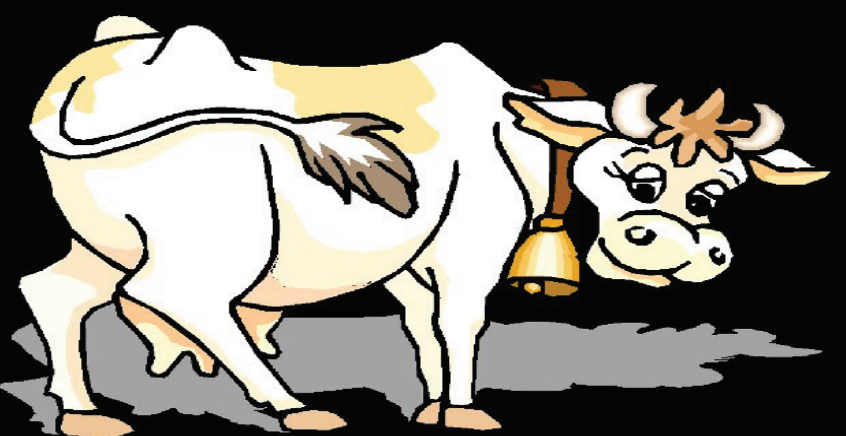
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# Delicious ways to celebrate Dairy Month

As if people needed another reason for an extra scoop of ice cream this summer, June marks National Dairy Month.

Originally created as National Milk Month in 1937 as a way for chain stores to match peak milk production by increasing demand, June has become the time of year to celebrate dairy and the dairy farmer throughout the country.

So here are some ways to celebrate and recipes that will inspire.

Start with a good breakfast. Strawberry ricotta pancakes throw both ricotta and milk into the mix for a breakfast that starts the day

on a sweet note. You can't beat fresh strawberries in June or dairy products any time of year, so add this one to your summer recipe list and top it with butter or whipped cream for good measure.

Make a solid lunch.

When you want a healthy, yet substantial, lunch, these black bean quesadillas don't disappoint. Hot, portable, and packed with essential nutrients and fiber, they are a great way to slip in vegetables and an excellent excuse to load up on the cheese.

These satisfying quesadillas take just 15 minutes to make. We like them with black beans, but pinto beans

work well too. If you like a little heat, be sure to use pepper Jack cheese in the filling. Serve with a little sour cream and a mixed green salad.

And don't forget to sneak in a snack during the day.

Yogurt parfaits are the perfect mid-afternoon snack, despite being marketed as a breakfast food. Lightly sweetened and packed with probiotics, vitamins, and the season's crop of berries, parfaits are typically layered and topped with toasted granola to add some major crunch to the otherwise creamy bite. Make these ahead of time and add the topping just before serving, for maximum freshness.

When the dinner bell rings, there are many choices – so bring it home for dinner.

From pizza to cheeseburgers, macaroni and cheese, there are several ways to add dairy to your dinner. Made from scratch, macaroni and cheese is extremely satisfying and can be served as a main dish or alongside a steak or any meat.

And finally, the all-time favorite of Americans, adult and child alike. ICE CREAM!!! Anytime, anywhere! Snack or dessert. This one has it covered.

No matter how you celebrate National Dairy Month, take a moment this June to appreciate the people and effort it takes to bring so many delicious dairy products to the table. It's more than a celebration of food. It's a celebration of hard work, progress, and communities. The fact that it's also delicious is just the cherry on top.

## Strawberry Ricotta Pancakes

- Ingredients:**  
 1 cup flour  
 2 tablespoons sugar  
 1 teaspoon baking powder  
 1/4 teaspoon salt  
 2 eggs  
 1 cup (8 ounces) ricotta cheese  
 1/2 cup milk  
 1 tablespoon vanilla extract  
 1 cup fresh strawberries, hulled and diced  
 3 tablespoons butter, divided  
 Syrup and sliced strawberries for serving

**Instructions:**  
 In large bowl, combine flour, sugar, baking powder and salt; mix well. Place eggs and ricotta in medium bowl; beat. Add milk and vanilla extract; mix to combine. Pour wet mixture into dry mixture and whisk until combined. Gently fold



in diced strawberries. Heat stove-top griddle over medium high or electric griddle to 375°F. Melt 1 tablespoon butter to coat grill surface. Pour 1/4 cup batter onto griddle for each pancake and cook until bubbles

begin to form on surface, 2-3 minutes. Flip pancakes and cook until golden, an additional 1-2 minutes. Add additional butter to griddle as necessary. To serve, top pancakes with sliced strawberries and syrup.



*Milkshakes are a gift from heaven that come in different flavors.* – Anthony T. Hicks

## Black Bean Quesadillas



- Ingredients:**  
 1 15-ounce can black beans, rinsed  
 1/2 to 1 cup shredded Monterey Jack cheese  
 1/2 cup prepared fresh

- salsa  
 4 8-inch whole-wheat tortillas  
 2 teaspoons canola oil, divided  
 1 ripe avocado, diced

**Instructions:**  
 Combine beans, cheese and 1/4 cup salsa in a medium bowl. Place tortillas on a work surface. Spread 1/2 cup filling on half of each tortilla. Fold tortillas in half, pressing gently to flatten. Heat 1 teaspoon oil in a large nonstick skillet over medium heat. Add 2 quesadillas and cook, turning once, until golden on both sides, 2 to 4 minutes total. Transfer to a cutting board and tent with foil to keep warm. Repeat with the remaining 1 teaspoon oil and quesadillas. Serve the quesadillas with avocado and the remaining salsa.

## Yogurt Parfaits



- Ingredients:**  
 2 cups vanilla yogurt  
 1 cup granola  
 8 blackberries or other fruit of choice

**Instructions:**  
 In a large glass, layer 1 cup yogurt, 1/2 cup granola and 4 blackberries. Repeat layers.

## Super Mac & Cheese



- Ingredients:**  
 1 lb. pasta (elbow macaroni, fusilli, or any shape desired)  
 2 ounces butter  
 3 3/4 cups whole milk  
 6 ounces ricotta or small curd cottage cheese  
 3 ounces cream cheese  
 12 ounces Monterey jack, shredded  
 12 ounces Gouda, shredded, plus 8 ounces  
 Salt and freshly ground

black pepper  
**Instructions:**  
 1. Preheat oven to 350 degrees F.  
 2. Cook pasta in large pot of boiling, salted water until just tender. Drain well. Add butter, milk, ricotta, cream cheese, Monterey jack, and 12 ounces of the Gouda to the warm pasta. Season with salt and pepper. Gently mix everything together, leaving some chunks of cheese visible. Pour the mixture into 9 by 11-inch baking pan. Top with the remaining 8 ounces of gouda. Bake until beautifully golden, 30 to 40 minutes. Serve hot or room temperature. (don't forget that fresh spinach can be added, and the delicious dish can be topped with topped with bacon for a great flavor)

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**National Dairy Month**

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# Celebrate National Dairy Month with *real* dairy

By McKenzie Hettinga

My family and I love milk – ice cold, delicious and nutritious. We love real milk and all the wonderful dairy products made with it. Have you ever thought about milking an almond? How about a coconut? When you really think about it, it's pretty silly.

Milk – real milk – comes from a lactating animal. That is the true definition,

according to the federal government. So why is it that when I visit the grocery store the dairy case is full of these other products that call themselves “milk” when they come from plants? Shouldn't they be called “juice” or something else?

It's not just fluid milk that is being imitated. We are seeing foods labeled “cheese,” “butter,” “yogurt” and “ice cream,” all products traditionally made with

dairy milk, that contain zero dairy. Using dairy terms on these “knock off” products is misleading to consumers.

Dairy farmers all across our great nation work tirelessly to care for their animals and to produce true, healthy and natural milk. They want nothing more than to provide safe, wholesome dairy products for you and your family to enjoy.

June is National Dairy Month and a great time to start the practice of reading labels on your dairy products at the grocery store. You will find that real milk is a nutritionally packed product with a short ingredient list – milk, vitamin A and vitamin D. Compare that to almond “juice,” and I bet you will be surprised. You can't milk an almond, and it takes many ingredients to turn a nut into a liquid!

As a mother of three young boys, I take nutrition seriously. The U.S. Department of Agriculture states that real milk contains nine essential nutrients that are key in the diets of children. Plant-based imitations may be fortified, but they come up short when compared to the availability of nutrients

naturally found in dairy milk.

It's confusing as a consumer to try and navigate the multiple products labeled milk. A survey released in August showed that 73% of consumers believe that almond-based drinks have as much, or more protein, than dairy milk. That is just not correct. Milk has eight grams of protein in an eight-ounce serving – four times the amount found in a similar serving of almond juice!

On the national level, dairy farmers and allies are working with Congress to pass the DAIRY PRIDE Act to protect consumers and end misleading labels. It will let consumers easily identify true dairy products. We al-



McKenzie Hettinga, TAD Board of Directors, Texas Association of Dairymen

tive experience.

As a mother and a dairy farmer, I strive to provide my boys with the nutrients they need to grow into strong, healthy young men. I know that the milk I buy in the grocery store – real milk – is nutritionally dense, safe and delicious.

As we start National Dairy Month, I hope that you take a moment to check the labels and enjoy some of nature's perfect food!

McKenzie Hettinga is a fourth-generation dairy farmer and a member of the Texas Association of Dairymen Board of Directors. The Hettinga family milks Holsteins on their family-owned and operated dairy in Farwell, Texas.

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## Storing, Purchasing Dairy Products

How should milk be stored? How long does cheese last? What's a serving of dairy?

There are various way to make the most of dairy products.

-Buy milk and other dairy products toward the end of shopping trip to keep them cold.

-Store milk and other dairy products in the refrigerator below 40°F, but never store milk in the refrigerator door where it is susceptible to warmer air from opening and closing the door.

-Remember to open new milk containers in the same order in which they were bought. First in the refrigerator, first out.

-To maintain freshness, keep the milk stored in its original container.

-Sometimes milk can absorb other flavors while stored in the fridge, which is okay; it is still safe! Keep the container securely closed to help avoid this.

-Milk that has been poured out of its container should never be poured back into the original container.

### Cooking with Milk

-Add richness, tenderness and moisture to bread dough and other baked goods by replacing the water with fresh milk.

-Make a richer and more nutritious hot chocolate

from a powdered mix by replacing the water with milk.

-Make fluffier scrambled eggs and omelets with milk by whisking about 2 tablespoons of milk into each beaten egg.

-Use milk instead of water when preparing canned or packaged soups for a creamier, richer soup.

-Chill a glass in the refrigerator or freezer for about 15 minutes before pouring in milk for an extra-frosty drink.

### Purchasing and Storing Cheese

Hard cheese, like cheddar, Gouda, Edam, and Swiss, can last for three to four weeks tightly wrapped in the refrigerator after opening. It's okay to freeze hard cheese, but the texture and taste may lose quality after time. Hard cheese can last 3-4 weeks tightly wrapped in the refrigerator.

-Remove mold from hard cheese by cutting a one-inch square around it; the rest is safe to eat.

-Processed cheese spread can keep for three to four weeks in the refrigerator after being opened.

-Pregnant women, young children, the elderly and people with weakened immune systems should not eat unpasteurized cheeses or soft cheeses like camembert, brie, blue-veined, etc.

-The softer the cheese, the shorter the shelf life:

Cream cheese can last for 2 weeks

Cottage cheese can last for 1 week

Ricotta cheese can last for 1 week

### Cooking with Cheese

-When preparing dishes using cheese, add the cheese at the end of the preparation, especially in sauces and soups.

-When cooking with cheese on the stovetop, cook cheese over low to medium heat, as cooking over high heat for long periods of time will cause the cheese to separate.

-In baked dishes and casseroles, sprinkle the grated/shredded cheese over the dish in the last 10 minutes of baking.

-Add cheese to a burger about two minutes before removing the meat from the heat in order to assure proper melting.

### Purchasing and Storing Yogurt

-Use yogurt by the expiration date noted on the container.

-Once the package has been opened, yogurt can be kept for a few days if it is stored with the foil seal re-sealed (or in a tightly closed container) to keep out moisture and other contaminants.

-The shelf life of yogurt can be extended by one to two months if stored in a freezer. However, it may look different and texture change once thawed.

### Cooking with Yogurt

-Cut down on the amount of oil in your recipe by substituting half of the amount of oil with 3/4 the amount of yogurt.

-Heating yogurt too quickly may cause it to separate into curds and whey.

-Over-stirring yogurt may cause it to break down and thin out. Fold yogurt into the recipes to maintain its rich and creamy consistency.

-Add yogurt in the blender with bananas, oranges, strawberries, fruit juice and some ice or a favorite frozen fruit to create a nutritious smoothie.



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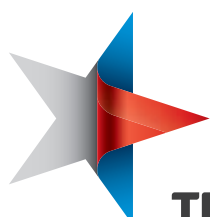


# TEXAS PROUD!

June is National Dairy Month. We are Texas Proud of all our Dairy Farmers.

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