



JANUARY

Happy Moo Year!



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MOO NEWS

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Longmont Dairy Farm, Inc.



**10 Million
Milk Caps for
MOOLA**

Soaring Heights PK-8 Redeems 10 Millionth Milk Cap

Congratulations to Soaring Heights PK-8 in Erie for returning the 10 millionth milk cap in our Milk Caps for Mooola program!

The school signed up for the program in September 2018—before they even opened up for students—and had a collection ready that December. They have turned in over 20,990 caps so far.

With 10 million caps collected, over \$500,000 has been donated to local schools since we started the program over 9 years ago. Today more than 400 schools in the region participate in the Longmont Dairy Milk Caps for Mooola program. For more information, visit LongmontDairy.com/milk-caps-for-moola.

Dear Friends,

It's hard to believe that I started writing this greeting to you nearly 30 years ago. "Dear Friends" was my favorite part of putting together the Moo News each month. It has always felt like I am writing to someone near and dear to me. The biggest part of our Longmont Dairy family is YOU!! Sometimes it has been silly, sometimes more thoughtful, but always just a way of saying, "How are you doing?"

We hope you will enjoy looking back with us over the past 3 decades of Moo News history!

And as always, take care till next time,

Susan



30 YEARS!

Memories from Susan

Susan Boyd is a second generation co-owner of Longmont Dairy

In 1992, Longmont Dairy offered Skim, 1%, 2%, and Whole Milk, Chocolate Milk, Half and Half, Whipping Cream, and Orange Juice. The bills for around 3,500 customers were handwritten and put into each milk box with the first delivery every month. The route drivers picked up most of the payments and brought them to the office. There were wooden milk boxes instead of porch coolers, and the route areas were much smaller then. If there was bad weather, a truck breakdown, or any other reason a delivery didn't make it, there was no way to communicate with customers until they called us.

Since then, we have published about 360 issues of the Moo News. I loved the idea of having a more personal relationship with our customers—sharing recipes from my mom and grandmothers, news from the farm and plant, new products, stories about employees—and occasionally getting notes and photos from them.

It was interesting to learn that not everyone knew how to make butter, whipped cream, cream gravy, puddings, and all the things I had grown up with. Pretty soon, employees and customers began sharing recipes and Moo Recipes began. I would even contact some local restaurants and feature their chefs and recipes. In 1997, we put together a booklet of recipes to give at a Taste of Home event in town.

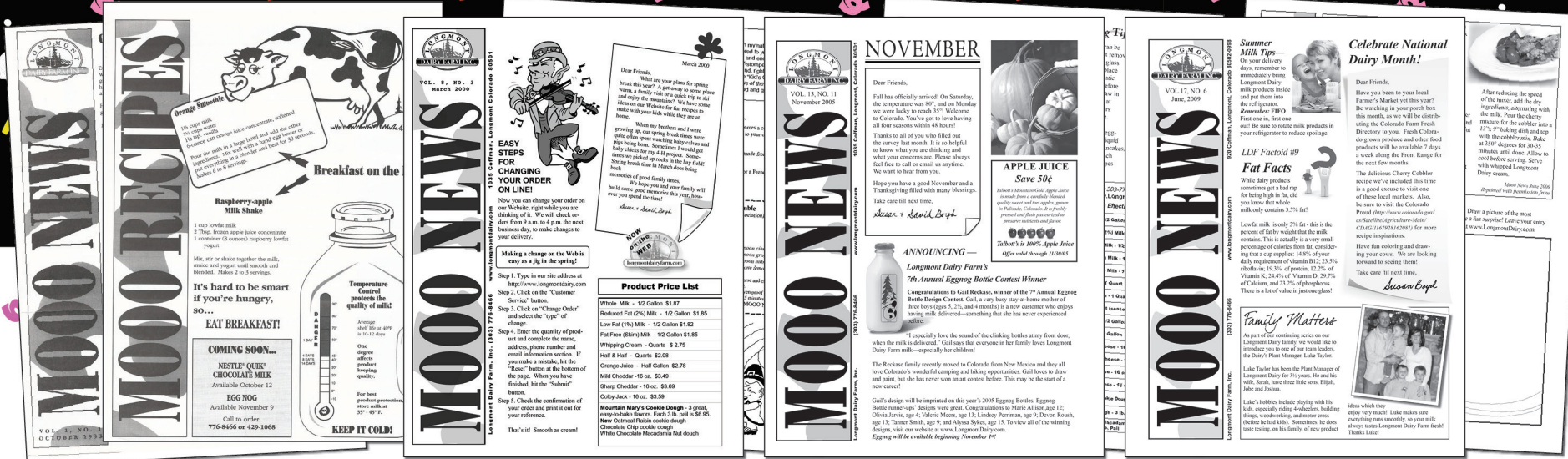


We have used the Moo News to feature everything from open houses, fundraisers, employee appreciation, ribbon cutting ceremonies, and the Sunrise Stampede, to the Poetry Contest every year in May. We also shared family news like our kids getting married, grandchildren born, and the transition to new ownership. We've announced new technology—computerized billing, credit card and electronic payments, and the mobile app. In 1999, we had a calf naming contest with "Moona Lisa" as our first winner. We had half pint bottles printed with her image on them.

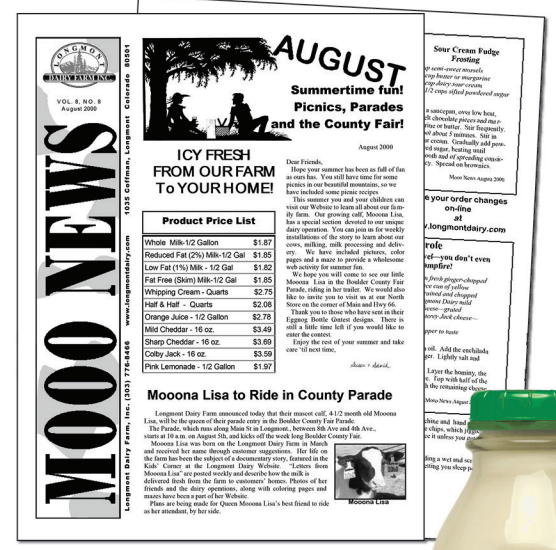
1999 was also the first year of the Egnog Bottle Design contest. We loved seeing how creative the customers were and sometimes had a tough time choosing the best one. My favorite bottle design ever was the one in 2001, of the manger scene with Mary holding Baby Jesus with the bright star above them. It was the year the Twin Towers were destroyed. There was a sense of unease, but unity, in the U.S. It seemed so appropriate to share that message of peace.

Our priority has always been about our customers and what you want. Thirty years ago we offered less than a dozen products and now there are dozens to choose from.

Thanks to our Moo News team including Katie Herrmann (new co-owner), Ron Burgess (marketing), Molly Burgess (editor), Margaret Rippetue (former writer and layout), Cindy Barents (current graphic designer and writer), and our contributing customers for 30 great years of Moo News.



The first Moo News and various other issues (above), Moona Lisa article in August 2000 and 2001 Egnog Bottle (below), and one of the first color issues in December 2011 (bottom).



A Note from Margaret

I loved working on the Moo News from the day I started in the mid-1990s to the last issue I was involved in producing.

Moo Recipes were often family favorites from coworkers' kitchens, or from my own. After finding a cobbler recipe for an August issue, I remember, to this day, how Susan Boyd described the perfect peach. Her words were insanely mouth-watering.

I especially enjoyed working on the Egnog Bottle Design Contest every year. I remember asking one bottle design winner what she liked about Longmont Dairy Milk. She told me, "It just tastes better."

Among all of the things I have done, working on the Moo News was the best gig ever. I felt like I was in the best hometown in America. I enjoyed being a part of the LDF family and today I am blessed with the joy these memories bring back.

Greetings from Cindy

I have had the pleasure of creating the Moo News design, layout and copy for almost 10 years now. It has been a joy and an honor to work with the wonderful people of Longmont Dairy. Congratulations on 30 years of the Moo News and best wishes in the years ahead!





MOOO RECIPES

Orange Smoothie

This recipe goes back 30 years, to 1992, and was featured in the first issue of Moo News!

- 1½ cups LDF milk
- 1½ cups water
- 1½ teaspoons vanilla
- 6-ounce can orange juice concentrate, softened

Pour the milk in a large bowl and add the other ingredients. Mix well with a hand egg beater or put everything in a blender and beat for 30 seconds. Makes 6 to 8 servings.

Moo News, October 1992



Banana Protein Shake

You can easily replace the banana with any frozen fruit of your choice.

- 1 cup vanilla Pro-to-Go
- ½ cup Yo-Bucha, any flavor
- 1 frozen banana
- ¼ teaspoon ground cinnamon
- ice as needed

Add the Pro-to-Go, Yo-Bucha, frozen banana, and ground cinnamon to a blender. Blend until smooth, adding ice if needed. If the shake seems too thick, add more Pro-to-Go, little by little, to the blender. Makes one shake.

Moo News, January 2022



Bread of the Month

January:

Orange Cranberry

Reminder: Regular bread delivery will resume on January 4.

Save 50¢ on Pro-to-Go

Building Muscles Requires Protein!

Add 14 grams of protein per 8 oz. glass of Longmont Dairy made Pro-to-Go.

A great meal replacement or snack, it's delicious, creamy, and not chalky tasting.

Save 50¢ per bottle for January deliveries.



New! PreFare Creamy Chicken Gnocchi Soup

Surprisingly low in calories, this hearty soup features chunks of Italian herb marinated chicken breast, fresh garden vegetables and tender potato gnocchi pasta simmered in a light, creamy chicken broth. The flavors meld together to provide a hearty bowl of soup sure to please the whole family. Available for a limited time. The meal contains three 11-ounce servings.

