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Longmont Dairy Farm, Inc.

# JUNE

## Celebrating 50 Years!

# NEWS

### Are You Getting Enough Protein in Your Diet?

The Center for Disease Control recommends that you get enough protein to equal 10 to 35 percent of your daily calorie intake. Use the chart below as a guide for how much protein you need each day. Note: Your individual daily requirement may be more or less than the chart below. For example, highly active persons and the elderly may require more protein. Consult your physician before starting any new diet or exercise plan.

Age Group	Grams of Protein per Day
Children ages 1 -3	13
Children ages 4 -8	19
Children ages 9 -13	34
Boys 14 -18	52
Girls 14 -18	46
Adult men 19 -70+	56
Adult women 19 -70+ (if pregnant or breastfeeding)	46 71

### Get More Protein Throughout the Day

Longmont Dairy products make it easy to get the protein you need throughout your day. Here are some meal and snack suggestions.

Food Item	Meal Suggestion	Serving Size	Protein (grams)
Daisy Cottage Cheese	Breakfast	½ cup	13
Eggland's Best Eggs	Breakfast	1 whole egg	6
Pro-to-Go (fortified with whey protein)	Lunch/Snack	1 cup	14
Granola by Enjoy Biscotti	Morning Snack	2 ounces	7
Noosa Yoghurt	Morning Snack	1 cup	14
Chocolate Milk	Post-Workout Recovery	1 cup	9
Tillamook Pack-it-Pals	Afternoon Snack	1 pouch	5
Tillamook Cheese Sticks	Afternoon Snack	1 stick	5
Longmont Dairy Milk	Evening Snack	1 cup	8

Dear Friends,

We are thrilled to be celebrating our 50th Anniversary this year. As the third generation, my brother Dan and I are excited to now be part owners in the family business with our parents Susan and David. Our Grandpa Jim and our parents have steadily grown the business over the years to make it what it is today. Our goal is to continue our company mission to always strive to provide the highest quality milk, serve our customers beyond their expectations and to provide a safe and pleasant workplace for our employees.

Over the course of the last several months, we have shared history snapshots and we will continue to do so throughout the rest of the year. It's fun to look through the old photos and see how things have changed. Although we still sell our milk in old fashioned glass bottles, we are thankful for technological advances that have allowed us to grow and become more efficient.

We thank you for supporting a local family owned business and being our customer. We hope to serve you for many more years.

Take care,



# Longmont Dairy Through the Years

## 1965

Jim Boyd and Reese Boatman move from Golden to start Longmont Dairy Farm. Having worked in the dairy industry in Golden, Boyd and Boatman are interested in starting their own business. Long time dairymen, they decide to start a milk delivery business.

Jim and Reese start with a small processing plant behind the Boyd's home on Coffman Street, a small dairy herd and an old milk truck. The Divco delivery truck pictured on the right is similar to our early milk trucks. They milk the cows by 6:00 a.m., process the milk the same day, and deliver it cold and fresh by 6:00 a.m. the following morning. In the 60s, customers came by the family home to buy milk from the dairy. David's mother and sister went out to the processing plant, behind the house, to sell milk in bottles to the customers.



## 1988

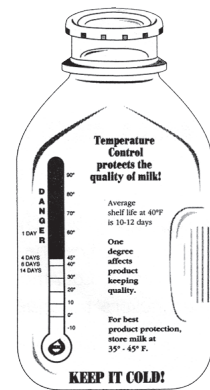
Co-founders Boyd and Boatman retire from the business in 1988. The family tradition is assured when David and Susan Boyd enter the business, both having grown up in agricultural families.

## 1991

The first MOOO NEWS is published as a unique way to keep customers informed and provide feedback to Longmont Dairy Farm.

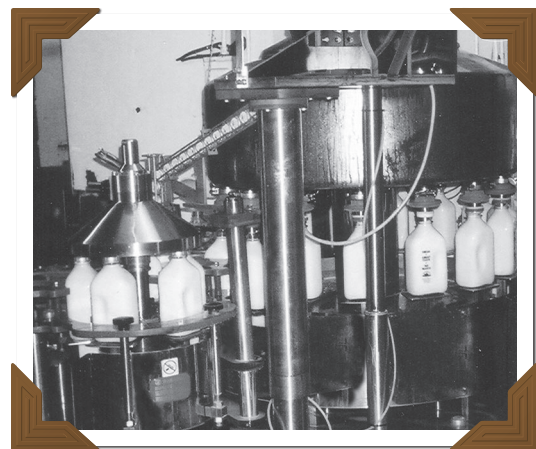
## 1992

Glass bottle supplies are threatened with only one manufacturer of glass milk bottles remaining in the country by the early 1990s. For a few months, it looks like we will be forced to find another container. Fortunately, our bottle cap supplier sees the need for milk bottles and starts producing them just as Longmont Dairy was running out of bottles.



## 1994

Longmont Dairy buys a larger farm and expands the existing barn to milk more cows.



## 2001

Longmont Dairy hosts its first National Chocolate Milk Mustache Tour at the North Store. Jim and Reese had opened Longmont Dairy's North Store, located on Highway 66 and North Main Street in Longmont, decades earlier. The location is a fun stop for ice cream and dairy products.

Taking advantage of new technology to improve customer service, online order changes are added to the website.

## 2002

The Moo Goose nests at the North Store. Standing over 7½ feet tall, it is one of 22 larger-than-life geese throughout Longmont that are part of the "Geese Galore" community public art project.



## 2007

Longmont Dairy opens its new office and truck repair facility.

## 2008

The dairy continues to advance technology, working on new internal and external systems to help our customers manage their accounts.

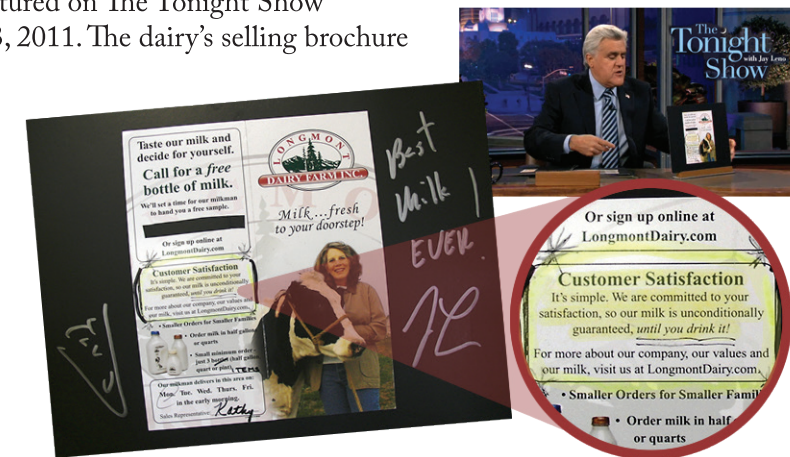
## 2011

Longmont Dairy is featured on The Tonight Show broadcast on October 3, 2011. The dairy's selling brochure is targeted by Jay Leno

as one of the evening's humorous headlines. Leno brings down the house with the brochure's verbiage of the dairy's guarantee that their milk "is unconditionally guaranteed until you drink it!" He adds, "After that, all bets are off." Of course, Longmont Dairy guarantees their milk, period. Jay Leno loves the milk we send him.

## 2012

Milk Caps for Moooola, a fundraiser program created by Longmont Dairy to help local schools earn needed funds for education, begins in November 2012.

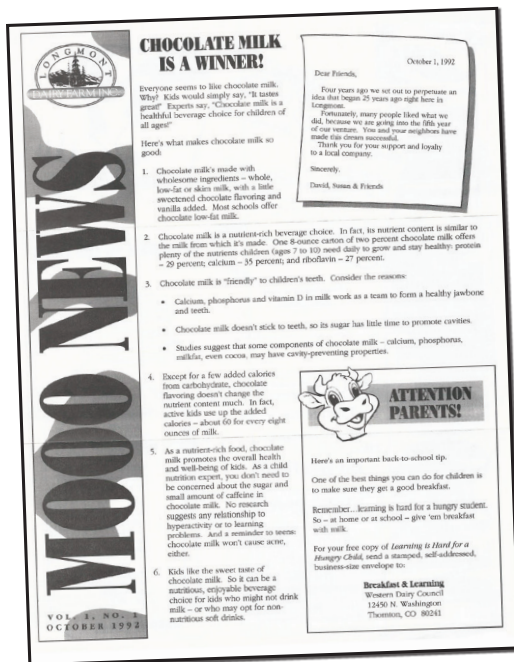


## 2014

After only two years, local schools participating in Longmont's Milk Caps for Moooola fundraising program collect 1 million bottle caps, earning \$50,000 for education.

## 2015

Longmont Dairy celebrates its 50th Anniversary. Katie Herrmann and Dan Boyd become co-owners of Longmont Dairy after over four years of helping to run the business. As teenagers, both Dan and Katie worked for the Dairy doing various jobs. After college they both worked for corporations in California and Colorado and then decided to come back to run the family business.



## 1999

With a strong commitment to customer service, Longmont Dairy launches a website with order-change forms, information on the company, nutritional data, a Kids' Corner and Moo Recipes. Holiday eggnog bottle design contest begins.





# MOOO RECIPES

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## Protein Pancakes

With 22 grams of protein in each serving, these delicious pancakes make a great breakfast or snack.

- 4 Eggland's Best Eggs
- 1 cup cottage cheese
- 1 banana, peeled
- ¾ cup oats, uncooked
- ¼ cup whole wheat flour
- ½ tsp. baking powder
- 1 tsp. vanilla extract
- ¼ tsp. almond extract (optional)
- blueberries and strawberries (optional)

Combine ingredients and blend until smooth. Add blueberries (or chocolate chips) if desired. Pour batter onto lightly greased pan and cook on medium heat. Top with sliced strawberries. *Makes 3 servings.*

*Recipe by Tracy Behncke, Personal Trainer, Anytime Fitness in Longmont  
Moo News, June 2015*

## Fast Facts on Protein

- **Not all proteins are created equal.** High quality proteins such as dairy have the types of amino acids your body needs to function, but can't produce on its own.\*
- **Protein can help you achieve your fitness goals.** During exercise, muscles are broken down and exhausted. Try consuming 20 grams of high quality protein within an hour after exercise to stimulate muscle repair, replenish energy stores in your muscles and help you to get the most out of your workouts. Studies have shown that the carbohydrate to protein ratio in chocolate milk makes it an effective post workout recovery drink.\*
- **Eating protein throughout the day is better than eating one high protein meal.** Experts suggest spreading out the protein you eat with balanced, high protein snacks and meals to curb hunger and manage a healthy weight.\* Be sure to start your day with a high protein breakfast, like the Protein Pancakes recipe in this issue.
- **Protein is important at any age.** As we age, muscle can break down, resulting in loss of strength and activity. Eating protein with each meal is a healthy habit to help protect you from muscle loss as you age. Experts suggest that older adults may need even more high quality protein at each meal than their younger counterparts, to maintain muscle mass and stay active well into their golden years.\*

\* "Protein: Understanding the Basics" National Dairy Council, 2015. Retrieved on April 2, 2015 from [www.nationaldairycouncil.org/EducationMaterials/HealthProfessionalsEducationKits/Pages/Protein.aspx](http://www.nationaldairycouncil.org/EducationMaterials/HealthProfessionalsEducationKits/Pages/Protein.aspx)

\* "Protein and Exercise." National Dairy Council, 2015. Retrieved on April 2, 2015 from [www.nationaldairycouncil.org/EducationMaterials/HealthProfessionalsEducationKits/Pages/Protein.aspx](http://www.nationaldairycouncil.org/EducationMaterials/HealthProfessionalsEducationKits/Pages/Protein.aspx)

\* "Protein throughout the Day." National Dairy Council, 2015. Retrieved on April 2, 2015 from [www.nationaldairycouncil.org/EducationMaterials/HealthProfessionalsEducationKits/Pages/Protein.aspx](http://www.nationaldairycouncil.org/EducationMaterials/HealthProfessionalsEducationKits/Pages/Protein.aspx)

\* "Protein Requirements in the Elderly." Volkert D, and Sieber, CC., 2011. Institute for Biomedicine of Aging, Friedrich-Alexander-University of Erlangen-Nuremberg, Nuremberg, Germany retrieved on April 13, 2015 from <http://www.ncbi.nlm.nih.gov/pubmed/22139561>

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and Pineapple.  
Try all 12 flavors!  
14-17 grams protein  
per container.



## New! Tillamook Cheese Sticks

Tillamook Cheese Sticks have 10 individually wrapped snack sticks in each pack, so getting your protein on the go is easy. Available in Colby Jack and Medium Cheddar, they pack 5 grams protein per serving. \$4.99 Introductory Price

