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**MOOO NEWS**

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## Celebrating 60 Years of Growth in Delivery

Over the past 60 years, Longmont Dairy has seen incredible growth and transformation in how we deliver fresh, local products to families across Colorado. Thirty years ago, our southern boundary was I-70, but today we deliver as far south as Castle Pines, supported by a fleet now five times larger than in the mid-1990s. The introduction of the “speed route” in the late 1980s set the foundation for efficient nighttime deliveries, which still account for 80% of our routes.

Daytime deliveries, introduced during the COVID-19 pandemic, make up 20% of our operations, complementing our nighttime routes. With an expanded product lineup offering far more than just milk, our trucks deliver a variety of high-quality items to meet the growing needs of our customers.

Routing has evolved from map books and handwritten codes to advanced tools like Google Earth and cell phone navigation. In 2008, we implemented a Delivery Management System, replacing paper route books with digital tracking, and introduced iPads and our Driver app to streamline operations further. As we celebrate our 60th anniversary, Longmont Dairy remains committed to innovation, ensuring our delivery tradition thrives for decades to come.

# MARCH

## Spring Forward!



Dear Friends,

As we celebrate our 60th anniversary this year, we are reminiscing about how many things have changed over the years. Sometimes, you stick with a familiar way of doing things out of concern that change might not work. That’s how we felt about nighttime deliveries—something we had done exclusively for many years—until 2020.

When COVID hit in March of 2020, demand for our service skyrocketed. Suddenly a higher percentage of our customers wanted delivery every week, order sizes jumped significantly, and we had a waitlist for a couple of months for new customers. At the same time, supply chain disruptions made it impossible to get new trucks.

To meet the needs of all our customers, we began using many of our trucks for both day and night deliveries. While we initially saw this as a temporary solution, we soon realized it was possible to continue some of our routes during the day. We even invested in an additional ice machine to ensure daytime orders could be properly iced.

It’s been amazing to see how adapting to challenges has helped us grow and serve you better. We hope you enjoy learning more about our history this month and thank you for being our loyal customers through the years.

Take care,

*Katie*

## Enter the Poetry Contest!

Hey Kids! Enter our 31st Annual Poetry Contest with a poem about “Moo-raculous Adventures!” What do cows do on their day off?

**Limit the Length:** Please limit the length of your poem to 120 words or less. If you are inspired to keep writing, submit an additional poem. Enter as many times as you wish.

**Prizes:** Prizes will be awarded by grade divisions. 1st place \$80; 2nd place \$60; 3rd place \$40; 4th place \$20.

**Deadline:** Entries must be received by midnight on Sunday, March 9<sup>th</sup>, 2025. Send your poems by email to contest@longmontdairy.com or mail them by Wednesday, March 5<sup>th</sup>, to Longmont Dairy, 920 Coffman Street, Longmont, CO 80501. Include your name, grade, school, home address, and phone number.

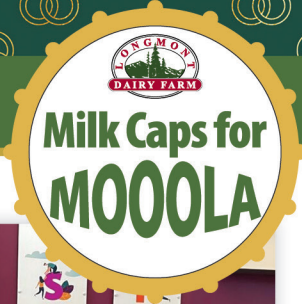
### Contest Rules

The contest is open to current Longmont Dairy customers and will be divided by grades: K-2nd Grade, 3-5th Grade, and 6-12th Grade.

- Poems must be limited to 120 words. Number of entries is not limited. Each submission must include contestant’s name, grade, school, home address, and phone number.
- Winning poems are published in the May Moo News with poet’s name, school, and grade. Poems posted on our website will include first name, school and grade. We will include poems that do not win a prize on our website at our discretion.
- Poem submissions become the property of Longmont Dairy Farm, Inc. Entry of a poem gives your consent to contest rules.



# MOOO RECIPES



Try our *Homemade Irish Coffee* recipe in celebration of *St. Patrick's Day!* This delicious *non-alcoholic* recipe is a great alternative to traditional Irish Coffee. Makes about 10 servings.



## Homemade Irish Coffee

- 1½ c. Longmont Dairy Whipping Cream
- 1½ c. Longmont Dairy Milk
- 4 Tbsp. brown sugar
- 2 Tbsp. unsweetened cocoa powder
- 1½ tsp. instant coffee granules
- 1 tsp. almond extract
- 1 tsp. vanilla extract

Combine all ingredients in a blender and puree on high. Store in the refrigerator until ready to serve.

Mix with your favorite coffee. Cream to coffee ratio should be about 1:3. Drink warm or over ice. Garnish with additional whipped cream and sprinkles, if desired.

Use this QR code to find the recipe online.



Clip and file in your recipe collection!

## Vanilla Mint Milk is Back

**Available while supplies last!**

If you have not yet tried our **Vanilla Mint Milk**, now is the time! Made from 2% milk, it is a refreshing and comforting combination of sweetness and fresh, minty flavor.

Delivered only through the end of April.



## A Great Way to Start Your Day

**Naturally Refreshing!**

Our fresh, tangy **Orange Juice** from high-quality oranges is reconstituted for freshness and a delightful way to start your day! It is delivered cold, in half gallon and quart glass bottles, and ready to drink.

Add it to your order for an extra dose of Vitamin C!



## Celebrating a Milestone: Milk Caps for Mooola Reaches 15 Million Caps!

At Longmont Dairy, giving back to our community is as essential as delivering fresh, local milk to your doorstep. That's why we're thrilled to announce that our Milk Caps for Mooola program has reached an incredible milestone: 15 million caps collected, resulting in over \$750,000 donated to local schools!

We were recently honored as the "Do Gooder of the Week" on KVDR News, where our Milk Caps for Mooola program was celebrated for its positive impact on schools and the community. In addition, Channel 7 News highlighted the program in a special feature, showcasing Vista Ridge Academy (pictured above).

We would like to extend a special congratulations to Vista Ridge Academy for submitting the 15 millionth cap. Their dedication, along with the efforts of over 400 participating schools, makes this milestone possible. Thank you to everyone who collects, saves, and drops off their milk caps—it's your commitment that turns small actions into significant results. Together, we're creating brighter futures, one milk cap at a time!



# MARCH—PRODUCTS OF THE MONTH

Rome's Sausage

| German Sausage

Prefare Meal

| Meatball Pasta Bake

Bread

| Snickerdoodle

