

Dairy Council of California Fact Sheet

Since 1919, Dairy Council of California has been educating children and adults about the health benefits of the family of dairy foods. In a unique partnership between California dairy producers and processors, Dairy Council works to increase the value of dairy foods as part of a total healthful diet in schools with children and parents, and with adult consumers through health professionals and online venues.

Dairy Council's mission is to help consumers make food choices for optimal health that match individual values. This is done by using a total diet approach—in which dairy is a cornerstone—through innovative learning programs, research and communication.

Funding

Dairy Council is a state government entity that is funded by California's dairy producers and processors through assessments collected by the California Department of Food and Agriculture.

Programs and Website

Dairy Council reaches more than 10 million individuals a year through the following:

- Grade-specific nutrition education programs developed for students in kindergarten through high school and after-school programs.
- Mobile Dairy Classroom, which brings a live cow and calf to California schools to teach children about the connection between agriculture and the food supply.
- Adult programs distributed through health professionals designed for a variety of age groups and situations.
- Meals Matter (www.mealsmatter.org), a free meal-planning and nutrition website.

Nutrition Education Philosophy

Dairy Council's family of programs teach consumers about a total healthy diet, based on the most current Dietary Guidelines for Americans and USDA's MyPyramid food guidance system. They follow these basic principles:

- Maintaining a healthy diet means selecting a variety of foods.
- Healthy foods are nutrient-rich ... that is, there is a high ratio of key nutrients to calories provided by the food. Nutrient-rich choices include low-fat dairy, whole grains, fruits, vegetables, lean meats, beans and nuts.
- Food should not be labeled as "good" or "bad." The principles of moderation and appropriate portion sizes allow individuals to enjoy a broad range of foods.
- Factors such as taste, convenience and cost, as well as family and cultural traditions, influence individuals' daily food choices.
- Sixty minutes of daily physical activity, along with a nutritious diet, enhances one's health.

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Dairy Council of California Fact Sheet (Continued)

With these fundamentals in mind, Dairy Council helps people improve their health at the key times in their lives when eating and lifestyle habits are most likely to be formed or re-evaluated, such as during pregnancy or key developmental stages.

Dairy Council programs are based on a behavior-change model, and they are tested and evaluated to ensure positive outcomes.

Staff

Dairy Council is staffed by registered dietitians, health educators and communication specialists led by Chief Executive Officer Peggy Biltz.

Locations

- Sacramento (headquarters)
- Culver City
- Oakland
- Irvine

For more information, call 877.324.7901, or visit www.dairycouncilofca.org.