

# Our Vision Our Cause Our Values



## VISION

Together, we advance milk and dairy's unique and essential contributions to healthy, sustainable eating patterns.

## CAUSE

To elevate the health of children and families in California through the pursuit of lifelong healthy eating habits.

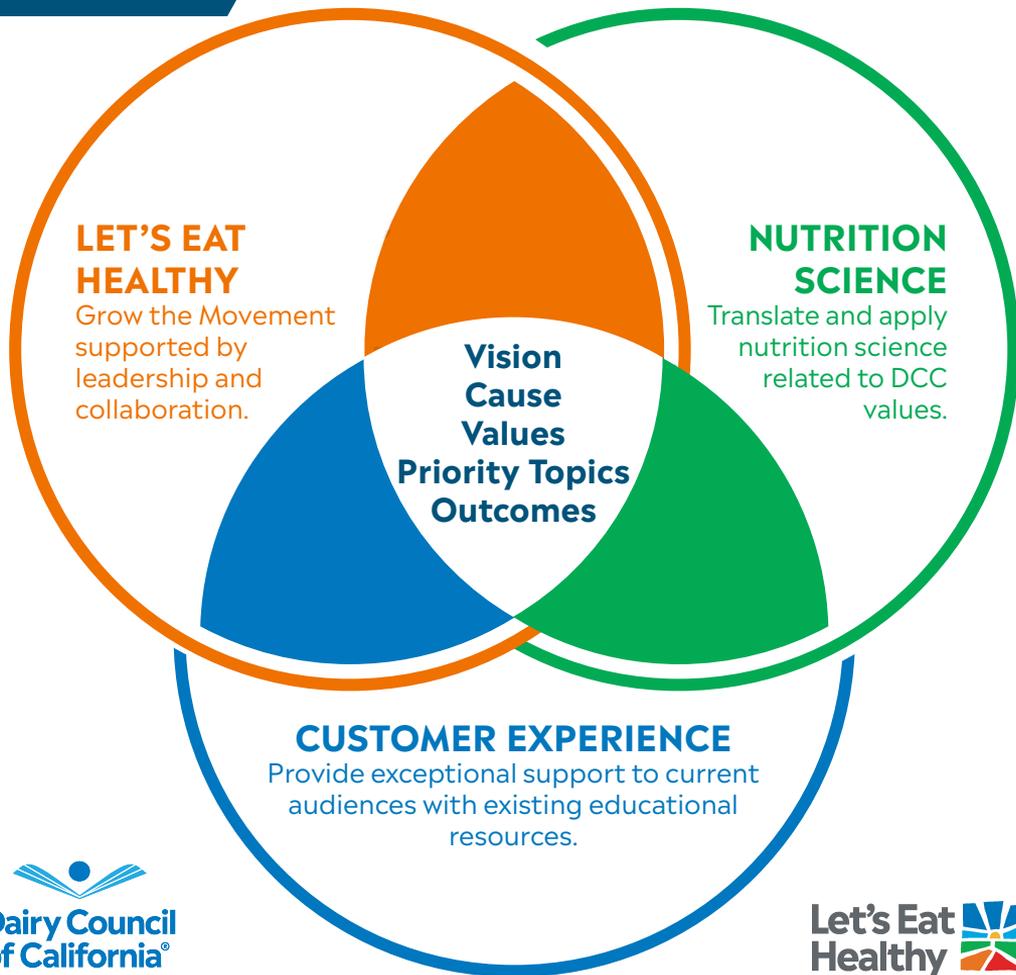
## VALUES

- We believe in promoting nutrition equity for optimal growth, health and well-being, which contributes to healthy communities.
- We believe children and their families deserve equitable access to nutrition education and healthy foods.
- We believe milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.
- We believe collaboration is vital to ensure children are supported to grow healthfully.

# Planning for Success

## PRIORITY TOPICS

- Prioritize the unique nutritional needs of children to support optimal growth, development, academic success and lifelong health, with a focus on the first 1000 days of life.
- Position milk, yogurt and cheese as daily food choices in healthy, sustainable eating patterns. Emphasize the importance of overall diet quality and functional aspects of dairy foods.
- Place nutrition equity at the core of solutions to address disparities that impact health outcomes for children and families.



## OUTCOMES

- Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.
- Dairy ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.
- Children and families value milk and dairy foods as part of daily healthy eating patterns.
- Stakeholders commit to increasing food and nutrition literacy of children and families through nutrition education.