



2022-2023 Annual Report



Dairy Council of California is a nutrition organization working together with champions to elevate the health of children and communities through lifelong healthy eating patterns.

Focusing on education, advocacy, dairy agricultural literacy and collaboration, we advance the health benefits of milk and dairy foods as part of the solution to achieving nutrition security and sustainable food systems.



A MESSAGE FROM THE CEO

“ Dairy Council of CA’s focus on equitable access to nutrition education and healthy foods, combined with the nutritional powerhouse of milk and dairy foods, fuels my personal passion for nutrition and health equity. ”

A

As I reflect on my first six months as the new CEO at Dairy Council of California, I am honored to serve and grateful to the dairy community for entrusting me with this role. Prior to coming to the organization, I gained experience in public health nutrition at the local, state and national levels, working with partners and California residents to increase equitable policies and practices that support nutrition and reduce hunger in underserved communities. My background directly aligns with Dairy Council of CA’s cause and its rich 100-year history of supporting free nutrition education programs. I believe milk and dairy foods are part of the solution to achieving nutrition security.

I have been warmly welcomed by the dairy community and have seen firsthand its dedication to supporting comprehensive nutrition education programs. Dairy farm families and milk processors serve Californians with a variety of fresh, healthy and safe dairy products that provide essential nutrients and fit into healthy eating patterns across the life span. Our dairy agricultural literacy flagship program, the Mobile Dairy Classroom, continues to bring the farm-to-table story to life while teaching students the importance of healthy eating.

Everyone deserves access to healthy and nutritious foods. The value of good nutrition to prevent disease, improve achievement and contribute to overall health and wellness, something we have valued for over a century here, is gaining attention through the “food as medicine” movement. We continue to prioritize the unique nutritional needs of children, with a focus on the first 1,000 days of life to support communities in reaching their full potential. Our newest edition of *The Healthy Eating TABLE* equips health providers with science-based nutrition recommendations for people during pregnancy and early childhood.

I am proud to work with a creative and diligent team of diverse thought leaders, registered dietitians, nutrition advisers, instructors, marketing and communication professionals, and administrative staff to meet the needs of different communities through a wide array of nutrition programs and digital strategies like our *Let’s Eat Healthy Together* broadcast series. We know that no organization can truly elevate health alone, and that is why we value partnerships to maximize our collective impact—and the Let’s Eat Healthy initiative is a great place for collaboration and co-creation to advance healthy eating patterns that include milk and dairy foods. Through the Let’s Eat Healthy initiative we recognized nutrition

champions across the state, awarded mini-grants to community-based organizations and hosted the first in-person summit this year. As we continue to activate our champion network, I look forward to seeing all that we can and will accomplish together to improve nutrition and health throughout California.

This report is intended to bring our cause to life, provide information about our programs and accomplishments and highlight strong partnerships that allow us to authentically reach communities to collectively achieve nutrition and health outcomes. On behalf of the entire Dairy Council of CA team and the board of directors, I am honored to share our 2022–2023 Annual Report with you. My hope is that the outcomes presented in the report demonstrate our core values and an appreciation of the dairy community’s commitment and contributions to elevating the health of children and communities in California. As we continue to work with dedicated partners across the state, I believe together we can achieve nutrition security for all Californians.

Best regards,

Amy DeLisio, MPH, RDN
Chief Executive Officer

BY THE NUMBERS

**YOUR MONEY
AT WORK**
Total
\$7,019,932

82%
PROGRAM DEVELOPMENT
AND SERVICES
\$5,754,107

ADMINISTRATION
\$1,130,209

16%
BOARD OF
DIRECTORS
\$80,452

1.15%
INDUSTRY RELATIONS
AND COMMUNICATIONS
\$55,164

.85%



4,731,409

CALIFORNIA CHILDREN AND
FAMILIES EDUCATED



12,841

CALIFORNIA SCHOOL AND
COMMUNITY PARTNERS
TEACHING NUTRITION



6,006

SCHOOL, COMMUNITY AND
HEALTH PROFESSIONALS
TRAINED



279

STAFF-LED EXHIBITS, EVENTS,
TRAININGS AND TECHNICAL
ADVISING



34

NUTRITION GUIDELINES AND
POLICIES INFORMED

From July 2022 to June 2023 Dairy Council of CA collaborated with influential health, education and foodservice professionals to educate children and families on the vital role of milk and dairy foods in daily eating patterns and to empower healthier communities.

EDUCATION



MOBILE DAIRY CLASSROOM

Back in Full and Better Than Ever

The school year began with enthusiasm as teachers and students welcomed the return of in-person assemblies. Dairy Council of CA's beloved Mobile Dairy Classroom proudly took the stage as one of the first assemblies to grace schools post-pandemic, creating waves of excitement.

For more than 90 years, Mobile Dairy Classroom has proven to be a valuable farm-to-school program, connecting students with the dairy community, fostering a better understanding of where food comes from and teaching the importance of milk and dairy foods in a healthy diet. Built upon lessons learned during the pandemic, Dairy Council of CA continued to meet the needs of schools outside the assembly zone with virtual Mobile Dairy Classroom field trips, providing a vibrant dairy agricultural literacy experience for students in California and beyond.

Adding to the excitement was the newly released Mobile Dairy Classroom online scheduler, a powerful tool that enables schools to self-register for assemblies, making the scheduling process smoother than ever before. In the spirit of growth and progress, Dairy Council of CA also welcomed two new full-time instructors, allowing assemblies for the first time in over a decade to schools in Ventura County and northeastern Los Angeles County.

Offered at no cost to elementary schools throughout California, Mobile Dairy Classroom assemblies and virtual field trips are powerful farm-to-school learning labs, bringing dairy agricultural education to life. Combined with our vast portfolio of nutrition education resources, Mobile Dairy Classroom makes a lasting connection with food and dairy agricultural literacy.



309,474

students educated



776

in-person Mobile Dairy Classroom locations in **148** school districts in **33** counties



219

virtual field trip locations in **52** counties with **18,287** virtual field trip views



16

ag days attended by Mobile Dairy Classroom with **21,500** students in **11** counties

MOBILE DAIRY CLASSROOM ENRICHES SUMMER MEALS



During summer months students may lack access to nutritious foods. Summer Meal Programs can help fill this gap with free healthy meals. For the first time, Mobile Dairy Classroom visited summer meal sites in June to celebrate National Dairy Month, **reaching 2,250 children** at six schools.

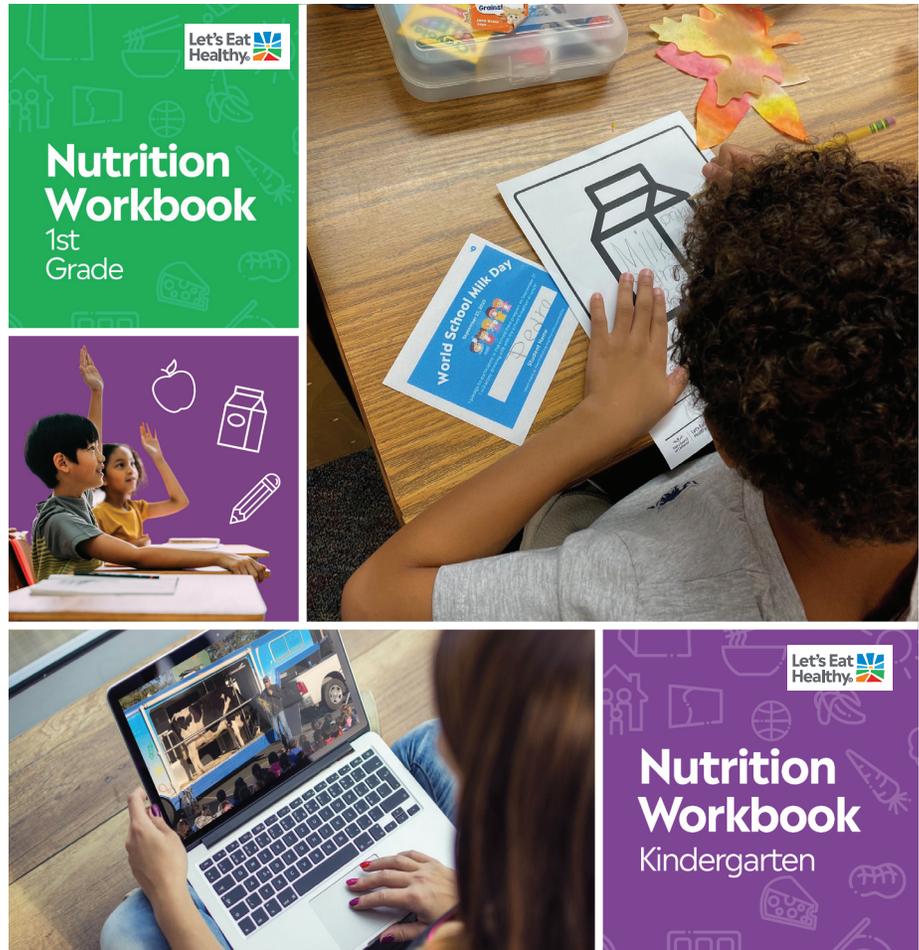


FOOD AND NUTRITION LITERACY

Knowledge Is Power

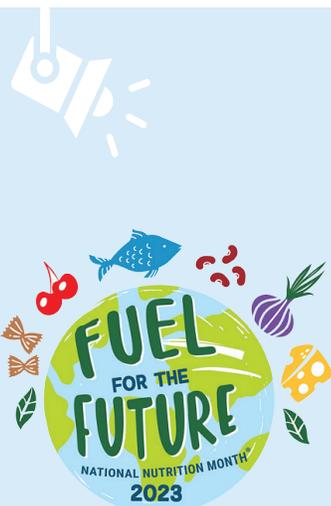
Food and nutrition literacy refers to the ability to access, understand, evaluate and use food and nutrition information to make informed decisions about dietary choices and eating habits. It encompasses a range of skills and knowledge that enable people to navigate the complex world of nutrition and make choices that promote their health and well-being. Dairy Council of CA is dedicated to working collaboratively with educators, health professionals, community health champions and school foodservice professionals to support food and nutrition literacy of children and families. Following are highlights:

- Over **7,500 school and health care locations** received educational resources, representing a **6% year-over-year increase**.
- Let's Eat Healthy classroom curriculum supported classroom education for over **186,000 students** throughout California school districts.



“ THANK YOU!!! Awesome resources!!! We are teaching suburban Los Angeles kids WHERE their food comes from. ”

Kim Dittbern, 1st & 2nd Grade Teacher
Mountainview Elementary School



CAMPAIGN SPOTLIGHT

National Nutrition Month

National Nutrition Month in March is an opportunity to spotlight the significance of nutrition in maintaining good health and preventing chronic diseases. In support of community health education that spans a lifetime, Dairy Council of CA created a National Nutrition Month toolkit of resources for partners. For 2023's Fuel for the Future theme, the toolkit helps share the value of nutritious foods like milk, yogurt and cheese as part of sustainable, healthy eating patterns that nourish the body while protecting the environment.

The National Nutrition Month 2023 toolkit received **1,089 web page views** and **100 toolkits were downloaded**, reaching thousands of people statewide.

UNDERSTANDING THE DAIRY INDUSTRY The Key to Informed Choices

Dairy agricultural literacy encompasses various aspects of dairy farming, including the production of milk and dairy products, animal welfare and sustainability practices. It presents an opportunity to bring awareness to the many positive health, environmental, economic and social impacts provided by the dairy industry.

To promote dairy agricultural literacy, Dairy Council of CA elevates partnerships to provide real-world educational experiences and help individuals and professionals learn more about the dairy industry and its practices. As people become more aware of the innovations, unique contributions and complexities of dairy agriculture, they can make more informed choices.

SCHOOL NUTRITION PROFESSIONALS EXPERIENCE FARM-TO-SCHOOL

Dairy Council of CA partnered with National Dairy Council to provide a behind-the-scenes tour of a local dairy farm to **38 school nutrition professionals**. The event, hosted during the pre-conference workshops for the School Nutrition Association’s 2023 School Nutrition Industry Conference in San Diego, gave participants a hands-on farm-to-school learning experience.

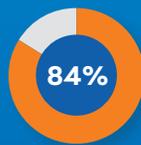
Attendees came from across the country, including representatives from Fresno and Oakland unified school districts. The value of dairy in sustainable nutrition was further emphasized as attendees on the farm tour were also able to participate in a Mobile Dairy Classroom presentation.



POST-TOUR SURVEY HIGHLIGHTS



Felt knowledgeable about how dairy milk is processed



Agreed or strongly agreed that dairy is an important part of a healthy diet because of the nutrition it provides



Agreed or strongly agreed that it’s important for students to understand where their food comes from and how it’s produced

IMAGINEU CHILDREN’S MUSEUM—THE ENGAGEMENT CONTINUES

A partnership with California Dairies Inc. and California Milk Advisory Board (and two years strong) used educational exhibits to provide dairy agricultural literacy for **71,000 children and families** as part of the ImagineU Children’s Museum.



MOO-VING FORWARD: EXHIBITING AT WORLD AG EXPO

World Ag Expo is the largest annual outdoor agricultural exposition with over 1,200 exhibitors and an attendance of more than 100,000 each year. It is held at the International Agri-Center in Tulare, California.

Dairy Council of CA showed a strong presence at this year’s World Ag Expo, engaging with **hundreds of attendees, students and teachers** to showcase the breadth of Dairy Council of CA services, including nutrition education resources, Mobile Dairy Classroom and advocacy tools such as the DairyUp app. World Ag Expo provided ample opportunities to connect with California dairy farm families and milk processors and highlight how Dairy Council of CA works on their behalf.

INDUSTRY COLLABORATION INCREASES DAIRY AGRICULTURAL LITERACY IMPACT

Through California Milk Advisory Board and in partnership with Dairy Council of CA, the American Dairy Products Institute and MilkPEP created a milk label to support California milk processors with informational milk carton side panel artwork to convey the health and nutritional benefits of milk. The graphic also included the Let's Eat Healthy logo and a QR code, further driving engagement traffic.



LIGHTS—CAMERA—ACTION

Let's Eat Healthy Television Broadcast Series Debuts, Wins Telly Awards

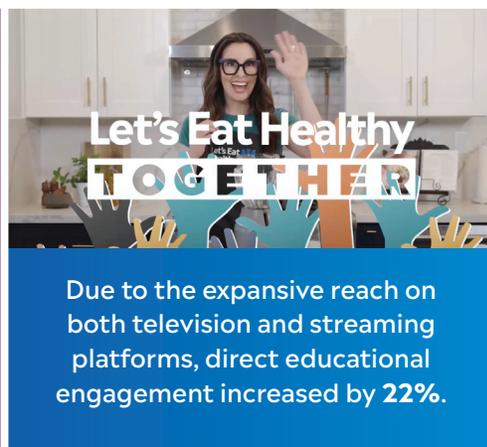
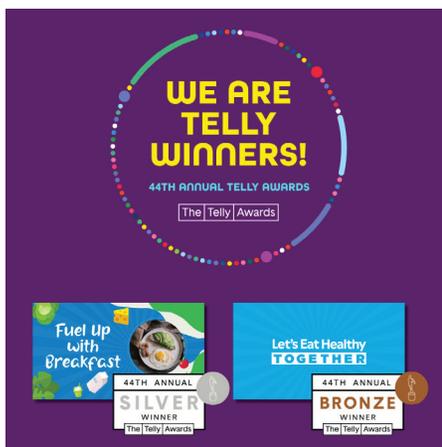
Let's Eat Healthy Together is a 12-episode series produced by Dairy Council of CA in partnership with Los Angeles Unified School District's wellness programs and PBS television affiliate KLCS.

Hosted by television personality and food educator Chef Monti Carlo, *Let's Eat Healthy Together* invites elementary students on a fun food adventure and engages them in a dynamic way as they learn lessons about nutrition, agriculture, cooking, culture and the senses.

The series received the following honors:

- Silver Telly Winner, Non-Broadcast General—Children, “Fuel Up With Breakfast”
- Bronze Telly Winner, Television Series—Children, *Let's Eat Healthy Together* series

The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks and production companies.



TASTE AND TEACH DAIRY EDUCATION

The Real Deal

Hands-on experiences allow learners to be much more actively engaged in lessons. For dairy education, the tactile engagement of seeing and tasting dairy firsthand as part of instruction leads to better retention and comprehension of concepts compared to passive learning. Following is an example of Dairy Council of CA taste and teach partnerships:

- A “June Is Dairy Month” sponsored promotion with California Foundation for Agriculture in the Classroom provided **200 teachers** with resources to taste and teach about dairy foods, reaching **6,715 students in 41 California counties**.

Survey results showed that **88%** of respondents agreed the additional resources and materials were helpful in making students excited about tasting dairy products; **100%** of teachers agreed the students gained knowledge about the food they tasted and increased their appreciation for agriculture.

ACCESS

SUPPORT FOR HEALTHY EATING CHOICES

One Meal at a Time

Dairy Council of CA created a Smarter Mealtimes resource page for early child care providers to promote healthy eating on HealthyEating.org in partnership with CalFresh Healthy Living, University of California and California Department of Social Services. It complements movement to its Smarter Lunchrooms Movement of California for schools.

The new resource page, which had **196 page visits** and **131 downloads**, supports healthier meal programs that include milk and dairy foods.

“*Teaching nutrition is a great way to build a connection with your students. Nutrition affects us. I’ve seen students who would have previously come to school on an empty stomach start eating breakfast regularly because of what they learned in your nutrition modules. It’s an eye-opening experience for students, and teaching nutrition with the Let’s Eat Healthy programs is easy.*”

Anne Stenton, School Counselor,
Fullerton School District



CAMPAIGN SPOTLIGHT

Summer Meals

Addressing Nutrition Insecurity: In California, many schoolchildren rely on free universal meals during the academic year. However, when school is out for the summer, these children may not have access to regular nutritious meals. Summer Meal Programs help bridge this gap by providing children with consistent access to food, including milk and dairy foods, during the summer months. Dairy Council of CA recognized the significance of summer meals and provided promotional information to stakeholders through its Summer Meals Partner Toolkit.

CAMPAIGN OUTREACH RESULTS:



30,650

flyers distributed through stakeholders



3,500

summer meal web page views



611

summer meal toolkits downloaded



90

locations ordered Dairy Council of CA resources



8

summer meal events held, reaching over **1,300** children and families

NATIONAL DAIRY MONTH

June Is “Moo-velous”

National Dairy Month holds great significance as it advocates the nutritional and health benefits of dairy products, supports the dairy industry, offers educational opportunities, encourages healthy eating, raises awareness of dairy’s contribution in sustainable nutrition and celebrates cultural traditions that include dairy. In honor of National Dairy Month, Dairy Council of CA:

- Teamed up with the California Foundation for Agriculture in the Classroom to promote Dairy Foods Taste and Teach

lessons in classrooms across the state. Students not only gained knowledge of healthy, sustainable eating patterns but also enjoyed a hands-on experience tasting dairy milk, yogurt and cheese. Taste and Teach lessons reached **6,715 students in 41 counties**. Survey results showed **88% of respondents agreed** the additional resources were helpful in making students excited about tasting dairy foods.

- Published a new edition of *The Healthy Eating TABLE* as a tool for health professionals to increase

knowledge of the value of dairy in healthy eating patterns during key life stages. This issue focused on optimal nutrition during the first 1,000 days of life, including pregnancy and early childhood, providing dairy-inclusive nutrition messaging for health care providers to utilize with their clients.

- Created a dedicated June Is Dairy Month web page of resources such as a Milk and Dairy tip sheet. The web page had **1,155 dedicated views** and **47 toolkit downloads**.

Dairy Council of CA partnered with Fuel Up to Play 60 and the San Francisco 49ers to create a promotional video celebrating California dairy and featuring former 49er player and Director of Alumni Relations Guy McIntyre.



CULTURALLY RESPONSIVE NUTRITION

The National Association of County and City Health Officials granted Dairy Council of CA \$20,000 to spearhead the creation of culturally tailored resources aimed at aiding Latino and African American families in promoting nutrition for infants and toddlers through funding from the Centers for Disease Control and Prevention. Dairy Council of CA led the project, collaborating with essential partners to develop these vital resources.

Dairy Council of CA collaborated with University of California, Irvine School of Medicine and two of its physician training programs, Leadership Education to Advance Diversity-African, Black and Caribbean (LEAD-ABC) and Program in Medical Education for the Latino Community (PRIME-LC)—along with Boston-based BOND of Color. The new resources, which align to the Dietary Guidelines for Americans and tailor to cultural dietary preferences, will be provided to communities in early 2024.



LET'S EAT HEALTHY COMMUNITY GRANTS

Elevating Access

Advancing the Let's Eat Healthy initiative, four \$5,000 community grants were awarded to community partners that entrusted Let's Eat Healthy champions to support equitable access to science-based nutrition education and food and agricultural literacy that encompasses the role of dairy in sustainable food systems. Funds also made healthy, wholesome foods, including milk and dairy, more accessible. Grant awardees are listed below:

- The Healthy RC Youth Leaders from Rancho Cucamonga
- Centennial Farm, Orange County
- North Valley Military Institute's Community Food Pantry, San Fernando Valley Region
- San Diego Unified School District



100% Evaluation reports indicate 100% of grant awardees improved their knowledge of healthy eating and believe including milk and dairy foods such as cheese and yogurt as part of daily eating patterns is essential.

“The Orange County Fair and Event Center’s Centennial Farm is excited to have been selected as a recipient of the Dairy Council’s Let’s Eat Healthy Community Grant. Funds will be used to highlight the importance of dairy and nutrition through activities with our existing educational programs including Jr. Farmer Tours, Discovery Days and Ranch After-School Programs with over 5,000 students reached.”

Evy Young, Director of Agriculture Programs

KID HEALTHY

Cooking Up Change

Cooking Up Change is a program that challenges high school culinary students to create healthy school meals that taste great to their classmates while meeting the USDA requirements of the National School Lunch Program. Dairy Council of CA was a proud sponsor of the Cooking Up Change challenge in Orange County, participated as a judge, and worked with a local dairy to supply milk. The winning team’s recipe highlighted yogurt. Cooking Up Change intentionally reaches youth in low-income communities and schools of greater Orange County.



DAIRY DELIGHTS

Celebrating World School Milk Day

World School Milk Day is an annual observance dedicated to promoting milk and dairy foods among schoolchildren worldwide. It aims to raise awareness of the nutritional benefits of milk, improve children's access to this essential food source, and highlight the role of dairy in supporting healthy growth and development. World School Milk Day serves as a platform for educational initiatives, community events and global collaboration to enhance children's nutrition and overall well-being.

World School Milk Day came alive as Mobile Dairy Classroom assemblies crisscrossed the entire state. Mobile Dairy Classroom instructors and community nutrition advisers didn't just deliver speeches; they brought enthusiasm and hands-on education to every student.

Local partners, which included school districts, dairies and other dairy enthusiasts, joined together to elevate Dairy Council of CA's World School Milk Day Activation Guide across the digital landscape, resulting in **42 downloads**. This guide was a goldmine of information bursting with engaging messaging, student milk pledge cards and an interactive activity sheet that allowed students to express the reasons they enjoy school milk.

Dairy Council of CA also partnered with Dairy Management Inc. to deliver the Los Angeles Rams' \$10,000 Hometown Grant to Culver City Unified School District on World School Milk Day during a Mobile Dairy Classroom assembly. The check presentation included a milk toast with **550 students**, the Rams mascot and cheerleaders.



World School Milk Day



Download the activation guide at
HealthyEating.org/WorldSchoolMilkDay

Let's Eat Healthy. 

 Dairy Council of California

CAMPAIGN SPOTLIGHT

Back-to-School



When students went back to school in the fall, Dairy Council of CA was right there in excitement and support, launching the popular Back-to-School campaign to support the nutrition security of children, families and communities.

The campaign featured nutrition education and social media resources for teachers, school foodservice professionals and health educators to share and amplify.

The campaign had **5,348 views** of the dedicated Back-to-School web page and **106 downloads** of the Let's Eat Healthy toolkit supporting well-nourished students.

DAIRY COUNCIL OF CA HOSTS INAUGURAL LET'S EAT HEALTHY SUMMIT

The air was electric with a sense of collaboration, celebration and community as Dairy Council of CA hosted the inaugural Let's Eat Healthy Summit, welcoming initiative members, supporters, collaborators and leadership award winners. The event showcased the contributions and impact of nutrition champions in activating the Let's Eat Healthy initiative.

The 2023 Let's Eat Healthy Summit, themed *Working Together to Advance Sustainable Nutrition Across California Communities*, was

“ At the Let's Eat Healthy Summit, we were surrounded by people who shared the same passion and dedication and could tell how genuine people feel about lifting each other up and helping people to form a healthy lifestyle. Thank you, Dairy Council of California, we will always treasure this wonderful experience. ”

Vivien Watts, Executive Director of Food and Nutrition Services, Alhambra Unified School District and 2023 Let's Eat Healthy Leadership Award Winner

attended in person and virtually by **over 125 change-makers** including school foodservice, nonprofit organizations, school districts and government agencies. Participants across the state came together to exchange ideas, gain knowledge, connect with others and find inspiration in their efforts to promote collaborative solutions that enhance the well-being of children and communities while also being sustainable.

The summit featured motivating speakers, including keynote presenter Secretary Karen Ross of the California Department of Food and Agriculture, Nutrition Services Division Director Kim Frinzell of the California Department of Education, and several local school and

community champions. Speakers touched on the importance of collaborative action to advance nutrition security and build healthy, sustainable food systems so individuals and communities can thrive.

Eight nutrition champions were also honored at the Let's Eat Healthy Summit for their commitment and contributions to empowering children, families and communities to develop lifelong healthy eating patterns. The award recognition program is a flagship of the Let's Eat Healthy initiative and shines a spotlight on the powerful work being done for nutrition education and healthy food access for students and communities.



SUMMIT ACTIVITIES ALSO INCLUDED:

- In-Person Mobile Dairy Classroom Presentation
- California Cheese Tasting
- Learning Cafe Networking Sessions
- Let's Eat Healthy Leadership Award Ceremony



2023 LET'S EAT HEALTHY LEADERSHIP AWARD WINNERS

Pictured starting at top row:

Alhambra Unified School District, Food and Nutrition Services, led by Vivien Watts, Executive Director of Food & Nutrition Services

City of Rancho Cucamonga: Health Equity Nutrition Research Youth Empowerment Program through Healthy RC, led by Youth Advisor Joanna Marrufo

Vanessa Alvarizares, Health Education Specialist for the CalFresh Healthy Living Program in the Imperial County Public Health Department

Kate McDevitt, District Wellness Supervisor for the San Diego Unified School District

Patty Corona, Director of Kitchenistas Engagement and Cooking for Salud at Olivewood Gardens and Learning Center in National City

Cesar Sauza, registered dietitian and Clinical Nutrition Manager at AltaMed Health Services in Los Angeles

Dr. Betty Crocker, Director of Child Nutrition Services for Redlands Unified School District

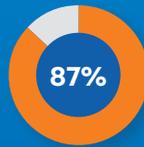
Fausat Rahman-Davies, Child Nutrition Director for Rialto Unified School District



POST-SUMMIT SURVEY HIGHLIGHTS



Agreed that the **Let's Eat Healthy initiative is valuable** to build collaboration and advance nutrition security, nutrition education and dairy agricultural literacy in their community.



Indicated **they gained valuable partnership opportunities** to further their work.



Agreed that **Mobile Dairy Classroom contributed to understanding the role of dairy in farm-to-school, sustainable practices and healthy eating.**



Identified **specific activities that they could apply and advance in their community** as a result of the Let's Eat Healthy champion video spotlight presentations and networking activities.



“ I love the Let's Eat Healthy initiative! It's transformative. It's about bringing people together to collaborate around nutrition security and nutrition education. It's such an inclusive and important process. ”

Karen Ross, Secretary of the California Department of Food and Agriculture



ADVOCACY

Advocating for milk and dairy foods is not a one-size-fits-all approach. It's about championing the dynamic range of benefits of dairy foods in healthy eating patterns, from nutrition security and overall health to cultural significance and economic opportunities. Dairy Council of CA works to elevate the power of milk and dairy foods as an integral part of a vibrant lifestyle.

THE POWER OF PARTNERSHIP

NextGen Scientist Cohort Program

Dairy Council of CA collaborates with stakeholders, including educators, health professionals and community leaders, in the shared goal of improving the health of children and families through healthy eating patterns and access to nutritious dairy foods.

One of those collaborations involved Dairy Council of CA and National Dairy Council (NDC). Together, they kicked off the first activation of NDC's NextGen Scientist Cohort Program in Sacramento, California. The program's goal is to cultivate young, diverse academics who understand that dairy offers unparalleled contributions to wellness, including impact on the planet, while protecting dairy's place in dietary guidance. This three-day inaugural event:

- Brought together post-doctoral students and assistant professors from across the country
- Offered presentations on dairy science, nutrition and sustainability
- Provided tours of New Hope Dairy in Galt and the UC Davis Dairy Teaching and Research Facility
- Partnered with the California Milk Advisory Board to host a networking reception for participants to connect and enjoy a delicious grazing table featuring California cheeses.



PUBLISHED IN THE JOURNAL OF SCHOOL HEALTH

Dairy Council of CA's registered dietitians co-authored a paper published in the esteemed *Journal of School Health* titled, "Collaborative Strategies to Improve Nutrition Security and Education: Lessons Learned During a Pandemic." The article addressed issues of nutrition security and solutions to improve nutrition and food access in the school environment, including:

- Improving access to school meals during the onset of the pandemic
- Innovating to make nutrition and agricultural education more accessible during extended school closures
- Integrating nutrition education and food access through partnerships



“ I did not know a lot about the farm aspects of dairy and the research related to cow's health and environmental sustainability. I really enjoyed learning about those topics. ”

NextGen Scientist Cohort Participant



HOMETOWN GRANTS Partnering With the NFL's Fuel Up to Play 60

Dairy Council of CA partnered with the NFL's Fuel Up to Play 60 program alongside the San Francisco 49ers, the Los Angeles Rams and the Los Angeles Chargers to present \$10,000 Hometown Grants to four California school districts totaling \$40,000. The grants were awarded during Mobile Dairy Classroom assemblies to advance healthy eating and physical activity initiatives. Funds were used to:

- Showcase new cafeteria milk and dairy menu items
- Engage students in recipe development
- Build a positive perception of school meals

PROFESSIONAL DEVELOPMENT AND TRAINING Inspiring Leadership in Action

Dairy Council of CA delivers thought leadership by engaging with key audiences and organizations through a variety of professional development and training platforms.

Staff participated in more than **10 conferences** and, in partnership with experts, delivered over **30 presentations** to advance milk and dairy foods' unique and essential contributions to healthy, sustainable eating. A wide variety of professionals and community stakeholders attended these events, including:

- Dietitians and future dietetic leaders
- Medical professionals and university researchers
- Public health and community leaders
- Teachers and school leaders
- Child nutrition professionals

- Dairy industry leaders
- USDA food and nutrition professionals

Staff had the opportunity to educate and inform stakeholders from a variety of sectors, engaging with organizations, associations and coalitions such as:

- Health Education Council Sacramento School Wellness Summit
- American Academy of Pediatrics
- Hygieia Biological Laboratories
- California Polytechnic State University, San Luis Obispo
- California State University, Fresno
- California State University, Sacramento
- CalFresh Healthy Living Forum
- The Child and Adult Care Food Program
- Santa Barbara County School Wellness Summit

- California Association for Health, Physical Education, Recreation and Dance
- Society of Behavioral Medicine
- National Child Nutrition Conference
- Western United Dairy Leaders Program
- American Commodity Distribution Association
- Academy of Nutrition and Dietetics
- California Academy of Nutrition and Dietetics
- Numerous state and regional collaborative meetings





CONFERENCES AND PUBLIC COMMENT SESSIONS Informing Strong Nutrition Policy

Dairy Council of CA has unique expertise in educating stakeholders about milk and dairy’s important role in nutrition programs, policy and dietary guidance. Staff participated in conferences and public comment sessions such as:

- Engaging in the White House Conference on Hunger, Nutrition, and Health by participating in listening sessions and submitting an organizational commitment statement.
- Submitting public comments to the White House demonstrating dairy’s important role in improving nutrition security for children, families and communities.
- Contributing written comments and participating in listening

sessions to inform CDFA’s input for the 2023 Farm Bill.

- Submitting public comments related to the FDA’s proposed definition of the term “healthy” for food labeling.
- Submitting public comments related to USDA’s proposed rule on school nutrition standards.
- Submitting public comments related to USDA’s proposed revisions in the WIC food packages.
- Submitting public comments related to FDA’s draft guidance for industry on dietary guidance statements in food labeling.

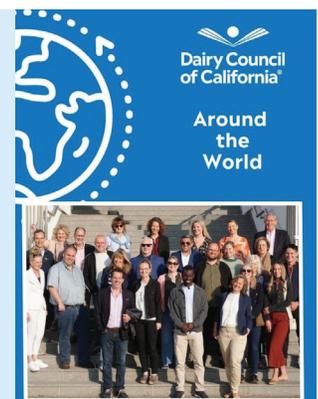
Dairy Council of CA advanced timely and science-based information on dairy foods’ critical nutritional

contributions during the first 1,000 days of life, from conception to a child’s second birthday, supporting optimal growth and neurocognitive development. Advocacy efforts included encouraging policy and programs that improve nutrition security during this important life stage of infancy and early childhood with access to nutrient-dense foods, including milk and dairy foods.

The staff and key partners delivered numerous presentations and professional development sessions for health professionals, university researchers and child care professionals focused on addressing nutrition equity and nutritional needs in the first 1,000 days of life.

A GLOBAL DAIRY COMMUNITY

Collaboration is a key value shared within the dairy community worldwide. Dairy Council of CA was proud to engage in a four-day workgroup with dairy science leaders from around the world, held in Scheveningen, Netherlands. The forum provided a unique opportunity for dairy scientists to engage in learning from leading researchers in the fields of nutrition, food science and sustainability. Innovative ideas and opportunities for future research were shared, keeping dairy’s part in the solutions for sustainable nutrition at the forefront of science.



MARKETING AND COMMUNICATIONS



FACEBOOK

Content Reach:
384,608 impressions
(up 28% from last year)



INSTAGRAM

Content Reach:
216,083 impressions
(up 8.2% from last year)



YOUTUBE

Video Views: **581,700**
New Subscribers:
1,400
Total Subscribers:
11,000



WEBSITE

HealthyEating.org
Total Page Views:
Over 1.1 million
Top Web Content:
MyPlate Match Game
(**224,625** plays)



EMAIL COMMUNICATIONS

142 content, industry communications and marketing emails sent, with **277,531** emails opened

Purpose-Driven Messaging

Effective and dynamic communication lies at the heart of empowering individuals and communities with knowledge and support to make informed dietary choices and improve their health. Increasing Dairy Council of CA's communication and marketing efforts and amplifying the unique contributions of dairy foods to sustainable, healthy eating patterns is more important than ever. In a world inundated with misinformation, ensuring that evidence-based nutrition education and information reaches those who need it most has become paramount. To this end, the organization has expanded communication channels, leveraging digital platforms, social media and partnerships to engage with diverse communities, not only sharing knowledge but also creating a space for dialogue and collaboration.

Following are highlights of over **101 unique external media placements:**

- Articles in trade publications such as *Hoard's Dairyman*, *Cheese Market News* and the California School Nutrition Association journal, *Poppy Seeds*.
- Press releases picked up and shared by various media outlets such as yahoo.com, Morning Ag Clips, Dairy Foods, Ag Alert and more.
- Interviews by CEO Amy DeLisio in celebration of National Dairy Month on the Western United Dairies podcast "Seen and Herd" and Bonneville International Broadcasting—a 20-minute radio interview broadcast across four Northern California radio stations reaching **15,000** listeners.



Bonneville International Radio Host Cody Robinson interviews Dairy Council of California CEO Amy DeLisio About All Things Dairy



Cody Robinson



Amy DeLisio



“ I look forward to receiving my Trends publication in the mail! The content is thorough and up to date, and easily understood. I often share nutritional news and information from Trends with others, whether through a dairy tour, social media, or conversations about dairy products. Trends is a great balance of information, including nutrition, economics, sustainability, etc...It is truly a valuable educational tool. ”

Maureen Lemos, California Dairy Farmer and Dairy Council of California Board Member

TRENDS PUBLICATIONS

Maintaining Relevance for Greater Impact

Dairy Council of CA's Trends proprietary monitoring system and publications are an integral part of the organization's success, enabling it to remain relevant, resilient and, ultimately, impactful. The Trends team, composed of registered dietitian nutritionists, health professionals and communication experts, meets three times per year to identify emerging nutrition and education trends based on a thorough analysis of data collected from scholarly journals, industry publications, news media and more. The resulting *2022 Trends: Food & Nutrition Issues Likely to Impact the Dairy Industry in the Next 1 to 3 Years* and *2023 Trends: Food and Nutrition Trends for Education and Health Professionals* publications equip key audiences with credible information and research on current food and nutrition topics.

Following are among the topics highlighted in this year's Trends publications:

- In the progression of nutrition policy from conversation to action, Food is Medicine programs are increasingly viewed as a solution to improving health.
- A growing body of research supports the unique benefits of dairy foods and their role in improving diet quality, with the life stages of pregnancy, early childhood and older adulthood being key periods for nutrition interventions to include dairy foods.
- In the education space, school milk helps ensure nutrition security for students, but there are new challenges to its role in school meal programs.

Understanding and acting on key trends supports professionals in their efforts to achieve nutrition security while advancing dairy foods' important role in healthy, sustainable eating patterns.



DAIRYUP APP Revised, Refreshed and Ready for You!

The DairyUp app, developed by Dairy Council of CA for the global dairy community, has emerged as a crucial asset for dairy farmers and milk processors, providing them with an effective means of communication to easily stay up to date with the latest messaging in dairy nutrition and science. Fact-driven information is provided in the following six categories:

- Nutrition
- Health
- Food Safety
- Animal Welfare
- Environment and Sustainability
- Dairy Products

Dairy Council of CA took this innovative mobile application, now in its fifth year, through a significant content and design refresh so the app can continue to serve as a comprehensive dairy information hub. In a digital age where misinformation abounds, the app serves as a trustworthy source of knowledge about the vast array of topics within the dairy industry.

Accessing the DairyUp app is easy! Simply download the app and use the UNIVERSAL login and password below to get started.

Login: california
Password: pass



-  **75,015**
Trends Emails Sent
-  **16,186**
Trends Direct Mailers Sent
-  **5,000+**
Visits to the Trends Content Page at [HealthyEating.org](https://www.healthyeating.org)
-  **888**
Professionals Trained in Trends Presentations



A MESSAGE FROM THE BOARD CHAIR

A

s we reflect on another year of remarkable progress

and dedication, it is my honor to highlight the work of Dairy Council of CA in partnership with the California dairy community, which has been an integral part of the state's agricultural heritage for generations. Working together, we continue to nourish people and exemplify the spirit of community and resilience while embracing innovation, environmental sustainability and stewardship.

As you read through the 2022-2023 Annual Report, you'll see time and again that the dairy community's long-standing support of Dairy Council of CA is a key part of our mission to not only produce milk and dairy foods but also support nutrition education in school and community settings to help children and families make healthier eating choices.

Looking back on the past year's achievements, it is clear that Dairy Council of CA has continued to thrive and evolve under the leadership of the new CEO, Amy DeLisio. Amy has embraced the dairy community and diligently pursued her new role. Her dynamic leadership, unwavering dedication and innovative thinking have

“As a fourth-generation dairyman, I know firsthand the value of dedication and trust. Our partnership with Dairy Council of CA is vital to the success of the California dairy community both now and as we look to the future.”

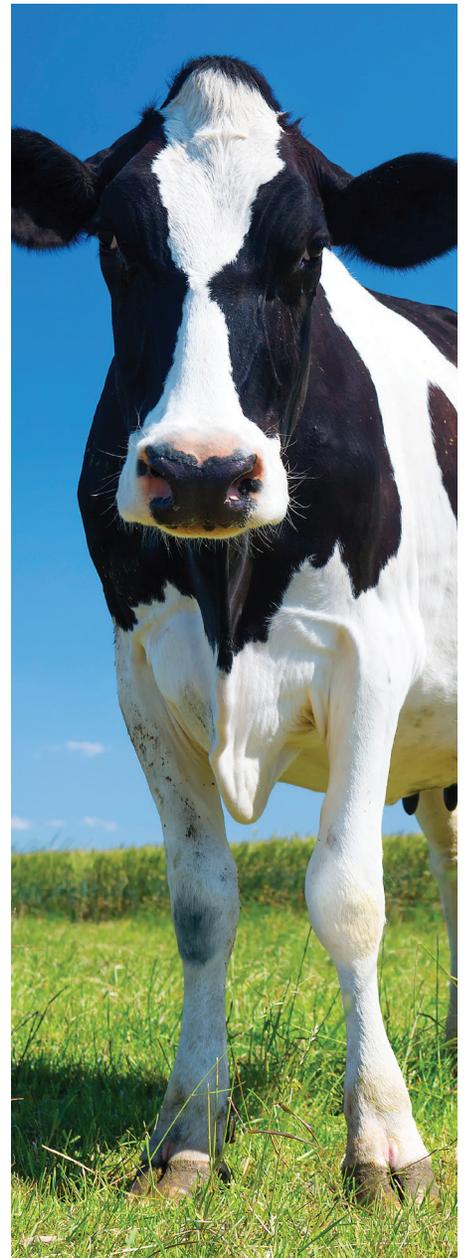
continued to ignite positive growth within the organization.

Dairy Council of CA is composed of a team of dedicated professionals in the fields of nutrition, education, community health, agriculture and communications. With continued focus and efforts, Dairy Council of CA amplifies the value of milk and dairy foods through:

- Evidence-based Nutrition Education
- Print and Digital Resources
- Dairy Agricultural Literacy Programs
- Research and Advocacy
- Community Outreach
- Partnerships and Collaboration

On behalf of the dairy community, thank you Dairy Council of CA for your rich history representing the dedicated farmers and processors across the state, and educating and advocating about the value of milk and dairy foods as part of sustainable, healthy eating patterns for people and the planet. Together, we make a difference nourishing and elevating the health of Californians!

John Dolan, Dairy Processor
Driftwood Dairy in El Monte,
California





Dairy Council of California®

1418 N. Market Blvd., Ste. 500
Sacramento, CA 95834



DAIRY COUNCIL OF CALIFORNIA OFFICER TEAM

Ashley Rosales, Nutrition and Industry Affairs Officer; Matt Delgado, Operations Officer; Amy DeLisio, Chief Executive Officer; and Shannan Young, Partnerships and Programs Officer

FOLLOW AND LIKE US ON Social Media

-  [Facebook.com/HealthyEatingCA](https://www.facebook.com/HealthyEatingCA)
-  [Instagram.com/HealthyEatingCA](https://www.instagram.com/HealthyEatingCA)
-  [Twitter.com/HealthyEating](https://twitter.com/HealthyEating)
-  [YouTube.com/HealthyEating](https://www.youtube.com/HealthyEating)
-  [LinkedIn.com/DairyCouncilofCalifornia](https://www.linkedin.com/DairyCouncilofCalifornia)



Visit [HealthyEating.org](https://www.HealthyEating.org)

for more information and resources!

BOARD OF DIRECTORS

Dairy Council of CA is a nutrition organization under the California Department of Food and Agriculture and guided by a board of directors representing California dairy farmers and processors. We would like to acknowledge and thank the following board members for their guidance and continued support during the 2022-2023 fiscal year.

Amy DeLisio
CEO, Dairy Council of CA

John Dolan
Driftwood Dairy
Chairman

Arlin Van Groningen
New Hope Dairy
Vice-Chairman

Chuck Ahlem
Charles Ahlem Ranch

Heidi Nunes
Leprino Foods

Vance Ahlem
Hilmar Cheese Company

Lauren Oostdam
Oostdam Dairy

Domenic J. Carinalli Jr.
Carinalli Dairy

Tyler Ribeiro
Rib-Arrow Dairy

Curt DeGroot
Rockview Farms

Dennis Roberts
Crystal Creamery

Fred Denier
Cal-Denier Dairy

Patrick Schallberger
Hollandia Dairy

Joey Fernandes
Fernjo Farms

Brad Scott
Scott Brothers Dairy

Cheryl Fiello
Scott Brothers Dairy

Hem Shah
Alta Dena Dairy

Stacy Heaton
California Dairies, Inc.

Richard Shehadey
Producers Dairy Foods, Inc.

Maureen Lemos
Lockwood III Dairy

Leaine Souza
Land O'Lakes

Stephen D. Maddox
Maddox Dairy Farms, Inc.

Arlene VanderEyck
Robert VanderEyck Dairy

Mike Newell
HP Hood, LLC

Stephen Weststeyn
JG Weststeyn Dairy