

Annual Report 2019



100-YEAR ANNIVERSARY SPECIAL EDITION

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

A MESSAGE FROM THE CEO

Celebrating 100 Years of Elevating Health



In 1919, California dairymen Sam Greene and Chester Earl Gray saw an opportunity to improve the health of schoolchildren by addressing rickets, a public

health concern, through educating the public about milk and dairy foods' important contribution to health, making milk and dairy foods available to students at school and providing students and families with access to nutrition education. Through their foresight, Dairy Council of California was formed.

A century later, our commitment to elevating the health of children and families has not wavered. The organization continues to lead, using science-based classroom curriculum centered on nutrition education; Mobile Dairy Classroom assemblies to help children understand where their food comes from; and nutrition programs to empower educators, health and wellness providers and community leaders with the knowledge, resources and support to teach children and families how to make healthy eating easier.

Dairy Council of California's rich history as champion for children's health and advocate of nutrition education to support community health continues to evolve and adapt for broader impact and greater effectiveness.

Enclosed in this report is Dairy Council of California's 100-year brochure, which highlights the organization's legacy of elevating the health of more than 100 million Californians. Also included is a summary of the organization's recent accomplishments and path forward, highlighting key programs and the four priority outcomes of Empowerment, Education, Access and Data.

These four priority outcomes provide the framework for tracking success, monitoring program effectiveness, reporting results and continually improving staff efforts, maximizing the investment value made by the dairy community into the organization.

Our expert team consists of registered dietitian nutritionists, nutrition educators and industry experts, informed by our proprietary Trends Tracking System. This system identifies health trends that impact the dairy community, anticipates topics of importance—such as the growth in plant-based diets and a drive toward sustainable eating patterns—and determines opportunities for the industry to ensure dairy continues to be part of a valued solution to optimal health.

The centennial anniversary is a pivotal moment for any organization. As I reflect on our past, I am proud to be part of Dairy Council of California's accomplishments and am excited about what is ahead as we continue to positively impact the health of children and families in California and beyond.

Nutrition science and emerging research support dairy's important role in healthy eating patterns, as envisioned by Sam and Chester 100 years ago. We are honored to support their legacy by continuing as leaders of this important cause now and in the future.

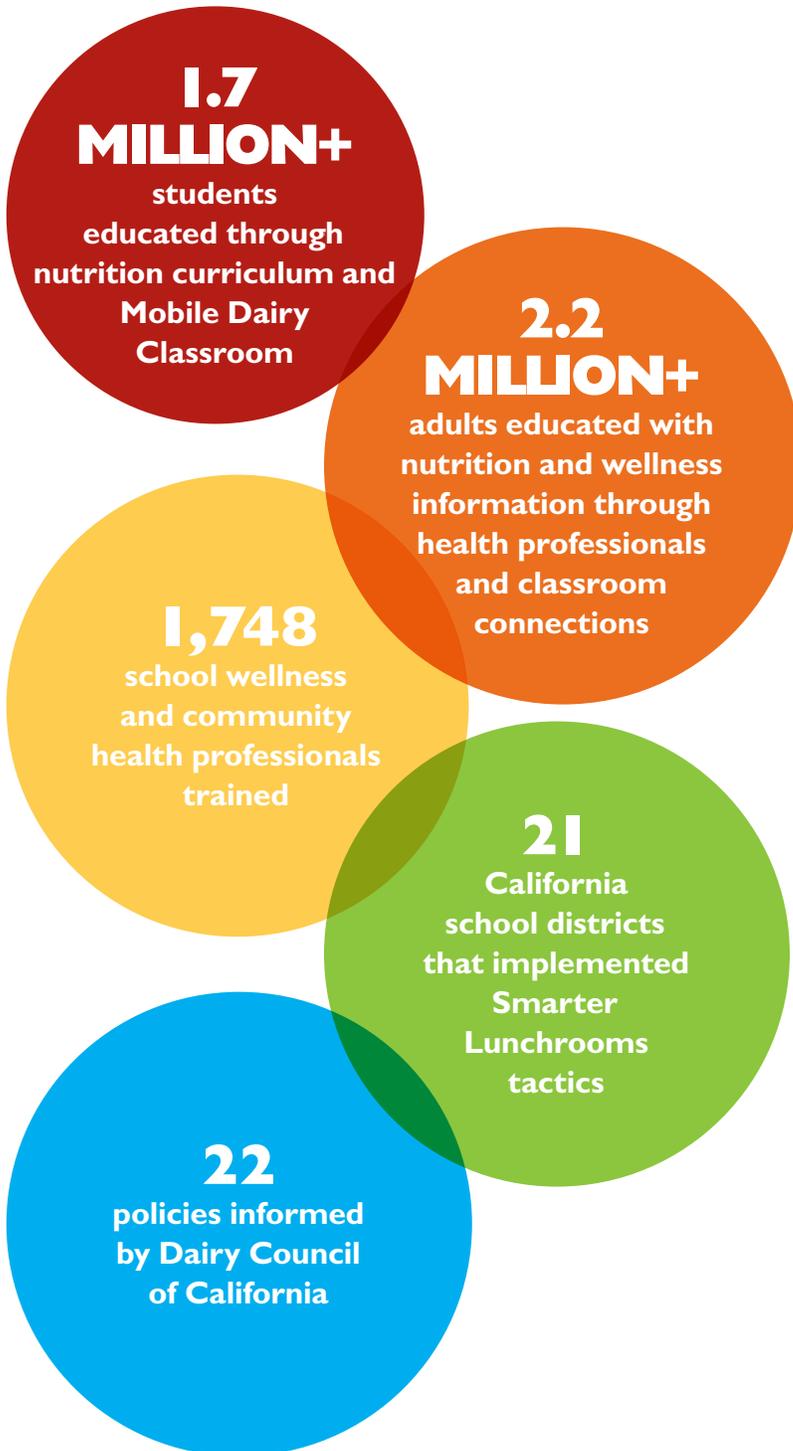
A handwritten signature in black ink that reads "Tammy Anderson-Wise". The signature is fluid and cursive.

Tammy Anderson-Wise
CEO, Dairy Council of California

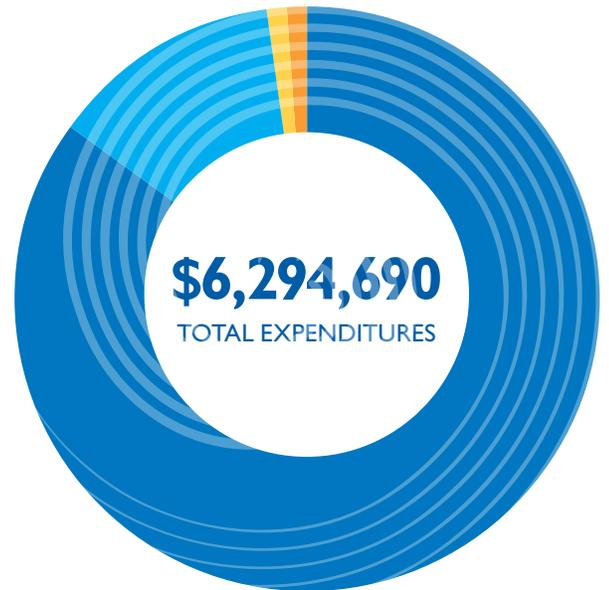


DAIRY COUNCIL BY THE NUMBERS

In 2018–2019, Dairy Council of California partnered with influential health and education professionals, leveraging nutrition education resources to educate more children and families, more times and in more ways.



YOUR MONEY AT WORK



Dairy Council of California stewards the dairy community's funds responsibly and efficiently, focusing on initiatives with the greatest impact on the health of children and families while igniting a passion for consuming milk and dairy foods.



ACHIEVING THE CAUSE

FOCUS ON EMPOWERMENT, EDUCATION, ACCESS AND DATA

Dairy Council of California's commitment to improving health through nutrition education remains steadfast, and the organization continues to look for new opportunities to expand its reach and advance its cause using a multilayered approach focused on four priority outcomes: Empowerment, Education, Access and Data.

All priority outcomes provide the foundation for strategies that directly align to Dairy Council of California's cause and enable progress toward powerful, highly targeted impacts in nutrition education, food access, children's health and chronic disease prevention. Strategies and intended impacts are designed to work together to make healthy eating easier and ensure children are empowered and equipped with lifelong healthy habits.

In this report, learn more about how Dairy Council of California strategies were implemented in the past year and see how Empowerment, Education, Access and Data have worked together to create a much larger impact.



EMPOWERMENT

Convene, inform and mobilize community change-makers by providing the latest findings on nutrition research, thus broadening communication channels.



EDUCATION

Create and deliver leading nutrition resources for educators, health professionals and influencers to educate children and families on healthy eating, which includes milk and dairy foods.



ACCESS

Support access to nutritious foods and advocate for milk and dairy foods' essential role in federal meal programs.



DATA

Collect and analyze data to measure results and inform internal and external decision-making, ensuring organizational success and, as needed, making adjustments to increase results.

ENCOURAGING HEALTHY EATING THROUGH SMARTER LUNCHROOMS



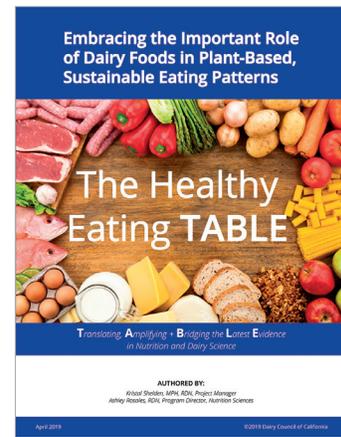
In the cafeteria, the Smarter Lunchrooms Movement (SLM) reinforces what students learn in the classroom using Dairy Council of California nutrition education curriculum and resources. Strategies nudge students to choose and eat more healthfully by making whole, nutritious foods—including milk and dairy foods—more visually prominent and accessible for students.

This fiscal year, we partnered with 21 school districts across the state to implement low- and no-cost strategies to improve students' consumption of healthy foods and reduce food waste. Through this partnership, more than one million children in California were impacted by the SLM and nutrition education curriculum.

To implement changes, community nutrition advisers worked hand-in-hand with local schools, empowering school foodservice personnel with resources to implement proven strategies founded in behavioral science. Research shows that when children have access to and consume nutritious foods like fruits, vegetables, dairy foods and whole grains they perform better in school, further solidifying the need for SLM strategies. When coupled with nutrition education, students make the connection between what they have learned about healthy eating in the classroom and how it can be applied in real life.

Community nutrition advisers visit and score participating lunchrooms using a research-validated SLM Scorecard at the beginning and end of each school year. This information helps schools measure growth, identify areas for improvement and determine the overall impact of smarter lunchrooms on children's food choices. School scores typically increase by six points for sites assessed two or more times during the school year—demonstrating that school foodservice personnel are helping make the healthy choice the easy choice in the cafeteria.

CURATING AND SERVING AS A STEWARD FOR NUTRITION SCIENCE



Dairy Council of California's nutrition science team collects, analyzes and communicates current research and trends on nutrition education and healthy eating patterns. Through this work, the organization is able to empower stakeholders and the dairy community with science-based, relevant and actionable information to ensure milk and dairy foods are valued as a solution to optimal health and remain a recommended part of daily healthy food choices.

Dairy Council of California launched its inaugural issue of *The Healthy Eating TABLE*, a scientific review series that translates, amplifies and bridges the latest evidence in nutrition and dairy science. The series educates and empowers health professionals with credible research on the latest in nutrition science to educate the public about healthy eating.

This first issue, titled "Embracing the Important Role of Dairy Foods in Plant-Based, Sustainable Eating Patterns," examined a topic with global significance as countries simultaneously face malnutrition, obesity and micronutrient deficiencies, plus the need to protect finite natural resources. The review concluded that efforts toward sustainable nutrition should embrace consumption of nutrient-dense foods from both plant-based and dairy sources, which are important for optimal health and can close nutrient gaps in America and beyond.

The Healthy Eating TABLE is intentionally thought-provoking and empowering, sharing the latest in emerging nutrition research that links milk and dairy food consumption to a wide range of health benefits, from well-studied associations like improving bone health to newer associations like reducing the risk of diabetes and heart disease. Presented at health conferences, speaking engagements and more, *The Healthy Eating TABLE* opened the door to new opportunities for dairy.

SERVING AS A RESOURCE FOR NUTRITION EDUCATION



Dairy Council of California's nutrition education programs educate millions of children and families every year through pathways such as schools, health clinics and community resource organizations, teaching the health value of milk and dairy foods and how to eat healthfully at all stages of life.

This fiscal year, Dairy Council of California revised and relaunched *Shaping Up My Choices*, a third-grade nutrition education program. Educating students as their critical thinking capabilities develop, the new program integrates milk and dairy foods into each of the five lessons on fundamental nutrition principles. Like all of the organization's classroom curriculum, it is aligned to Common Core State Standards and offers technology integration components that enhance the classroom education experience with videos, interactive content and recipes.

Free, ready-to-use nutrition programs developed using the latest research and education standards empower educators and health professionals. All California students can be equipped to make healthy choices for a positive, lifelong impact on their health—just one example of how dairy farm families and milk processors' contribution to community health continues through Dairy Council of California's strong and long-standing foundation in schools.

Data informs how nutrition education curriculum is received, allowing Dairy Council of California to measure program impact and success. As part of an independent study tracking behavior change and the impact of classroom curriculum over multiple years, the curriculum, specifically the fourth-grade *Nutrition Pathfinders* program, was recognized by the National Cancer Institute as an effective research-tested intervention program and endorsed on the institute's website.

BUILDING ON STRATEGIC PARTNERSHIPS



Through strategic partnerships with key health, education and nutrition organizations, Dairy Council of California is able to make a larger impact than any individual organization on its own. In 2018–2019, Dairy Council of California partnered with 37 local, regional and national influential organizations to convene and advocate for children's health through nutrition education.

One example of partnerships at work is Summer Meals, a statewide initiative that gained local attention in Sacramento with State Senator Dr. Richard Pan to bring awareness to USDA's Summer Food Service Program and ensure no child went hungry over the summer months. Dairy Council of California supported the larger statewide program and local initiatives, including Sacramento's Summer Meals Collaborative, increasing opportunities for children to access healthy, nutritious meals that include milk and dairy foods and educating students and families on the important role of milk and dairy foods in healthy eating patterns.

Additionally, through the California Local School Wellness Policy Collaborative, Dairy Council of California successfully brought together over 20 state wellness and education leaders to provide solutions for schools to support student wellness and academic success. This statewide infrastructure leverages collective resources and data to provide an environment for the organization to elevate its expertise in nutrition education and ultimately support student health and development.

Through partnerships like these, Dairy Council of California is able to educate and influence key gatekeepers and decision-makers and empower them to advocate for nutrition education and dairy's important role in healthy eating patterns, elevating Dairy Council of California's cause and keeping it top of mind.

CREATING MILK AND DAIRY ADVOCATES



In 2018–2019, Dairy Council of California created more than 1,700 dairy advocates with direct trainings to health, foodservice and community wellness professionals. These trainings equip influencers and change-makers with the resources needed to be effective communicators around healthy eating patterns, nutrition education and the importance of milk and dairy foods. The result: an army of advocates with a shared goal of improving the health of children and families through healthy eating.

Through these trainings, advocates also become champions for providing students with access to nutritious foods, including milk and dairy foods, and defending why milk and dairy foods are so critical for optimal health and development of children.

Dairy Council of California also fosters dairy advocacy by providing educators, health professionals, the dairy community and influencers with the latest nutrition research, issuing two focused Trends Reports annually that examine emerging science and research to identify trends that are likely to impact the dairy industry in the coming years. Reports incorporate implications and actions for stakeholders to consider. Findings from the Trends Reports are integrated into all communications, amplifying the findings and reaffirming Dairy Council of California's role as a thought leader in nutrition science.

BOARD CHAIR

Our Important Role as the Dairy Community

Like Dairy Council of California, my family has been part of the dairy community for 100 years. We too recently celebrated our centennial, and in doing so, I reflected on changes I have seen over my lifetime, along with the dairy farming history I have learned from the generations before me. A lot has changed—and through it all, Dairy Council of California continues to thrive, finding new ways to advance its cause of elevating the health of children and families through lifelong healthy eating habits.



I believe the organization's longevity is a testament to its ability to adapt. What started as a nutrition education program in schools has evolved to become so much more, as seen in these pages. By focusing on science-based research and identifying the right opportunities to champion nutrition education and dairy's role in healthy eating patterns, the organization has earned the respect of educators, health care providers, advocates for community health and the dairy community at large. There is simply no other organization like it.

While Dairy Council of California has done a lot to improve the health of children and families, the dairy community also has an important role to play. As a dairy community, we can be the boots on the ground, the local voices and advocates for dairy foods, dairy farming and dairy production. Whether getting involved with our local school board, opening up our doors for farm tours or simply spreading the good word on the emerging health benefits provided by dairy foods, we all play a critical role in ensuring Dairy Council of California can continue to advance its vision of igniting a passion for milk and dairy foods and furthering its cause of elevating the health of children and families for another 100 years.

Brad Scott

Dairy Farmer at Scott Brothers Dairy in Moreno Valley

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MOBILE DAIRY CLASSROOM



As one of Dairy Council of California's flagship programs and the original Farm to School program, Mobile Dairy Classroom holds a special place in the dairy community's heart. Mobile Dairy Classroom assemblies are often children's first experience learning about agriculture up close, providing them with an opportunity to see a real cow and calf at their elementary school. Offered to qualifying elementary schools throughout California, this interactive assembly teaches students about food literacy, milk and dairy foods, cow care on the farm, food groups, the milking process and agriculture technology. The assemblies complement other nutrition education programs offered by Dairy Council of California.

When paired with classroom lessons designed to build healthy eating behaviors from all food groups, students are able to make a powerful food literacy connection and build positive, lifelong memories.

Members of the dairy community are always invited to attend a Mobile Dairy Classroom in their area. Contact Kendall House, KHouse@DairyCouncilofCA.org, to learn about upcoming assemblies.

Dairy Council of California would like to thank the following dairies and FFAs for their support of Mobile Dairy Classroom:

Batista Bros. Dairy
Cal-Denier Dairy
Mission Viejo FFA

Santa Paula FFA
Silva Dairy Farms

Sweeney Dairy
VanderSchaff Dairy

DAIRY UP APP

Dairy United Platform (Dairy UP) is a free mobile app for the dairy community. It offers relevant information to empower the industry when talking about milk and dairy products.



Download **DairyUP** app today:



Username: California

Password: pass



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CALIFORNIA DAIRY SUSTAINABILITY SUMMIT

Dairy Council of California is a co-host of the California Dairy Sustainability Summit, taking place on March 25–26, 2020, at Cal Expo in Sacramento. Visit CADairySummit.com for more information, including registration.