

About Us

VISION

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

CAUSE

Elevating the health of children and **communities** in California by promoting lifelong healthy eating patterns.

Organizational Statement

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 and advocacy, dairy ag 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.



**Dairy Council
of California®**



Values



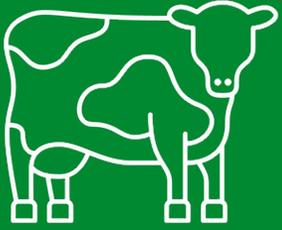
- 1 We believe in advancing nutrition security for optimal growth, health and well-being, which contributes to healthy communities.
- 2 We believe communities should be supported to ensure equitable access to nutrition education and healthy foods.
- 3 We believe milk and dairy foods are essential in sustainable food systems.
- 4 We believe collaboration is vital to maximize collective impact.

Key Strategies & Audiences



How We Build Value for Milk & Dairy

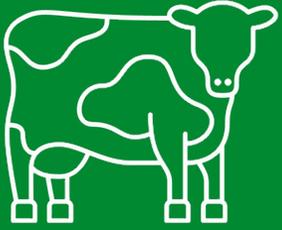




Dairy Ag Literacy

We build value for the dairy agricultural community's innovation in sustainable nutrition

- Sustain Mobile Dairy Classroom as a flagship program
- Advance the integration of milk and dairy foods as part of Farm to School
- Identify key opportunities to showcase Experiential Dairy Exhibits
- Build partnerships to foster future Dairy Ag Leaders



Dairy Ag Literacy

We build value for the dairy agricultural community's innovation in sustainable nutrition

Focus Areas:

- Engage key thought leaders in dairy farm tours
- Empower youth through FFA linking to STEAM
- Expand dairy experiential learning exhibits
- Collaborate with CDFA Farm to School state and regional staff



Education and Advocacy

We educate and advocate on milk and dairy's role in healthy, sustainable eating patterns

- Advance the value of milk and dairy foods as a solution to address the nutritional needs in key life stages
- Preserve the position of milk and dairy foods within the federal nutrition programs to achieve nutrition security



Education and Advocacy

We educate and advocate on milk and dairy's role in healthy, sustainable eating patterns

Focus Areas:

- Amplify Let's Eat Healthy Together series across sectors
- Develop out Let's Eat Healthy Toolkit and resources
- Advance First 1000 Days through Legacy Health Foundation Grant
- Activate champions to educate and advocate for milk and dairy foods
- Conduct professional development reaching target audiences
- Advance nutrition and regulatory affairs tools and resources



Partnerships & Collaborations

We build and foster strategic partnerships to achieve collective nutrition and health impacts

- Co-create tools, programs and resources at key life stages for impact to ensure dairy inclusion
- Fund independent research and local initiatives to address opportunities that support milk and dairy's role in sustainable nutrition
- Facilitate the Local School Wellness Collaborative and the Smarter Lunchroom Movement
- Activate and elevate Champions as trusted messengers and spokes people

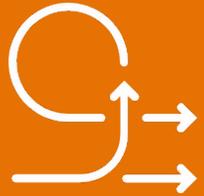


Partnerships & Collaborations

We build and foster strategic partnerships to achieve collective nutrition and health impacts

Focus Areas:

- Let's Eat Healthy Advisory Committee
- Expand Let's Eat Healthy mini-grants and awards
- Engage with prioritized professional associations



Thriving Organization

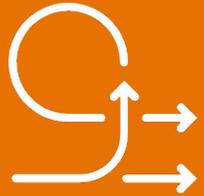
We aspire to achieve organizational excellence, maximizing our impacts while remaining people centered

- Build an equitable organization
- Measure our impact
- Clarify our marketing and messaging
- Optimize fiscal stability
- Strengthen our infrastructure
- Strengthen our organizational structure
- Invest in our team



**Dairy Council
of California[®]**





Thriving Organization

We aspire to achieve organizational excellence, maximizing our impacts while remaining people centered

2023-2024 Focus Areas

Strengthening Our Infrastructure

- Explore digital-forward options to create a strong, nimble technology infrastructure
- Expand the quality of the organization's digital ecosystem to support program and development goals

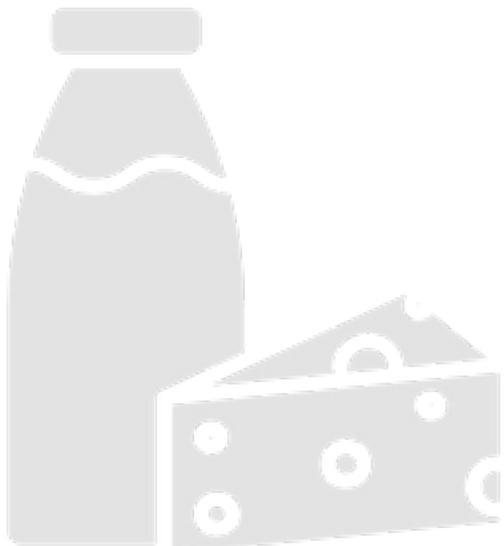
Measuring Our Impact

- Strengthening our research and evaluation metrics
- Define how our efforts create collective impact towards our shared vision

Invest in Our Team

- Professional development

Outcomes



Partners include dairy inclusive nutrition literacy to children and communities.

Partners include dairy ag literacy as a component of sustainable food systems.

Participants value milk and dairy foods as part of healthy eating patterns.

Participants value milk and dairy foods as part of sustainable nutrition.

Champions engage in actions to advance access to milk and dairy foods.