

# Success Plan Progress Summary

HIGHLIGHTS FROM FEBRUARY 1, 2025, THROUGH MAY 15, 2025

## Overview

The organization continues to progress toward outcomes with evaluation results that blend metrics with experiences from the communities served. Merging the numbers with quotes, case studies and examples aims to bring a fuller picture of programming to improve the health and well-being of children and families.

## Education

*Training, publishing and mentoring are all ways to build trust and develop relationships with key audiences to expand the reach of dairy messaging.*

### Education



#### Podium Attendees

63 podiums held with a total of 6,392 attendees



#### Community Education

24 community education events were held with 2,400 attendees.



#### Engage Champions

Oriented grantees to build tailored nutrition education programming



May 15, 2025

## Thought Leadership

- Distributed 2025 Trends: Food and Nutrition Trends for Educators and Health Professionals via print and e-newsletter.
- Attracted 200 registrations with 100 live attendees to the first 2025 Nutrition Trends webinar. All participants responding to the survey agreed that information was valuable, and 97% agreed that trends information supports their work.
  - “I’d love to see more nutrition webinars. This information is helpful to all.” —Trends Webinar Attendee



## Community Partnerships + Stakeholder Collaboration

- Sponsored and judged Cooking Up Change high school student culinary competition, integrating dairy in creative school meal solutions.
- Hosted a Community of Practice webinar, Tasting Success: Building Lifelong Culinary Skills, on foundational cooking skills that can lead to a variety of careers, including school nutrition, to transform school meals.
- Awarded three Let's Eat Healthy Community Grants, with grantees supporting dairy agricultural literacy, nutrition workshops and food system events.



## Future Health Professional Development

- Delivered presentations on trends and dietetics careers.
- Hosted a dietetic intern supporting internal projects and four dietetic interns who co-presented at a statewide exhibit.
- Mentored future dietitians at a statewide conference networking event.

## Advocacy

*Informed policy and guidelines on the value of milk and dairy foods in healthy, sustainable eating patterns.*

## Advocacy Achievements

**Collaborations**



27  
successful  
collaborations to  
boost advocacy.

**Third-party  
promotions**



15 third-party  
promotions to  
expand reach.

**Policies informed**



24  
informed  
policies for  
better advocacy.

**Co-creation**



15 co-creation  
initiatives for  
advocacy.

**Research  
projects**



3 research  
projects to  
support  
advocacy.



## Policy Influence

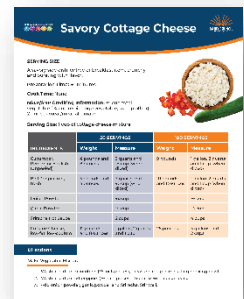
- Developed and disseminated ultra-processed food public comment document. Served as a panelist to educate California stakeholders on pending school meal legislation.
- Positioned as a nutrition subject matter expert as a panelist on the Strategic Partnerships session at the California School Nutrition Association Legislative Action Conference.

## School Wellness Leadership

- Hosted and co-presented Winning at Wellness webinar for 250 participants with the California Department of Education.
- Developed, disseminated and collected survey responses from 416 wellness leaders across California to assess and identify the tools, resources and support needed to strengthen school wellness policies. This ensures adequate support for school meals that promote milk and dairy as part of a reimbursable meal.

## Dairy Dialogue Impact

- Developed seven global-inspired dairy-rich recipes through a partnership with Madera and Elk Grove unified school districts, now available on Dairy Council of CA storefront.
- Convened and moderated a youth panel with six students in the 5th–11th grade from four California districts at the California School Nutrition Association Child Nutrition and Industry Summit highlighting:
  - Desire for cold milk, culturally diverse menu items and more time to eat.
  - Decreased stigma of school meals due to scratch cooking, universal free meals and less processed food.
  - Student interest in menu development participation.
  - *“We just appreciate you and your partnership on healthy meals for our kiddos. Your presentation with the cutest panel was the HIT of the conference, thank you so much.”* —Janice Carter, California School Nutrition Association President-elect
- Saw nutritional content signage (e.g., “protein for fuel”) implemented in secondary school cafeterias at Capistrano Unified School District to support student-informed nutrition education and engagement because of youth feedback gathered during the Well Nourish, Brighter Futures Dairy Dialogue.



## Industry Collaboration

- Co-hosted California Dairy Sustainability Summit, engaging 477 farmers and guests and resulting in the following successes:
  - Promoted resources that highlight sustainable dairy nutrition.

- Sponsored speaker and sustainable dairy nutrition materials featured in the main session, The Power of Protein: Dairy Delivers, by Global Dairy Platform's Mitch Kanter, Ph.D.
- Dairy Council of CA's work was highlighted by Secretary Karen Ross in opening remarks, emphasizing nutrition education's role in developing healthy eating habits.
- Provided nutrition research translation on the role of dairy in healthy eating patterns through:
  - Co-sponsoring an exhibit booth with California Milk Advisory Board at World Ag Expo to highlight Dairy Council of CA's collaboration and contributions to the dairy industry.
  - Collaboration on the NextGen Scientist Professional Mentorship Program.
  - *"I wanted to share my sincere appreciation for all your time, effort and wholehearted engagement to make our California activation [NextGen Scientist Professional Mentorship Program] an incredible success. ...we are grateful to have had your partnership throughout this journey ... we look forward to continuing to collaborate to create thoughtful, impactful opportunities to support early career scientists and champions."* — National Dairy Council partner

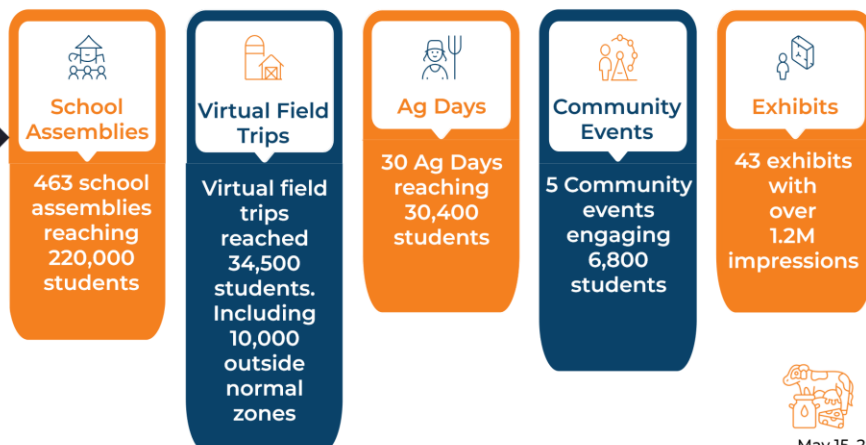
## Dairy Agricultural Literacy

*Expanded opportunities to connect children and educators to dairy farming builds trust and value for the industry.*

## Dairy Agriculture Literacy Outreach



**Mobile Dairy Classroom**  
A program of Dairy Council of California



May 15, 2025



## Statewide Education Initiative

- Placed dairy agricultural literacy banners throughout California (Glenn, Lake, Imperial and Los Angeles County fairs).
- Developed innovative strategies for continued direct educational activities with students during bird flu challenges.
  - Hosted interactive booths during the HPAI pause to educate students and families about dairy cows, diet, digestive systems and production including:
  - Community events at Chino Days, Upland Unified School District and Perris Elementary School District.
  - Ag Days in Sonoma County, Monterey, Calaveras, Centennial Farms, Lodi and at the State Capitol.
- Conducted a Spanish-language Virtual Field Trip, successfully reaching over 1,300 students across California and expanding access to dairy and nutrition education in Spanish-speaking communities. The presentation was recorded and posted in the online storefront on our website for ordering and viewing.
- *“Thank you for providing this presentation to our students in Spanish. As a Dual Immersion school, it is very challenging to find learning opportunities outside the classroom in Spanish.”* —Educator

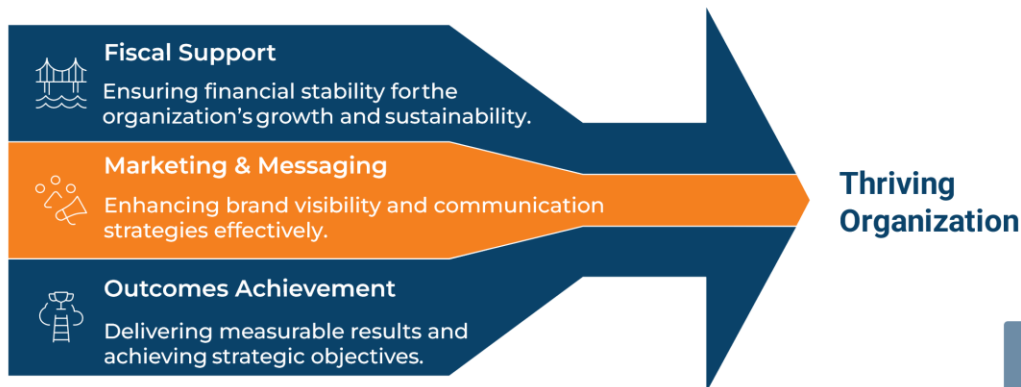


# Thriving Organization

*Expanded ways to achieve organizational excellence while effectively managing resources and processes.*

## Thriving Organization

Expanding ways to achieve organizational excellence while effectively managing resources and processes.



May 15, 2025

## Impact Measures

- Surveyed respondents, who continue to be satisfied with presentation content (96%), knowledge gains (89%), the value of education that includes milk and dairy foods (92%) and their improved understanding of how dairy farmers produce nutritious dairy foods (90%), with responses ranging from 630 to 1,000.

## Operational Excellence

- Expanded digital infrastructure to support increased virtual education delivery.

## Staff + Board Development

- Conducted quarterly strategic alignment session with the board of directors (March 20, 2025).
- Facilitated professional development training for 100% of staff in emerging nutrition education methodologies.
- Completed facilitation training of the leadership team, consisting of 12 members.

## Communications

*A more in-depth approach to communications, which includes enlisting partners and offering expertise while reinforcing key messages.*

### Media Presence, Industry Publications + Strategic Messaging

- Featured in *Hoard's Dairyman* in an article showcasing the 2025 Trends publication, reinforcing the importance of addressing systemic challenges in public health and nutrition while spotlighting dairy's role in the solution.
- Interviewed for the Voice of California Agriculture podcast during California Ag Day at the Capitol. CEO promoted the benefits of dairy.
- Featured in *Hoard's Dairyman* for role in the California Dairy Sustainability Summit. The article highlights a collaborative push toward climate neutrality and spotlights Dairy Council of CA work alongside partners, including Dairy Cares. Efforts link nutrition education with environmental stewardship, reinforcing dairy's role in a sustainable food system.
- Published in *Cheese Market News* with the article "Food, Nutrition Policy Faces Change," which explores shifts in U.S. nutrition policy, highlighting the Make America Healthy Again Commission, rising food insecurity and the focus on whole, nutrient-dense foods. The piece reinforces dairy's essential role in sustainable, equitable nutrition policy.
- Featured in *Poppy Seeds* publication spotlighting the Grateful Grazing event and Let's Eat Healthy Leadership Awardee.



# Empowering Leaders, Advancing Health:

## Cross-Sector Advocacy Elevating Dairy and Community Impact Across Life Stages

### School Nutrition Programs

Equipping school nutrition programs with dairy-inclusive tools and resources to advance nutrition security, nutrition education and collaboration for the well-being of school-age children.



Grateful Grazing:  
A Journey Through CA Harvest



CA School Nutrition Assoc.  
Ask A Farmer Booth



Well-Nourished, Brighter  
Futures Dairy Dialogue



CA School Nutrition Assoc.  
Nutrition and Industry Summit  
Youth Panel

*“We just appreciate you and your partnership on healthy meals for our kiddos. The presentation was the HIT of the conference, thank you so much!”*  
-Janice Carter, CSNA President-Elect

### Next Gen Scientist Program

Collaboration with National Dairy Council to engage the next generation of thought leaders and activate dairy champions.



CA Next Gen Scientist:  
Dr. Debbie Fetter



Inaugural Activation  
Sacramento, CA, September 2022



Closing Activation:  
Point Reyes, CA, April 2025

*“I will be using these learnings incorporated into my communication series. I received requests from students on how to communicate dairy/agriculture on social media, so this is exactly what I needed.”*

*“I was surprised that all levels of fat, especially whole milk, have positive impacts on cardiometabolic health. I thought the trend was going to be opposite.”*

### Growing Trends into Advocacy

Expanding Dairy Council of CA's foundational Trends program with opportunities to engage advocates.



2025 Food and Nutrition  
Trends for Education and  
Health Professionals Webinar

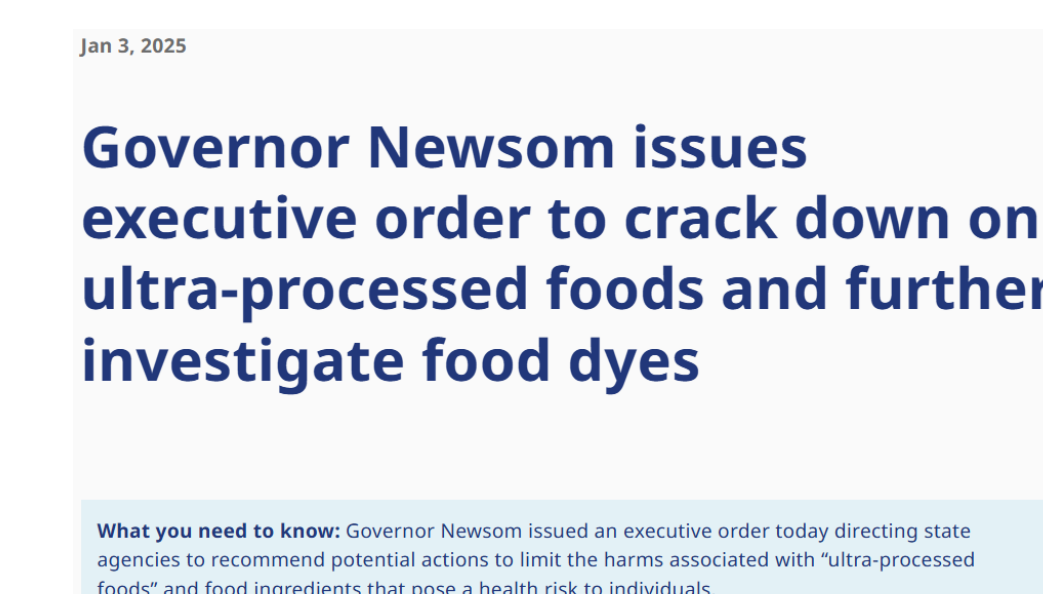


*“The information is a good reminder of what we see in the literature and have seen coming for a number of years. Thank you for the clear presentation.”*

*“Very inspiring, great information.”*

### Public Comments

Science-based information to educate on guidelines and policies, build support to advance Dairy Council of CA's priority outcomes, and equip partners to be advocates.





# Equipped to Influence: A Highlight of California Champions

## School Nutrition

*Advancing the value of milk and dairy foods for the next generation.*

**Suzanne Morales, MPH, RD, SNS, Nutrition Services Director, Placentia-Yorba Linda USD, 2025-2026 President, California School Nutrition Association (CSNA)**

- Planning Advisor / Speaker at the Well-Nourished, Brighter Futures Dairy Dialogue.
- Ensured dairy's role in school nutrition was part of the conversation at 2025 CSNA, Legislative Action Conference, reaching **72 school districts** providing school meals to **953,354 students** across CA.



### Kid Healthy

Collaborating with culinary high school students to create compliant school meals.



- **500+** students have inspired culturally inclusive, dairy rich recipes since 2012.
- **5** school districts from Los Angeles and Orange County engaged with **131,600** K-12th students benefiting.

*“Cooking up Change® is more than a competition—it's an opportunity for students to make a real impact on school nutrition while gaining invaluable skills.”*

-Kim Benson, Executive Director



## Academia

*University champions building future dairy supporters.*



**Anna Cahn, PhD, RDN**

Associate Professor, California Polytechnic State University, San Luis Obispo

- Provides Dairy Council of CA staff multiple opportunities to present to future health professionals yearly.



**Nadine Braunstein, PhD, RDN**

California State University, Sacramento, Dietetic Intern Director

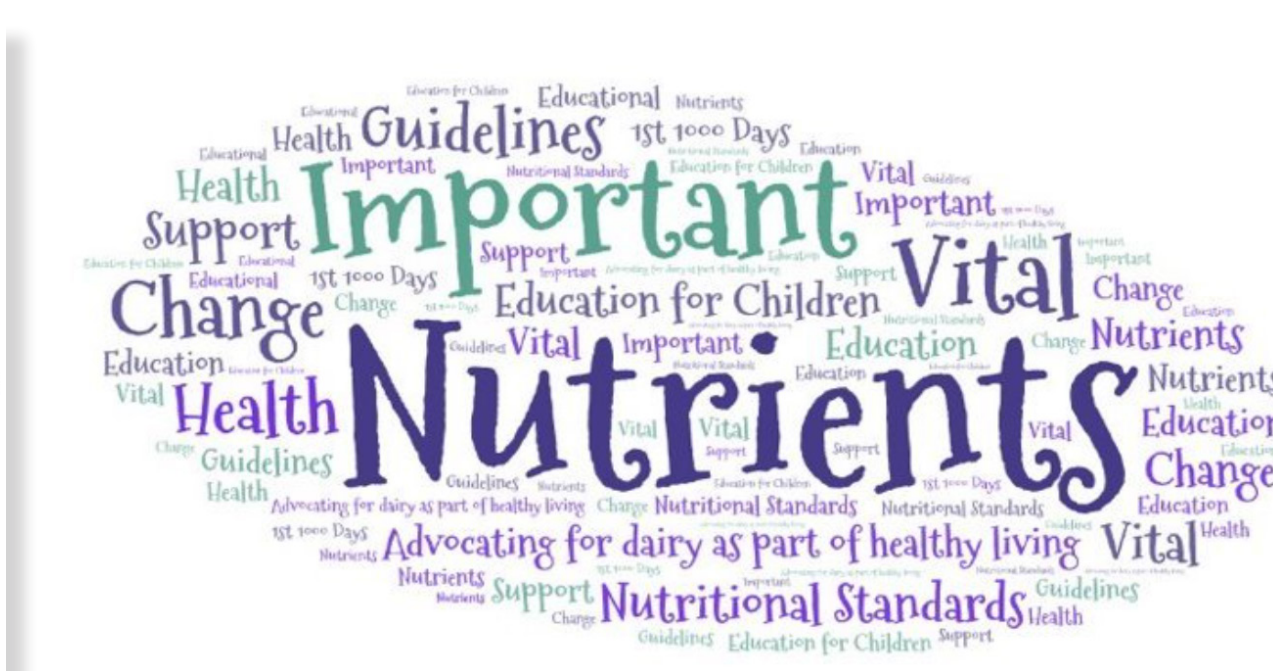
- Placement of interns in School Food Service sites, facilitated students' attendance at Lodi dairy farm tour and Trends Advisory committee member.



PRE



POST



Student growth in knowledge of Dairy Council of CA and our key focus lenses

**125**  
Nutrition students  
educated this  
fiscal year

## Pediatrician

*Creating advocates who value dairy in patients' eating patterns.*

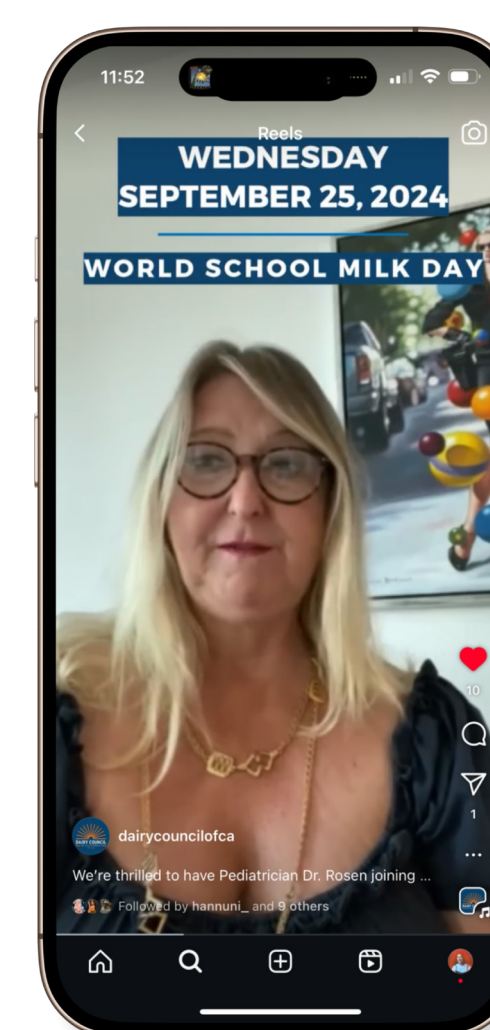
**Kerstin Rosen, MD**

Clinical Associate Professor, Pediatrics Stanford and Kaiser Permanente

- Social media campaign received over **70,000 impressions**.
- Attended Mi Plato event to learn about culturally relevant dairy foods.
- Co-creating an AI nutrition tool to use in clinical settings and deliver trainings to health professionals in Santa Clara.

*“Every day in my practice I've seen the incredible impact that making milk available to all children at school has had.”*

-Reel by pediatrician Dr. Rosen



## Dietitians

*Influencing communities through culturally relevant dairy foods.*

**Hope Wills, MA, RD, CSP, IBCLC**

Pediatric Registered Dietitian, Children's Hospital LA and USC Nutrition LEND Faculty

- Presenter at Head Start Health Summit and Flavorful Beginnings webinar.



**Crystal Orozco, RDN, CDCES**

Latina Dietitian

Attended MiPlato culinary dairy event led to:

- Primary speaker at the National Hispanic Medical Association culinary medicine pre-conference session.
- June is Dairy Month social media activation and television interview.





# Connecting Audiences, Amplifying Impact: Strategic Branding, Digital Innovation and Media Excellence

## Media Highlights

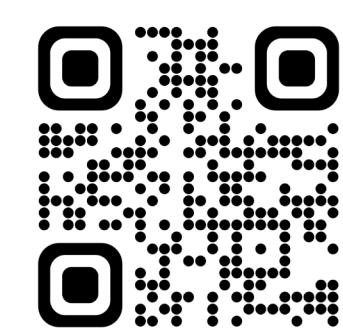
- Three on camera TV interviews
- Food and Wine, Roots of Change, Voice of California Ag



Holiday Toy Drive



World School Milk Day

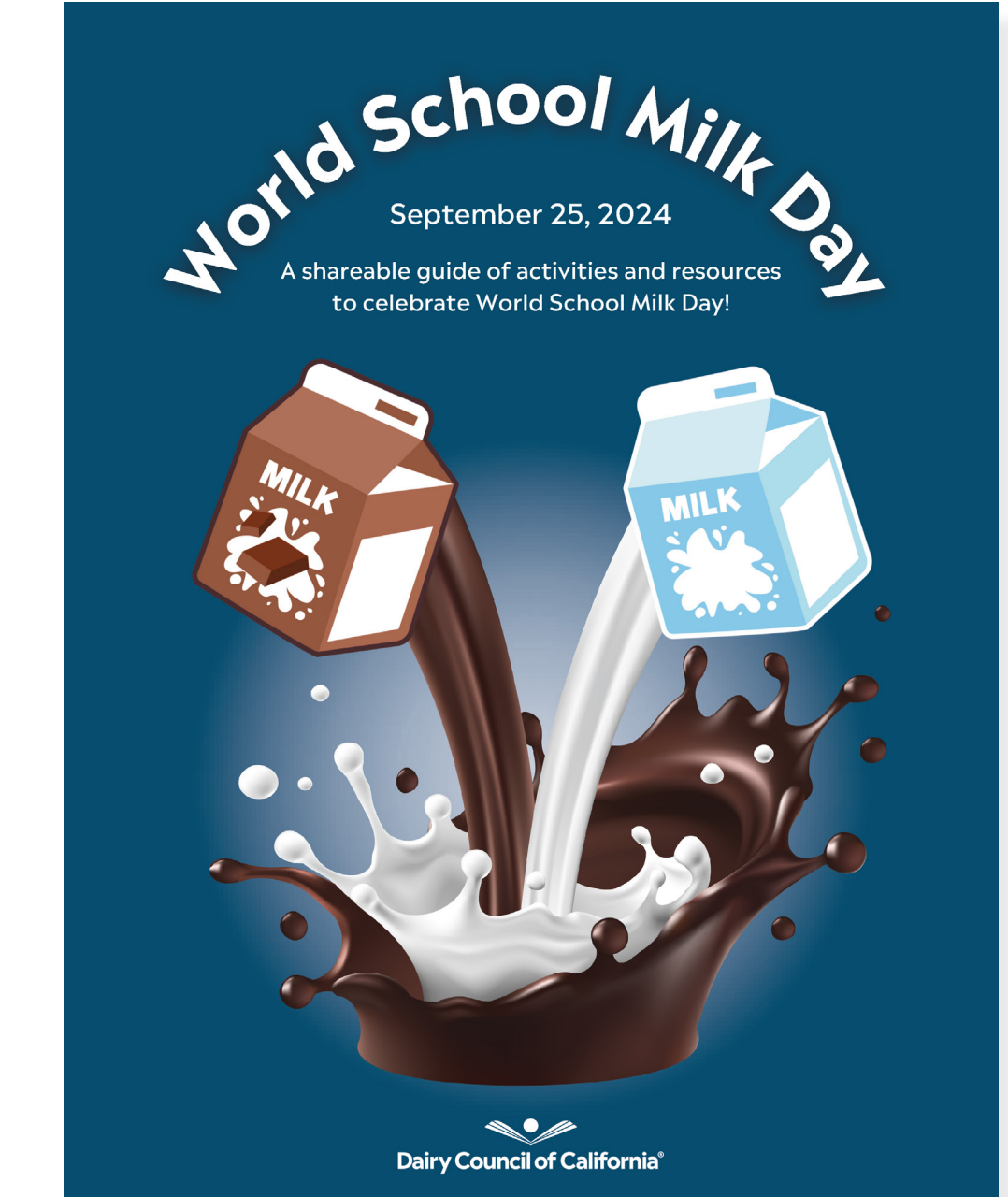


June is Dairy Month



## Campaigns

*The purpose is to establish unified messaging across our events, activations and content.*



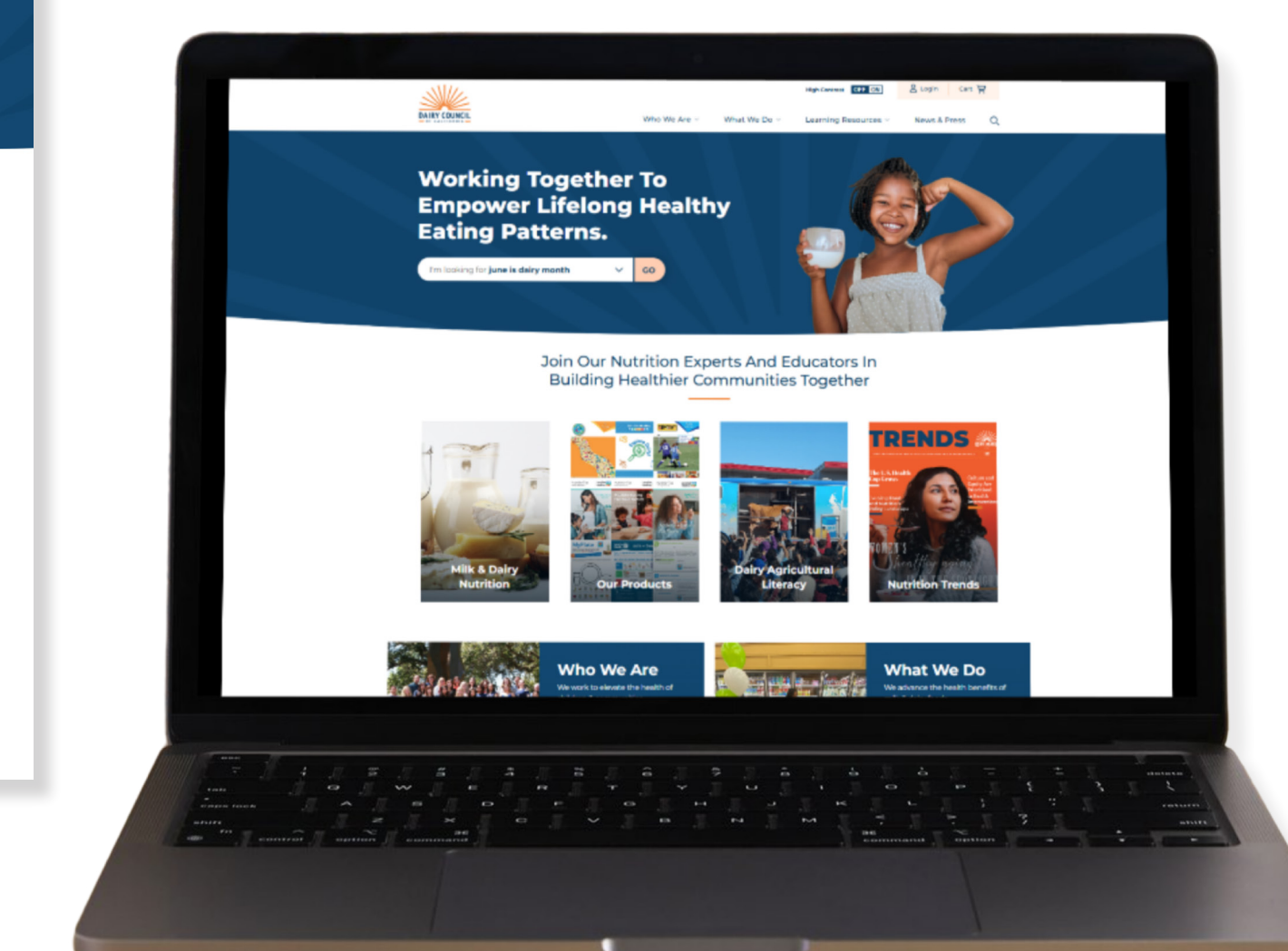
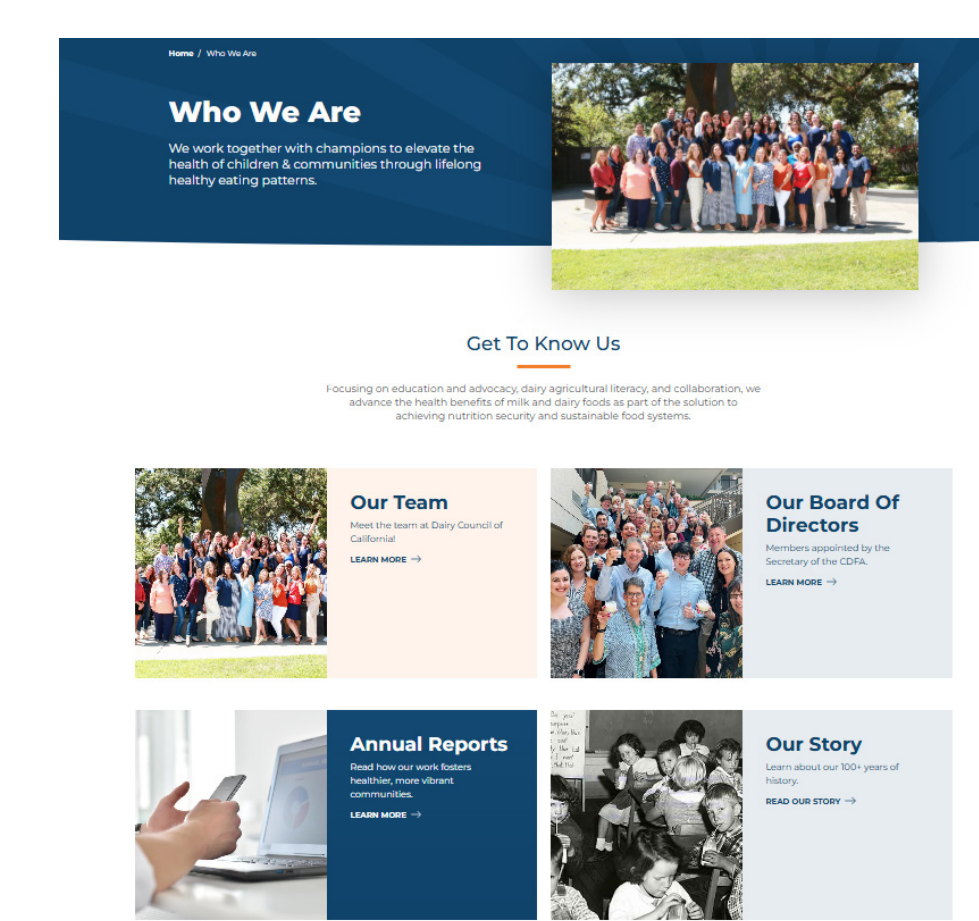
## Updated Brand Unveiled in September

*New look and feel with a nod to our history.*



## Consolidated Websites in April

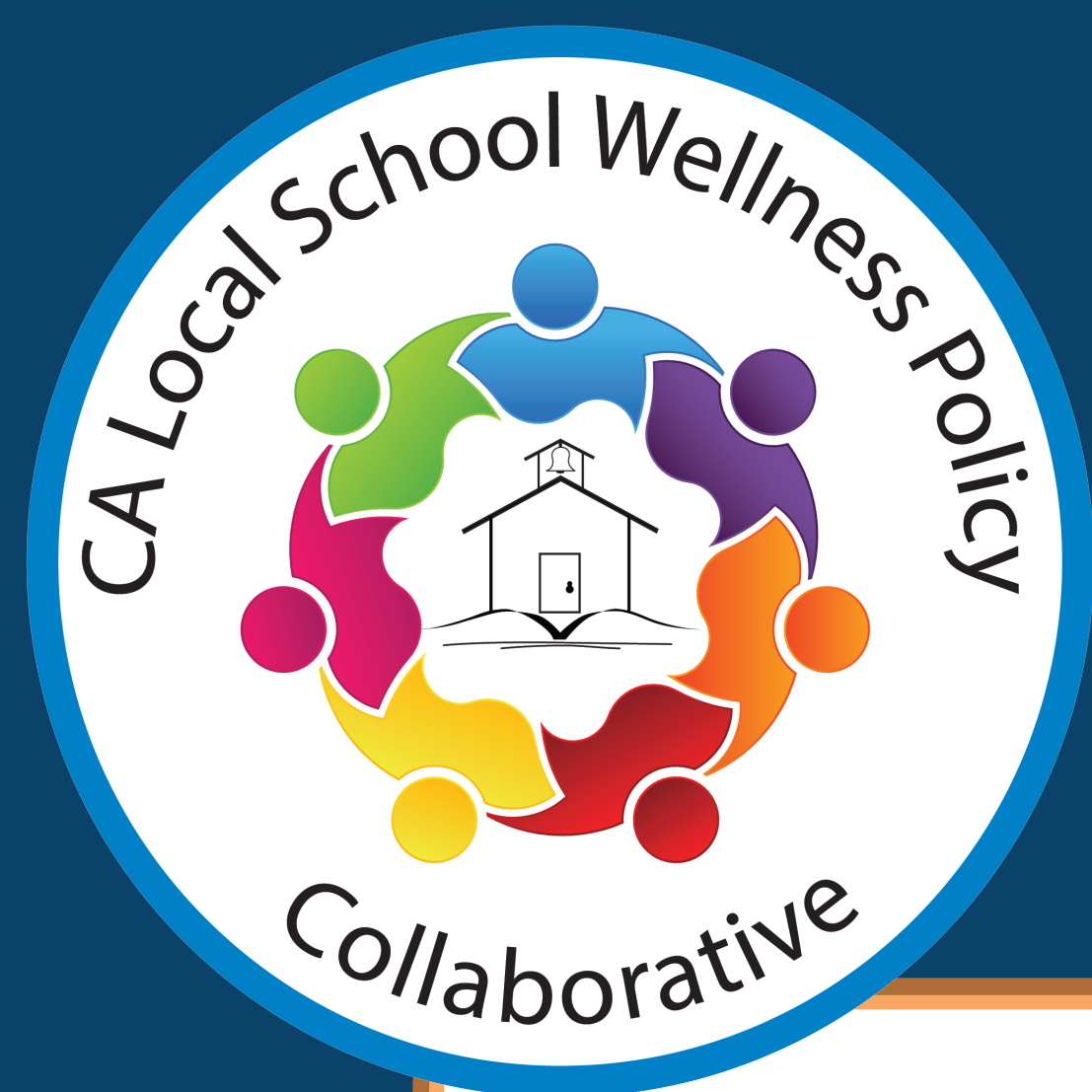
*Combined HealthyEating.org and DairyCouncilofCA.org in one web experience.*





# The California Local School Wellness Policy Collaborative:

## Uniting State Leaders for Student Wellness & Academic Success



### 13 Years of Leadership

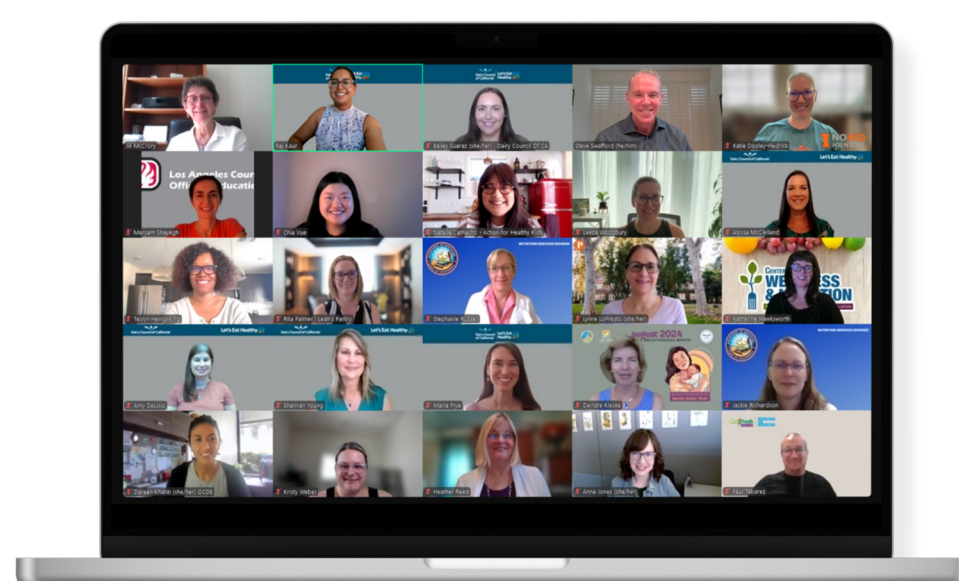
#### Vision, Cause, Partners

##### Cause

“We empower school communities and partners to strengthen LSWPs and systems in California to support student whole child health and academic achievement.”

##### Chairs

Dairy Council of California and California Department of Education



##### Members



#### Key 2024 – 2025 Highlights

**Convene Wellness Leaders:** Facilitated dynamic meetings to set collaborative priorities and align statewide efforts.

**Winning at Wellness Webinar:** Co-hosted with the California Department of Education for **250** participants; showcased Dairy Council of CA's website tools for LSWP and nutrition education success.

**School Wellness Summit Podium:** Equipped **125** wellness leaders with tools and resources, including Let's Eat Healthy resources, to strengthen LSWPs.

**Statewide Survey:** Gathered **416** responses from wellness leaders to identify needs and shape resource development.



#### Advancing Dairy's Role in LSWP

LSWPs include goals for nutrition education and promotion, as well as nutrition guidelines for all foods and beverages available on campus. Dairy Council of CA offers evidence-based tools to help schools meet these requirements.

- Our work ensures nutrition education includes dairy's role in healthy lifelong eating patterns.
- Dairy's inclusion in LSWP materials reinforces the importance of nutrient-rich foods for student wellness.
- We support school meals that promote milk and dairy as part of balanced, reimbursable meals.
- We advocate for the inclusion of flavored milk as part of healthy, balanced school options.

#### Real Impact: How Districts Embed Dairy Council in LSWP Policy Language

“The District will implement the Let's Eat Healthy Curriculum at all grade levels.”

— Guadalupe Union ESD

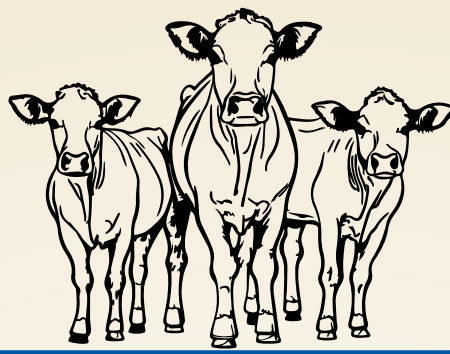
“Materials aligned with these nutrition education requirements include but are not limited to: Dairy Council of California.”

— Madera USD

**DAIRY COUNCIL**  
OF CALIFORNIA

— EST. 1919 —





# DAIRY COUNCIL OF CALIFORNIA PRESENTS

## ★ MOBILE DAIRY ★ ★ CLASSROOM ASSEMBLY ★

The Mobile Dairy Classroom Assembly is California's pioneering farm-to-school agricultural literacy program, established in the 1930s. Featuring a live dairy cow, this program educates students about the production of milk and dairy products and their benefits for a healthy diet. It helps attendees better understand the significance of agriculture and nutritious eating.

*Mobile Dairy Classroom coming to the sites below.*



THIS INSTITUTION IS AN EQUAL OPPORTUNITY EMPLOYER





## Dairy Council of California - Mobile Dairy Classroom Assembly

By Dmitriy Tsoy, RD, Nutrition Coordinator, Orcutt Union School District

**T**o celebrate National Farm To School month, Orcutt Union School District invited the Dairy Council of California to bring their Mobile Dairy Classroom Assembly to three of our elementary schools last month.

The mobile assembly, featuring the “Mobile Dairy Classroom,” brought a real Jersey cow to the school. Students had the unique opportunity to learn about the anatomy of cows and understand the process of how milk goes from farm to table. The dairy instructor Mishael also covered the nutritional benefits of dairy products and how they contribute to a balanced diet.

To reinforce what students learned, 1st-grade students at Pine Grove participated in a fun post-assembly activity. They created colorful drawings of the dairy assembly (please see attached). Along with their artwork, students wrote short texts summarizing key facts about cows.

Overall, it was a fun and educational experience for everyone involved. The students went back to their classrooms with a better understanding of the dairy farm system and why milk they enjoy drinking from the school cafeteria is a healthy beverage choice. Plus, they all got to meet a real-life cow, making it an unforgettable day at school!



CSNA - Poppy Seeds Magazine







## CONNECTING SCHOOL NUTRITION AND AGRICULTURE LEADERS

By: Alyssa McClland, Initiatives and Engagement Director at Dairy Council of California

To bridge the gap between school nutrition programs and agriculture, Dairy Council of California, in collaboration with the California Beef Council and California Grown, hosted Grateful Grazing: A Journey Through California's Harvest. Held during the California School Nutrition Association's 72nd Annual Conference, the event highlighted connections between California's agricultural community and school meal programs while emphasizing the role of nutritious foods in student health.

More than 120 nutrition champions attended the immersive event, engaging directly with farmers and ranchers responsible for producing the wholesome foods served in California schools. Hosted at Mulvaney's B&L in Sacramento, the gathering featured a curated dining experience showcasing locally sourced ingredients, from fresh specialty crops to high-quality dairy and beef.



*"The Grateful Grazing event united school nutrition professionals and agriculture leaders for more than just introductions," said Initiatives, Education and Engagement Officer Shannan Young of Dairy Council of California. "By coming together, we are building strong Farm-to-School programs centered on the diverse foods grown, raised and farmed in California—programs that nourish all students and provide schools, farms and communities the opportunity to thrive."*

The evening kicked off with a welcome from Karen Ross, Secretary of California Department of Food and Agriculture, and Kim Frinzell, Director of the Nutrition Services Division at California Department of Education. They each spoke about the important connection between California's agriculture and Farm-to-School initiatives in supporting student health. Through personal stories and dynamic conversations, attendees explored the rich offerings of California's agricultural producers, fostering stronger connections between farms and schools to nourish students.

### ELEVATING THE PERCEPTION OF MILK AND DAIRY FOODS

Attendees left the event with a stronger recognition of the importance of milk and dairy foods in supporting a healthy eating pattern.

POST-EVENT SURVEY RESPONDENTS INDICATED:

AFTER THE EVENT,

**77%**

of attendees ranked milk and dairy products as a valuable food group.

AFTER THE EVENT,

**100%**

of attendees found value in healthy eating patterns, including milk and dairy foods.





## BUILDING TRUST IN FARMERS

Grateful Grazing significantly improved trust in California's agricultural stewards:

Most attendees believe farmers are effective stewards of the environment and natural resources. Specifically,

**80%** trust fruit, vegetable and tree nut farmers;

**77%** have confidence in dairy farmers; and nearly

**72%** trust beef farmers and ranchers



### AN INCREASE OF

**12** percentage points

by attendees who agreed that dairy farmers effectively care for the environment and natural resources.

## EVENT HIGHLIGHTS AND OUTCOMES

All attendees completed a presurvey, and following the event, they were invited to participate in an optional post event survey. While the postsurvey sample size (n=39) was considerably smaller than the presurvey (n=113), a review of the results indicates a general trend toward respondents shifting their beliefs about the value of milk, dairy foods and dairy farmers, although the limitations of the reduced sample size should be considered when interpreting these results.

These results highlight the importance of education in building relationships between school nutrition leaders and the state's agricultural community.

### Shaping the Future of Nutrition and Agriculture Through Leadership

Kori Dover, Registered Dietitian with the California Beef Council a key planner of the gathering and a California School Nutrition Association member, has been instrumental in shaping healthier, more sustainable school meal programs by connecting farms and schools through her work as a registered dietitian with California Beef Council. In fact, Dover was recently named a recipient of the Dairy Council of California's Let's Eat Healthy Leadership Award for her contributions to nutrition education and sustainable food practices.



*Left to Right: Alyssa McClelland, Kori Dover, Kim Frizell, Sec. Karen Ross, Cherie Watt, Amy Myrdal Miller and Shannan Young*

"Events like Grateful Grazing are critical in showcasing the value of California's diverse agriculture and its role in nourishing students," Dover said. "Our farmers and ranchers work tirelessly to provide fresh, nutritious options that support both sustainability and student wellness."

By promoting awareness of locally sourced, nutritious foods and emphasizing sustainability, Grateful Grazing strengthened the relationship between California's agriculture and school nutrition programs, highlighting a promising trend for the future. As a model for future convenings, Grateful Grazing demonstrates the power of collaboration and offers a compelling case for continuing to align the efforts of school nutrition and agriculture leaders.

## STRENGTHENING CA AGRICULTURAL KNOWLEDGE

Popular topics of interest included learning about family farms, the types of products grown in California and their seasonal availability.



# US-IDF 2024 YEAR IN REVIEW

## Chair's Message

IDF is the regulatory and technical heart of the global dairy industry. Looking back on 2024, it was an active and important year for IDF with numerous international standards informed and consensus positions developed. IDF cannot carry out its mission without the expertise of national dairy industry representatives who develop the positions that IDF takes to international standard setting bodies like Codex and ISO or to engage in UN processes at the UN Food and Agriculture Organization or UN Framework Convention on Climate Change. That's why your membership in US-IDF is so important. It creates the pathway for the U.S. dairy industry to influence the IDF program of work and be at the forefront of drafting standards, position papers and guidance documents that impact the global dairy sector, ultimately contributing to increased global dairy trade and better opportunities for our sector.



Being a member of US-IDF means you have unique access to those international standard setting bodies such as ISO, Codex, and WOA. How? IDF is the only dairy organization with official status as a dairy technical advisor to these organizations. Engaging through US-IDF provides you with a seat at the table as IDF develops its positions on topics of importance to dairy, including those that determine market access and affect consumer perceptions of dairy. US-IDF provides a channel to ensure that the U.S. dairy industry has a voice on issues that impact its ability to compete globally and continue sustainably producing the quality dairy products global consumers want. Thanks to U.S. dairy industry members, US-IDF has been a member of IDF since 1986, advocating on behalf of the U.S. dairy industry.

This annual report highlights several work items that were of importance to the U.S. dairy industry and where US-IDF members played a critical role. Is your voice at the table?

Nick Gardner  
USDEC Chair

## US-IDF 2024 priorities

- ◆ Dairy's Role in Sustainable Food
- ◆ Chlorates/Detergents/Residues
- ◆ Ultra-processed foods
- ◆ Front of Pack Labeling
- ◆ Antimicrobial resistance



## Protecting Dairy

### US-IDF Leads Development of IDF Position on Cellular Agriculture Products

IDF continues to monitor new technologies and processes that are being evaluated to produce certain foods and food ingredients to ensure that dairy and dairy terms are protected from causing consumer confusion. In this regard, a new IDF priority in 2024 was to establish an Action Team (AT) to develop an IDF position paper on the application of the Codex General Standard for the Use of Dairy Terms (GSUDT), which imposes strong protections for dairy terms, to products that are or are made from cellular agriculture. Nick Gardner,

as former Deputy Chair of the IDF Standing Committee on Standards of Identity and Labelling (SCSIL), volunteered to lead the action team. The AT successfully completed its work within its one-year deadline, and the position paper was approved in December 2024.

Though the position paper does not address all aspects of why products that are or are made from cellular agriculture cannot use dairy terms, it explains how and why applying the GSUDT would exclude the use of dairy terms on such products.



Given the regulatory, legal and Codex expertise of most AT members, the GSUDT-limited scope made the most sense, though the AT has communicated with the IDF board that future work may be advisable beyond the GSUDT. The approved position paper delivers several important outcomes for IDF:

- ◆ **Umbrella Term:** The AT settled on the use of the term cellular agriculture or cellular agricultural products as umbrella terms that





refer to several technologies and processes that are being evaluated to produce certain foods and food ingredients. The AT felt that IDF aligning on a singular umbrella term to refer to a variety of emerging and potentially future technologies was an important step for the protection of dairy terms. The terminology selected was identified because it is used by the FAO.

#### ◆ **IDF Neutrality on Cellular Agriculture:**



The position paper states in writing, for the first time, IDF's neutrality with respect to these technologies, striking a positive balance of communicating IDF's neutrality while making clear that dairy terms are not appropriate for products produced using these technologies per the GSUDT.

◆ **Allergen Declarations:** The position paper identifies the potential contradiction where national legislation could require that the term "milk" be listed in the allergen declaration or ingredients list of a product that is or made with cellular agriculture and would not be able to use a dairy term per the application of the GSUDT. The AT determined that the best way to handle this issue in the draft position paper was to prioritize informing consumers but encourage consideration of the GSUDT alongside the Codex General Standard for the labelling of Prepackaged Foods, which addresses allergen labelling.

#### ◆ **Human Breastmilk and the GSUDT:**

With significant R&D and even some commercialization of cellular agricultural products manufactured to replace components of human breastmilk, the AT felt it was critical to clarify that human breastmilk is excluded from the GSUDT's definition of milk. Though the GSUDT does not reference breastmilk, the AT concluded breastmilk is not included in the scope of the GSUDT after reviewing several other Codex standards related to infant formula that differentiate between milk from animals and human breastmilk.

#### ◆ **Addressing Chemical Names and Milk Constituents that may Occur in Other**



**Tissues/Secretions:** After much discussion, the AT ultimately reached consensus on the application of the GSUDT to certain milk constituents such as

casein, whey, lactoferrin, betalactoglobuline, etc., some of which may or may not exclusively be found in milk. The AT establishes an IDF interpretation that GSUDT protections apply to milk constituents, making them protected dairy terms. As such, the GSUDT prohibits the use of dairy terms on milk constituents produced using cellular agriculture. However, it also recognizes that certain compounds like lactoferrin can be isolated from non-mammary tissue systems and/or secretions other than milk. Therefore, the position clarifies that the GSUDT does not prohibit the use of a respective term as long as it meets two tests: 1) it is consistent with traditional usage, and 2) would not mislead the consumer.

This was a challenging but very productive exercise that establishes some important IDF precedents on emerging and potentially disruptive technologies. US-IDF leadership helped to ensure the task was completed and the information contained in the position paper was globally representative and strategically valuable for the entirety of the global dairy sector.

## **Protecting Dairy from a Quality/Safety Perspective**

The **IDF Standing Committee on Residues and Chemical Contaminants (SCRCC)** continues to track a number of relevant topics from around the world. While many topics continue to originate in the European Union (e.g. chlorate, bromate), the SCRCC is beginning to see significant activity in this area come up from many countries around the world as both governmental and consumer interest in these topics grows. PFAS was identified as an urgent topic by many IDF members around the world, but the SCRCC also discussed potential emerging substances such as questions about the potential for methane inhibitors to be found in milk.



*"The thing IDF does better than other associations is bringing perspectives from on the ground from markets all around the world. At the meeting in Paris, it was great to get those updates from many different markets, straight from the folks that are working in those markets. Often, even with international associations, there is an element of the telephone game that happens, but having that direct access is helpful."*  
Paul Hanlon, Abbott, US-IDF chair for SCRCC



### IDF Standing Committee on Food Additives (SCFA):

A 10-year effort, led by IDF was completed by the Codex Alimentarius Commission (CAC) in December 2024, to have all Codex food additives listed in Codex dairy standards (35) consolidated into one Codex document, the Codex General Standard for Food Additives (GSFA) to reduce complications in international trade related to acceptable food additives. This CAC meeting also modified the food additive section of the Codex General Standard for Cheese to be consistent with the food additive alignment work for all of the other Codex dairy standards. The next Codex food additive challenge



is to consolidate over 700 notes/exceptions in the GSFA to reduce duplication and improve clarity related to proper use of food additives. The IDF Head Office and SPCC determined that issue of GSFA notes as well as the possibility of developing a “Knowledge Platform” of food additives similar to what the IDF SCRCC has done for residues and contaminants justified continuing the SCFA.

- ◆ Key US-IDF members involved in all parts of the SCFA work program included Allen Saylor, CFSRS; Nick Gardner, USDEC; Chris Thompson and Haiping Li, USDA AMS.



The **IDF SC on Microbiological Hygiene's (SCMH)** Action Team on Water Use and Reuse, with Allen Saylor (CFSRS) serving as one of the Co-Chair's, worked with others within IDF and US-IDF, resulting in a December 2024 adoption by CAC of the “dairy annex (III)” to the Codex “Guideline for the Safe Use and Reuse of Water in Food Production and Processing”. In addition, this AT is drafting a new IDF Bulletin on this same subject, specific to the dairy sector with a target date for final publication of the end of 2025. Many thanks to US dairy companies which provided detailed information on their water use and reuse efforts in response to an IDF survey. This information is being used to finalize the Codex Annex IV on “Technology” as well as for the new IDF Bulletin. The IDF SCMH, based on a decision by IDF's SPCC, will become the IDF SC on Food Hygiene (SCFH) sometime in the first half of 2025, with a broader scope of work.

### Protecting Dairy in the Diet

#### US-IDF Standing Committee Nutrition/Health (SCNH) Expertise Contribution with the Dairy Matrix Action Team



- ◆ Moises Torres-Gonzalez (NDC) co-led the production of a series of factsheets on this topic. These factsheets were aimed at providing, in a simplified manner, an overview of the emerging body of research on the dairy matrix which is reshaping the current nutritional and health perspectives of the dairy matrix, in general, and the dairy matrices in particular. The factsheets produced are as follows:

- ◆ Dairy matrix: Understanding its impact on the health effects of dairy foods
- ◆ Dairy matrix: the case of milk
- ◆ Dairy matrix: the case of cheese
- ◆ Dairy matrix: the case of yogurt.

- ◆ Ashley Rosales (Dairy Council of CA) and Moises Torres-Gonzalez (NDC) contributed as co-authors in the perspective published peer-reviewed article the Action Team on the dairy matrix produced: *The Dairy Matrix: Its Importance, Definition, and Current Application in the Context of Nutrition and Health (Nutrients, 2024)*. The main objective of the article was to put forward harmonized terms to be internationally applicable around the dairy matrix and the dairy matrix health effects.



#### US-IDF members serve on Nutrition Symposium

**Action Team.** The virtual IDF Nutrition Symposium is aimed to disseminate the science around dairy foods on topics currently and globally relevant. The target audience is health professionals, academic and non-academic food and nutrition scientists.

- ◆ Janice Giddens (USDEC), Ashley Rosales (Dairy Council of CA) and Moises Torres-Gonzalez (NDC) were key contributors in the planning, organization and invitation of speakers for the 2024 IDF virtual Nutrition and Health Symposium: “*Dairy's place in food based dietary guidelines and sustainable diets*”.



## US-IDF SCNH Expertise Recognized to Lead the AT on Food-Based Dietary Guidelines (FBDG)

This action team was formed with the objective of obtaining country and global authority data related to dairy's place in FBDGs to analyze and identify barriers, trend, treats and opportunities.

◆ Ashley Rosales (Dairy Council of CA) is serving as the AT lead. Under her leadership the AT produced, launched and presented during the 2024 IDF Nutrition Symposium the factsheet: Developing Evidence-Based, Food-Based Dietary Guidelines: Critical Contributions of Dairy. This factsheet provides, in a brief and simple way, context and rationale for

addressing the evolving recommendations surrounding dairy in global FBDG. It also highlights the importance of including nutrient-dense foods, specifically, dairy foods in FBDGs based on credible scientific evidence.

◆ Janice Giddens (USDEC) and Kuda Lamin-Kandura (NDC) are members of this AT and have been highly involved in the development of this AT work.

Because the outstanding work done so far and relevance of the topic, FBDG has been selected as an IDF priority for the following years.

*"Being Co-chair of IDF SCNH ensures that the US dairy industry has a strong voice at the table to protect and promote the health & wellness science behind dairy foods and ingredients amongst and with global peers. Additionally, it ensures the US dairy industry is strongly recognized as part of US and global FBDG, with an ability to identify new research opportunities, collaborators, experts, and global stakeholders." Moises Torres-Gonzalez, NDC*

## US-IDF Member Receives IDF Innovation Award for Innovation in Women Empowerment

### International Dairy Foods Association (IDFA) –

Women in Dairy network – USA. IDFA's Women in Dairy network works to improve recruiting, retention, and gender equality within the U.S. dairy sector through data-based reporting and tools, C-suite engagement, and by fostering networking and professional and leadership development. IDFA also published the 2024 State of Women in Dairy Report, which summarized survey findings and industry-wide recommendations regarding the treatment of women in dairy.



Becky Rasdall Vargas, IDFA, receives IDF Innovation Award from IDF SPCC Chair Jamie Jonker.

## US-IDF Leadership Roles within IDF

### IDF Board

Jamie Jonker, NMPF: Chair, Scientific Program Coordination Committee (SPCC)

### SPCC

Jamie Jonker, NMPF Chair

Shawna Morris, NMPF: Economics and Policy

Nick Gardner, USDEC: Food Standards; Chair, Food Standards Steering Group

### Standing Committees

Analytical Methods for Additives and Contaminants – Jonathan Draher, Abbott: IDF Deputy Chair

Nutrition and Health – Moises Gonzalez-Torres, DMI: IDF Deputy Chair

Dairy Science and Technology – Praveen Upreti, Nestle – IDF Deputy Chair

Dairy Policies and Economics – William Loux, USDEC – IDF Deputy Chair

**IDF Action Teams and Task Forces** – several US-IDF members and US-IDF National Secretary have played key roles within these working groups ensuring that the US voice is at the table.

## US-IDF 2024 Leadership

### Officers

<b>Chair</b> , Nick Gardner, USDEC	<b>Vice Chair</b> , KJ Burrington, ADPI
<b>Treasurer</b> , Chris Thompson, USDA	<b>Past Chair</b> , Shawna Morris, NMPF

### Board Members

Mitch Bowling, Abbott	Beth Briczinski, FDA
Stephanie Clark, ADSA	Becky Rasdall, IDFA
Michelle Braun, Agropur	Stephanie Parzino, LOL
Denise Mullinax, CDRF	Alison Krebs, Leprino
Steve Holmes, Charm Sciences	Nate Banner, Neogen
Allen Saylor, CFSRS	Praveen Upreti, Nestle
Rob Byrne, DFA	Kris Stoll, Schreiber
Katie Brown, DMI	Nick Gardner, USDEC







After hosting one of the most successful IDF World Dairy Summits in Chicago in late 2023, with 1200+ attendees from 55 countries, the first part of 2024 was spent wrapping up the incredible planning efforts of over 30 US-IDF members. Thanks to the excellent attendance, our generous sponsors and exhibitors, and the financial and meeting management by the Organizing committee and staff, US-IDF reaped a solid margin that will help support the organization for the future.



Congratulations to Dr. Andy Novakovic, Cornell, for receiving the prestigious IDF Award for his contributions to dairy and IDF.



## US-IDF Looking Forward - 2025

**US-IDF members, at its Fall 2024 meeting, established the following priority items for 2025:**

- ◆ IDF's engagement\* with UN organizations (FAO, COP, UNEP, Animal Health, etc.) \*
- ◆ Chemical contaminants, detergents, residues
- ◆ Protecting the purpose and scope of Codex
- ◆ Preparation for 2026 UN Year of the Female Farmer
- ◆ Role of Dairy in Nutrition (Food Based dietary guidelines, School Milk Programs, EAT Lancet 2.0)
- ◆ Watch list: packaging issues

\* Identifying where the US-IDF needs to be at the table due to having diverse approaches from other countries.

