



DairyCouncilofCA.org



Annual Success Plan

Fiscal Year 2025-2026

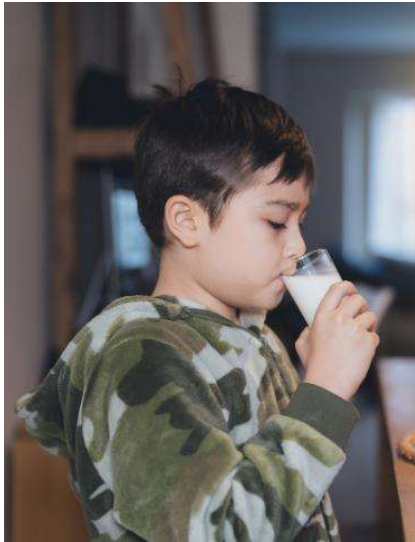


Our Vision

Milk and dairy are globally accepted as an essential solution to achieve nutrition security and sustainable food systems.

Our Cause

Elevating the health of children and communities in California by promoting lifelong healthy eating patterns that include milk and dairy foods.



Our Values

We believe that:

Milk and dairy foods are essential in healthy, sustainable eating patterns.

Advancing evidence-based practices and solutions contribute to healthy communities.

Equitable access to culturally relevant nutrition education and healthy foods improves health and well-being.

Maximizing the dairy community's contribution through collaboration achieves greater collective impact.



Team Attributes



We are open, honest and transparent.

We intentionally work together to reach alignment.

We value independent thinking and decision making.

We are accountable to our commitments.

We assume positive intent and ask clarifying questions.

We create an inclusive environment where all team members can thrive.



Organizational Statement



Dairy Council of California is a leading nutrition organization working to elevate the health of children and communities through multisector collaborations to foster lifelong healthy eating patterns.

Focusing on education, advocacy, and partnerships, we advance the health benefits of milk and dairy foods in achieving nutrition security and sustainable food systems.



Strategies and Key Sectors



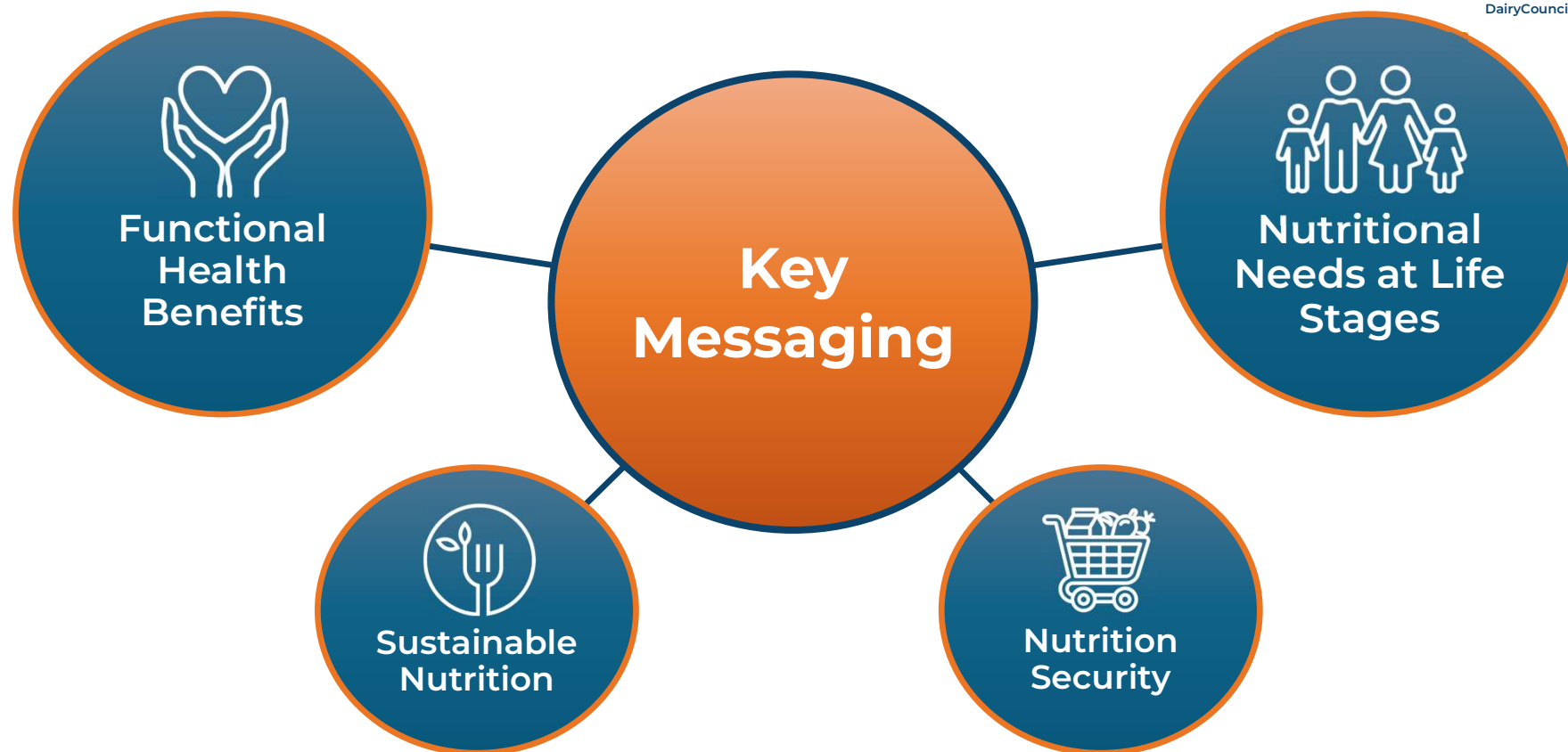
Partner Audiences



- School Food Service
 - CDE
 - Directors
 - Youth
- Health Professionals
 - Registered Dietitians
 - Physicians and Physician Assistants
 - Public Health
- School and Community
 - Teachers
 - Health educators
 - Afterschool leaders
 - Retail Campaigns



Key Focus Lenses: Prioritizing Two in FY 2025-26



Education

Advance the integration of milk and dairy foods as part of nutrition education.

Expand dairy agricultural experiential learning opportunities to enhance farm to school.



2025-26 Education Activities

- Mobile Dairy Classroom
 - In-person
 - Virtual
- Promotional Campaigns
 - World School Milk Day
 - National Milk Day
 - June is Dairy Month
- New Middle School Videos
- New Middle School Curriculum
- Dairy Ag Education + Farm to School



Advocacy

Advance the value of milk and dairy foods in dietary guidance and recommendations through advocacy efforts.



Elevated News: January 2025



We are only 20 days into the new year and so much is happening that will inevitably shape 2025 priorities.

First, I want to take a moment to acknowledge the wildfires in Los Angeles County and the losses there. My heart goes out to the communities impacted by the devastation. Since Gov. Newsom declared a state of emergency, firefighters have continued to work tirelessly to contain the fires. It's also important to find hope in the county's resilience.

Yesterday marked Inauguration Day and Martin Luther King Jr. Day, giving us a chance to reflect on the country's past and look to its future. We can see how far we have come but still how far we must go to realize Dr. King's dream of equality and justice. In the wise words of Dr. King, "The time is always right to do what is right."

January is also a very busy time of year for federal and state updates of importance to the dairy community. We look forward to providing timely updates throughout



2025-2026 Advocacy Areas of Focus



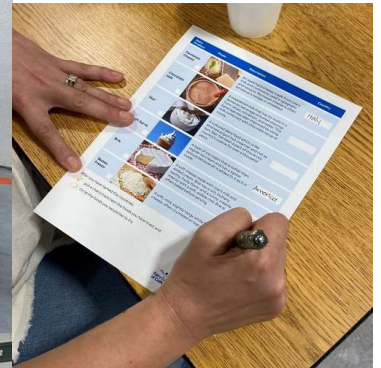
Review implications for dairy foods and dietary recommendations from the following:

- MAHA Report and Strategies
- Update Dietary Guidelines for Americans
- Ultra-processed Food Legislation in CA and at federal level
- Eat Lancet 2.0
- Podiums + Professional Development
- Trends Publication



Collaboration

Co-create resources, recommendations, and actions to promote healthy, sustainable eating patterns.



2025-2026 Collaboration Examples



- GENYOUTH-NFL Superbowl Activities
- National Dairy Council-Nuestros Sabores/Our Flavors: A Culinary Medicine Symposium
- San Bernardino Superintendent of Schools and PBS-Elementary Education series



Thriving Organization

Build an Equitable Organization

Measure Our Impact

Clarify our Marketing and
Messaging

Optimize Fiscal Stability

Strengthening Our Infrastructure

Strengthening Our Organizational
Structure

Invest in Our Team



Thriving Organization

- Evaluation Metrics shifting to Objectives and Key Results (OKRs)
 - Actionable goals with measurable performance
 - Improves focus
 - Better alignment
 - Enhances accountability
- Let's Eat Healthy transition
 - Embed core aspects into the organization like nutrition education materials and awards program
 - Retire initiative
- Organization-wide Communication Strategic Plan



Outcomes



Partners use dairy inclusive nutrition tools to educate children and families.



Partners participate in dairy inclusive nutrition opportunities.



Champions engage in actions to advance milk and dairy.