



DCC 2022-2023 Success Plan Progress Report

July 1, 2022 – September 30, 2022



Our Vision, Cause and Values

Vision

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

Cause

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

Values



We believe in promoting nutrition equity for optimal growth, health and well-being, which contributes to healthy communities.



We believe children and families deserve equitable access to nutrition education and healthy foods.



We believe milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.



We believe collaboration is vital to ensure children are supported to grow healthfully.

- Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.

- Stakeholders value milk and dairy foods as part of daily healthy eating patterns.

- Dairy Ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.

- Stakeholders commit to increasing food and nutrition literacy of children and families through nutrition education.

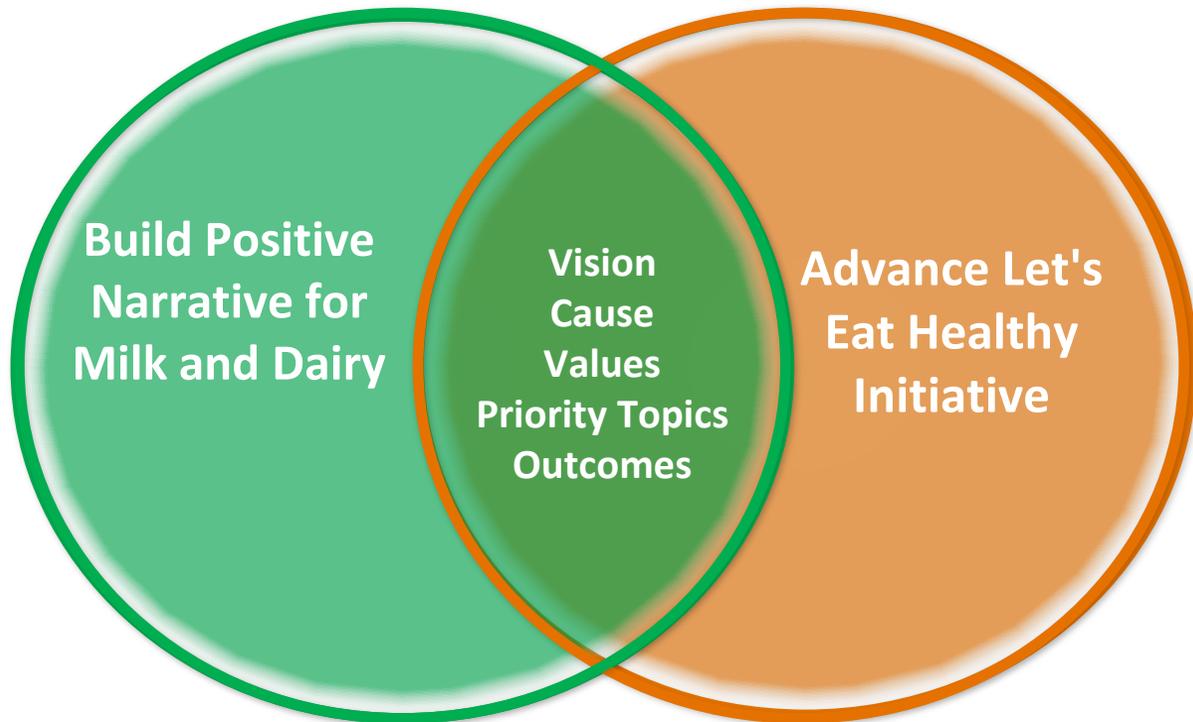


Our Priority Topic Areas

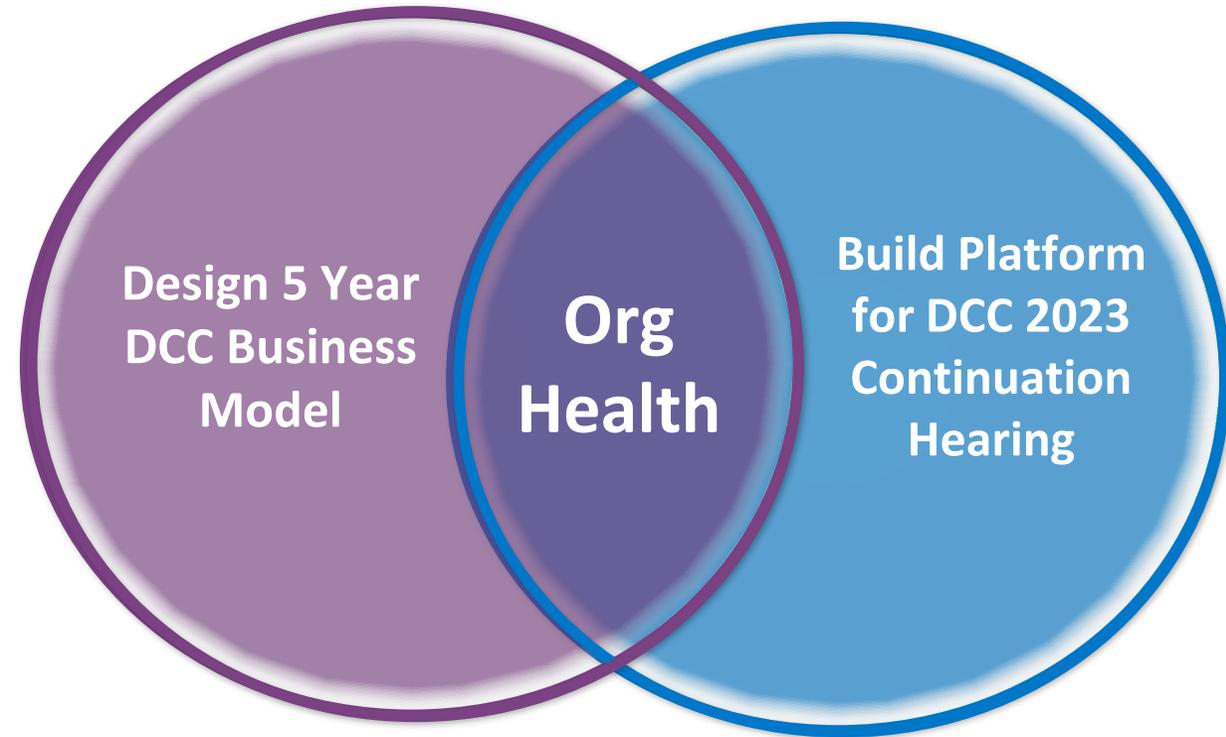
1. Prioritize the unique nutritional needs of children to support optimal growth, development, academic success and lifelong health, with a focus on the first 1000 days of life.
2. Position milk, yogurt and cheese as daily food choices in healthy, sustainable eating patterns across the lifespan. Emphasize the importance of overall diet quality and unique functional aspects of dairy foods.
3. Place nutrition security and education as part of solutions to address disparities that impact health outcomes for children and families.



Planning for Success



Organizational Health



Key Strategy Areas and Objectives

Build Positive Narrative for Milk and Dairy

Key Objectives:

- Build value for child nutrition programs that improve diet quality through healthy eating patterns that include dairy foods.
- Increase dairy ag literacy activities that educate on dairy's role in a sustainable food system.
- Equip stakeholders with science-based, consensus/credible and consistent nutrition information and resources to emphasize the role of milk and dairy foods as part of healthy, sustainable food systems.
- Activate advocates and LEH Champions to promote milk and dairy foods effectively.

Advance Let's Eat Healthy Initiative

Key Objectives:

- Build multi-sector partnerships that support equitable access to healthy food and nutrition education.
- Support Let's Eat Healthy collaborations through funding and convening.
- Amplify Let's Eat Healthy contributions and successes.
- Diversify and expand customer engagement.
- Equip customers with culturally informed, relevant educational resources to support the needs of diverse communities.

Key Strategy Areas and Objectives

Build Platform for 2023 DCC Continuation Hearing

Key Objectives:

- Amplify DCC's Positioning Strategy throughout the CA dairy industry and to key stakeholders.
- Complete preparation for the 2023 DCC Continuation Hearing.

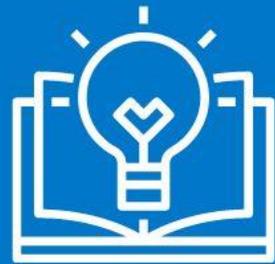
Design DCC 5 Year Business Model

Key Objectives:

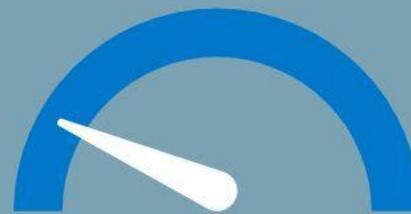
- Build internal consensus for Business to Business and Business to Customer model.

Increasing Food and Nutrition Literacy

Let's Eat Healthy Spectrum of Engagement



Educational
Engagements



16%
Goal: 4.1M

666,302

Value Milk and Dairy Foods



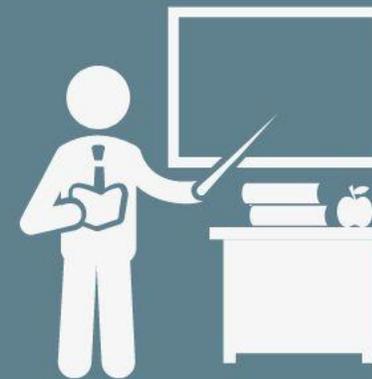
Stakeholders agree it is important to have dairy in healthy eating patterns.



94%
Health
Professionals
Agree or
Strongly Agree
n=47

92%
Learners Agree
or Strongly
Agree
n=284

Teachers improve their food choices after teaching nutrition lessons.



49%
Decreased
consumption of
sugar sweetened
beverages

16%
Increased
consumption of
milk and dairy
foods

n=204

Dairy Ag Literacy

World School Milk Day



Statewide use of activation guide

\$10,000
Hometown grant with LA Rams



Mobile Dairy Classroom

Students educated: 50,789



Expanding Audiences



Farm Tour with University Academics

Community Dairy Ag Events

Dairy Experiential Exhibits

DairyUp App

Taste and Teach

41 counties

200 teachers

6,715 students educated

100% of educators agree students gained knowledge about foods tasted

"My students really liked trying all the different cheeses!"



Supporting Milk + Dairy Advocacy

Partnerships



78

Committees

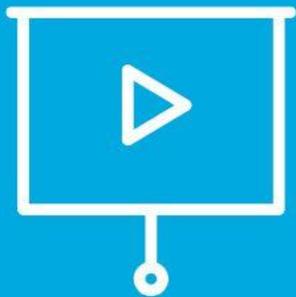


140

Policy + Guidelines

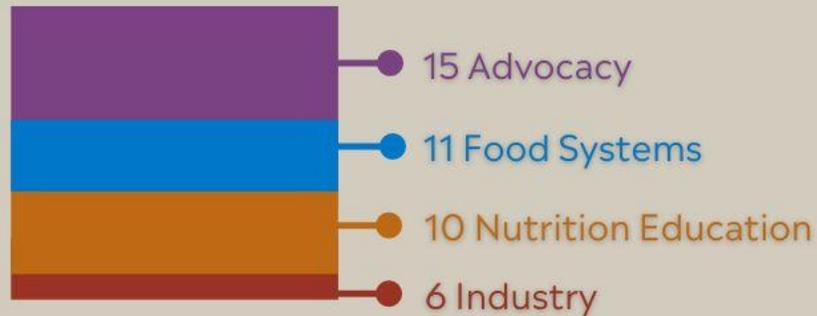


6



Advocacy

Technical
Advising



42

Podiums



16

Written Board Report - November 2022

Reporting Period: July 1 - September 30, 2022



In support of the 2022-2023 Dairy Council of California organizational success plan, the following accomplishments are reported for the time frame of July 1 - September 30, 2022.



Stakeholders commit to increasing **food and nutrition literacy** of children and families through nutrition education.

- Fulfilled educational resource orders for 1,189 school and health care locations, representing a 6% year-over-year increase.
- Extended formal agreements with XanEdu, which works to build accessible learning experiences to over 1.5 million students nationally, and Children's Hospital of Philadelphia, which provided resources on its website for patients and families.
- Facilitated districtwide commitments with Etiwanda, Madera Unified, Santee, Sundale Union and Yuba City Unified school districts to implement Let's Eat Healthy classroom curriculum to educate a combined 38,901 students. This represents 23% of the 168,000 students throughout California ready to be educated at the start of the school year with the curriculum to build knowledge and skills to develop healthy eating patterns, which include milk and dairy foods.
- Collaborated with Redwood City Unified and San Mateo county public health agencies to train physical education teachers to implement Let's Eat Healthy middle school curriculum to 1,595 students and improve nutrition knowledge through dairy-inclusive resources.
- Development continues for the PBS educational series, in partnership with Los Angeles Unified School District and KLCS-TV, culinary influencer Chef Monte filmed 12 segments to air in January 2023.



On set with LAUSD students filming for the KLCS-TV video series.



Dairy ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.

- Results of the Mobile Dairy Classroom survey demonstrated that 97% of respondents ‘agree’ or ‘strongly agree’ that they have a greater understanding of the connection between agriculture and healthy eating.
- Education exhibits in community settings provided dairy ag literacy engagement educating 1,095 children.
- Exploring new ways to engage youth leaders in agriculture, staff presented to Future Farmers of America students, highlighting opportunities for collaboration.
- Sponsored a “June is Dairy Month” promotion with California Foundation for Agriculture in the Classroom, in which 200 teachers received resources to taste and teach about dairy foods, reaching 6,715 students in 41 California counties. Survey results showed that 88% of respondents agree the additional resources and materials were helpful in making students excited about tasting dairy products; 100% of teachers agree the students gained knowledge about the food they tasted and it increased their appreciation for agriculture.
- Built awareness of World School Milk Day, providing unique engagements to highlight the important role that milk provides within school meal programs. Examples include:
 - Celebrating World School Milk Day with Mobile Dairy Classroom assemblies throughout the state. MDC Instructors and Community Nutrition Advisers delivered messages about the importance of school milk and hosted unique activities such as dairy trivia and toasting with milk.



World School Milk Day activations.



World School Milk Day milk toast.



World School Milk Day activities.



Dairy Ag Literacy

- Local partners, including school districts, Hollandia Dairy and other dairies, promoted and utilized Dairy Council of California's 'World School Milk Day Activation Guide' through various web and social platforms. The guide, which includes messaging, student milk pledge cards and an activity sheet for students to explain why they drink school milk, was downloaded 42 times, most often by school foodservice directors who shared with multiple schools.
- Partnered with Dairy Management Inc. to deliver the LA Rams 2022 \$10,000 Hometown Grant to Culver Unified School District on World School Milk Day during a Mobile Dairy Classroom assembly. The celebration included a milk toast with 550 students, the Rams mascot and cheerleaders to build excitement. The school food service director shared,

“I am so pleased we were awarded this grant. We will now be able to better educate our students on yogurt, cheese and cottage cheese nutrition in addition to fluid milk.”



Mobile Dairy Classroom and the Los Angeles Rams at Culver Unified School District for World School Milk Day on September 28, 2022.



Access to Milk and Dairy Foods

Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.

- The Summer Meals campaign in July promoted locations across California at which families receive free meals for their children, helping under-resourced communities access free meals during summer break. The campaign results included:

- 3,500 views to the dedicated webpage.
- 90 locations ordered resources to promote meals at schools during break, improving nutrition security by including milk and dairy.
- 30,650 flyers distributed across the state through stakeholders.
- 8 local summer meal events and presentations conducted in Santa Clara, Los Angeles and San Bernardino counties, which alone reached nearly 1,300 children, families and stakeholders.



Summer Meals activations in Hesperia Unified School District.

- Back-to-School campaign launched in August and September highlighted California's Universal Meals program. School meals support nutrition security by providing access to healthy foods like milk and dairy foods, fruits, vegetables, lean proteins and whole grains. The campaign results included:
 - 3,826 views to the dedicated webpage, which featured nutrition resources for teachers, school foodservice professionals and health educators
 - 106 downloads of the Let's Eat Healthy toolkit with nutrition education resources and social media messages.

- Partnered with San Luis Coastal Unified School District Nutrition Services Department to bring dairy and nutrition literacy to 1,000 students as part of a summer culinary arts class. The class included information on dairy nutrition and how pairing dairy with fruits, vegetables and whole grains enhances flavor and nutrition. A short video summarizing the class has over 22,800 views.



Let's Eat Healthy
Dairy Council of California

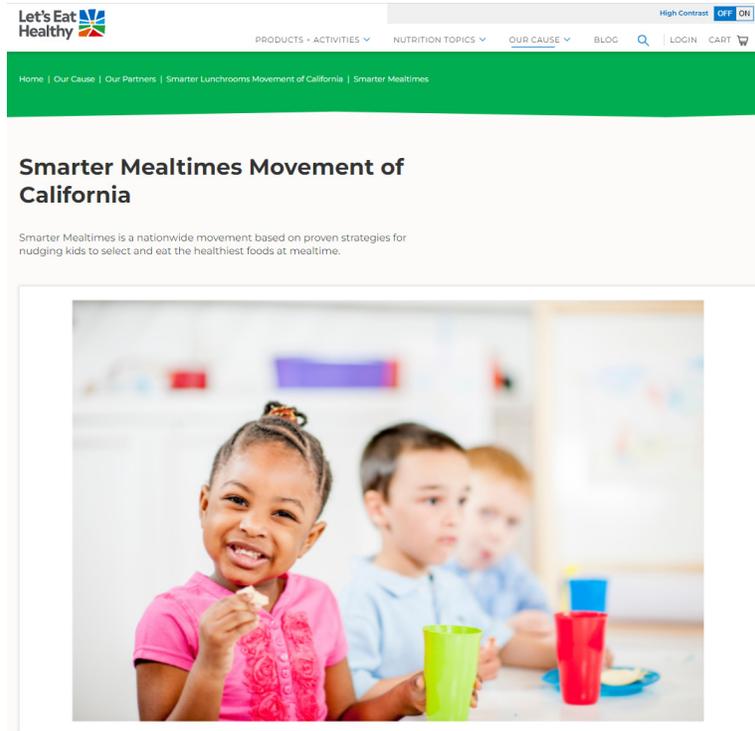
SAN LUIS COASTAL
UNIFIED SCHOOL DISTRICT

Taste and Teach collaborative video with San Luis Coastal Unified School District.



Access to Milk and Dairy Foods

- Co-created a Smarter Mealtimes resource page on HealthyEating.org in partnership with UC CalFresh Healthy Living and California Department of Social Services as a result of our leadership on the California Smarter Lunchrooms Collaborative. The new resource, which has 196 visits and 131 downloads, allows state agencies to access HealthyEating.org as a support to their meal programs which serve milk and dairy foods.



Smarter Mealtimes webpage on HealthyEating.org/SmarterMealtimes.



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

- Coordinated and hosted the launch event at UC Davis for the NextGen Scientist Cohort Pilot Program through a continued collaboration with National Dairy Council. The three-day event brought together eight post-doctoral students and assistant professors for an engaging learning experience to advance their professional development and build trust in dairy, including:
 - Presentations by leading academic researchers in dairy science and sustainability
 - Presentations by National Dairy Council, Dairy Management Inc, California Dairy Research Foundation and California Dairy Innovation Center
 - A dairy farm tour at New Hope Dairy Farm
 - Tour of the UC Davis Dairy research lab, sharing innovative research on methane reduction
 - Networking reception hosted by California Milk Advisory Board, featuring California cheeses and items made from by-products used in the dairy feed to illustrate dairy's sustainability story
 - Discussion between cohort members and experts about milk and dairy's role in sustainable food systems
- Engaged in the White House Conference on Hunger, Nutrition, and Health through advocacy efforts that advance Dairy Council of California values and priority topics, including:
 - Submitted public comments to the White House demonstrating dairy's important role as part of the solution to improve nutrition security for children, families and communities.
 - Shared Dairy Council of California outcomes within the listening sessions hosted by the White House and partner organizations, as a way to expand actions taken in policy, programs and systems level support to improve nutrition security, food systems and agriculture.
 - Submitted an organizational commitment statement, demonstrating Dairy Council of California's efforts to collaborate and advance solutions for nutrition security through access and education.



Touring New Hope Dairy Farm.



Advocacy

- Provided informational summaries and resources to California dairy organizations to utilize when educating legislators, demonstrating the important and unique contributions of milk and dairy foods, as well as other high-quality animal source proteins, in supporting the health of children as part of school meal programs. These educational efforts were recognized by the Dairy Institute of California, among others, as an invaluable resource to its work, providing unique knowledge and expertise.
- Engaged with the California Department of Food and Agriculture to inform on California's input to the 2023 Farm Bill. Attended four regional listening sessions and submitted written comments on Dairy Council of California organizational priorities to advance milk and dairy foods' unique and essential contributions to healthy, sustainable eating patterns and shared science-based solutions to achieve nutrition security for children and families.
- Provided California's perspective on need for consistent messages, professional development and nutrition security for optimal health through all food groups with the National Association for County and City Health Officials of Washington D.C, on nutrition in the first 1,000 days of life to inform the public health report that will be submitted to Centers for Disease Control and Prevention.
 - Offered recommendations of five researchers to the Health and Medicine Division of the National Academies of Sciences, Engineering, and Medicine for their search for experts. The committee's task will be to identify promising interventions aimed at improving infant and young child feeding behaviors and practices that could be scaled up or implemented at community or state level.
- Delivered professional development trainings through third party experts delivered professional development trainings to stakeholders on behalf of or through collaboration with Dairy Council of California:
 - Dr. Lorrene Ritchie presented on how nutrition research informs policy and practice as part of the NextGen Scientist Cohort Pilot Program event. She shared many examples of collaboration with Dairy Council of California and other organizations, which has supported utilization and important enhancements to federal nutrition assistance programs such as school meals, WIC and Child and Adult Food Care Program (CACFP).
 - Dr. Nadine Braunstein presented on nutrition security, importance of school meals and nutrition at the Health Education Council summit.
 - Educators collaborated with staff presentations on nutrition in Madera Unified School District and Redwood City Elementary and with school foodservice staff in Hawthorne Unified School District demonstrating their support of Let's Eat Healthy nutrition education.



- Delivered professional development training to stakeholders. Over 95% of attendees surveyed either agreed or strongly agreed that they gained knowledge as a result of content provided. Presentations included:
 - Keynote presentation, *Dairy's Unique and Functional Health Benefits*, to milk processors during the California Milk Advisory Board's processors meeting, including information on dairy, gut health and inflammation. Received positive feedback on the presentation and one attendee requested a scientific summary to highlight the information provided to support their work.
 - Health Education Council Sacramento Wellness Summit, *Food, Movement, and Mood: The Impact of Whole Student Health in School*. Survey results indicate that 100% of respondents reported value in educating others on the importance of healthy eating, including milk and dairy foods, and 94% were satisfied with the content presented.
 - *More Than a Meal: Creative Ways to Share Nutrition Messaging with Kids* was delivered to 290 child nutrition professionals. This training provided frontline staff with methods and resources to provide nutrition education to students during school meal service, influencing 41,726 students across four California school districts.

More Than a Meal: Creative Ways to Share Nutrition Messaging with Kids
Module 1: Making a Difference with Nutrition Education
Presenter: Heather Berkoben
Community Nutrition Adviser



School Foodservice Professional Training
 - *Taking Care of Yourself: For Foodservice Professionals During Stressful Times* was delivered to 73 child nutrition professionals at Hawthorne School District, enhancing attendee knowledge of health and disease prevention. Based on survey results, 89% of participants were satisfied with the content.

Taking Care of Yourself: For Foodservice Professionals
Module 1: Reframing in Stressful Times
Heather Berkoben
Community Nutrition Adviser



School Foodservice Professional Training
 - *Nutrition and Gut Health* presentation was delivered to 180 health care professionals at Touchcare, a healthcare concierge agency. The webinar enhanced participant knowledge of the importance of milk, yogurt and cheese as daily food choices in healthy eating patterns, overall diet quality and the unique functional aspects of dairy foods. The recorded webinar was shared with Touchcare's 80,000 members.
 - *The Role of Dairy Foods in Healthy Eating Patterns* to employees at Hygieia Labs pharmaceutical company.



COMMUNICATIONS - Amplifying Our Stories Through Media Activity

In order to give a complete overview of the scope of media placements on data that would not otherwise be reported, the date range for the media placements has been expanded to May 16th - September 30th.

MEDIA PRESS RELEASES

www.globalnewswire.com **(1)**

- Fuel Up to Play 60's Hometown Grant awarded to the Culver City Unified School District on World School Milk Day. This release was also picked up by LocalToday.News



ONLINE PRESS ARTICLES (12)

Morningagclips.com

- Now accepting nominations for the Let's Eat Healthy Annual Leadership Award
- Easing Childhood Hunger for National Dairy Month and beyond
- Let's Eat Healthy Initiative promotes free summer meals for kids and teens
- Let's Eat Healthy Awards honor champions of nutrition in California



Agdaily.com

- Dairy Council of CA opens Let's Eat Healthy Nominations

Hoards.com

- Keeping Dairy Active on a Plant Based Front
- Dairy helps in the height of "hunger season"



Cheesemarketnews.com

- Back to school looks different emerging from the pandemic



San Diego Tribune

- Local resident wins health award, LEH Award Winner Heather Cruz

The Star News

- Dedicated to nutrition and healthy communities, LEH Award Winner Heather Cruz



San Diego Metro

- Chula Vista resident honored with Let's Eat Healthy Award

patch.com

- LEH Award Winner Dawn Soto featured

JOURNAL PUBLICATIONS (1)

Poppy Seeds - California School Nutrition Association

- Let's Eat Healthy Summer Meals webpage to support summer enrichment activities



PARTNER EMAIL MARKETING (6)

- County of San Diego Health and Human Services – Summer Meals
- CalFresh Healthy Living, UC State Office – Let's Eat Healthy Awards
- California Farm to School Network – Summer Meals Toolkit
- Live Well San Diego - LEH Award Winner Heather Cruz
- Orange County Health Care Agency Nu Pac, Nutrition Trends: Spring 2022
- CA Local School Wellness Policy Collaborative, Summer Meals

PARTNER SOCIAL MEDIA (3)

- Twitter
 - LA BEST - Summer Meals and Taste and Teach in the Classroom
- Facebook
 - Roseville Parks and Rec – Free Summer Meals
 - Placer County Food Bank – Free Summer Meals
- Instagram
 - Los Angeles Unified School District – LEH Winner Dawn Soto



RADIO (1)

- Audacy Broadcasting interview with Tammy Anderson-Wise broadcast to six Northern California Stations



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Keeping dairy active on plant-based front

BY TAMMY ANDERSON-WISE, CEO OF DAIRY COUNCIL OF CALIFORNIA



The plant-based movement has grown from grassroots to mainstream. It's being promoted at all levels, and school meals are now at the center of efforts to adopt plant-based eating patterns.

The school environment is a focal point for influencing students' food choices and inspiring sustainability in an era of climate change. As these shifts occur, there is opportunity for the dairy community to emphasize the unique and essential package of nutrients offered by dairy foods while highlighting the importance of dairy foods for early childhood development and in sustainable eating patterns.


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For children, dairy foods are especially important, as young people have nutritional needs that differ from the overall population. What's more, many young people rely on school meal programs, including breakfast, lunch, and more, for access to nutrient-dense foods such as dairy foods, making school meals critically important to supporting healthy students and communities. Research also shows that eating patterns established at an early age influence not only academic and lifelong success but also food and beverage choices made throughout life.

As discussions from all levels continue around environmental sustainability, the dairy community is working to broaden the definition of sustainability to include the nutritional needs of people as well as economic, cultural, and other sociological factors. The concept of sustainable nutrition is gaining traction across the globe as recognition grows for the importance of supporting the health of people through nutrition while also protecting planetary health. At the same time, the dairy community has a positive environmental sustainability story to tell, aiming to become carbon neutral, optimize water usage, and improve water quality by 2050.

Growing support for and adoption of plant-based eating patterns means that it is important for the dairy community to stay active in discussions around plant-based foods in the school environment and advocate for the importance of dairy foods for children's health and as part of healthy, sustainable eating patterns. By doing so, we can ensure milk and dairy foods have a place within school meals well into the future.

To comment, email your remarks to intel@hoards.com.

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May 30, 2022



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laschools



Liked by [healthyeatingca](#) and 52 others
laschools Congratulations to Dawn Soto, a senior food specialist @LASchools and winner of the Let's Eat Healthy Leadership Award. Dawn educates, inspires and empowers our school communities to develop lifelong healthy eating habits. Visit <https://bit.ly/3M4FEAE>



Taste and Teach

\$100 Gift Cards and Curriculum to Teach about CA Commodities!

2021 - 2022

California Dairy Council Taste and Teach

Final Report

This year we worked with 200 teachers from 41 different counties and reached 6,715 students.

88% of survey respondents agree the additional resources and materials received for June - Dairy Month - were helpful in making students excited about tasting dairy products.

100% of teachers agree the students gained knowledge about the food they tasted and it increased their appreciation for agriculture.



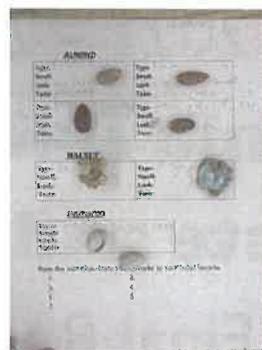
When teachers were asked what their favorite commodity tastings were, below is what was shared:

“The kids really liked the berries, so I used them again to introduce yogurt during the dairy tasting.”

“My students loved the dairy! They were able to make their own ice cream which was a huge hit!”

“My students really liked trying all the different cheeses!”

“Berries, dairy products, nuts, and apples were very popular with my class! They were interested in learning about the commodities and enthusiastic about tasting!”



When teachers were asked what the most surprising thing they learned by participating in the Taste and Teach program, they said the following:



“The interest of the students. One student always wanted to assist in getting the taste testing ready. She was always excited to help and use the various items we were sent to use (avocado and dairy gifts) with the tastings. I was super interested in learning that one group of students were not familiar with green beans and refused to try them; another group loved them! Getting my kiddos to write is difficult. However, with Taste and Teach, my students were very willing to write about the monthly commodity. Yay!”

“How easy it was to use the materials and teach so many things with one fruit or vegetable.”

“How willing students are to try new things after they learn about them.”



Thank you for helping these students
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Dairy helps in the height of "hunger season"

BY TAMMY ANDERSON-WISE, CEO OF DAIRY COUNCIL OF CALIFORNIA



Summer is a time for children to explore and discover, create memories, and gain life experience outside the classroom. Unfortunately for many families, summer brings uncertainty, as students experience food insecurity and stay home due to lack of affordable enrichment activities.

With summer in full swing, millions of children across the country who normally rely on school meals lack access to the nutritious foods they need and the learning and enrichment that schools provide. The dairy community can make a positive impact by supporting the USDA Summer Food Service Program.

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The free USDA Summer Food Service Program provides children with engaging enrichment activities and nutritious foods, like dairy products, that help them grow, play, and thrive while school is out. While the program is designed to be easy to access, with no eligibility or enrollment paperwork required, there continues to be limited awareness on where to find free summer meals.

This program, along with other federal nutrition assistance programs designed to boost access to nutritious foods, including nutrient-rich dairy, provides a critical safety net for underserved and marginalized communities. This is especially important during childhood, since nutrition and high-quality foods like milk and dairy can positively impact lifelong health. And while access to nutritious foods is important, nutrition education also plays a critical role to ensuring children are supported to grow healthfully and reach their full potential:

That's why Dairy Council of California offers nutrition education resources — including the newly created Taste and Teach lesson born out of a partnership between Dairy Council of California and California Foundation for Agriculture in the Classroom — to enrich meal programs.

Dairy farmers already play an important role in elevating health through the production of dairy foods. This good work can be further amplified by also supporting the USDA Summer Food Service Program and efforts to pair nutrition education with access to nutritious foods. Help families connect with local meals through the [Summer Site Finder](#) and visit [HealthyEating.org/SummerMeals](#) for other ways to advocate for summer meals and nutrition education.

Summertime is just a short season, but access to healthy meals and nutrition education sets children up for lifelong success. Join us as we continue to elevate the health of children and families through the pursuit of lifelong healthy eating habits. To learn more, visit [HealthyEating.org/Join](#).

To comment, email your remarks to intel@hoards.com.

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Subject: Elevated News: Dairy Month and Summer Meals Celebrations Roundup

Elevated News From Tammy Anderson-Wise, CEO



July 8, 2022

Dear Kendall,

National Dairy Month and World Milk Day in June is a time to celebrate the important role dairy foods play in nourishing people and supporting healthy communities. Dairy Month is also a great way to kickoff summer meal programs with nutrient-dense dairy foods. As June is now wrapped up and summer is in full swing, we wanted to share some activities and successes on

behalf of the California dairy industry the Dairy Council of California team has been busy with over the last month.

Staff-led June is Dairy Month and Summer Meal celebrations in California schools and communities:

- Through the Let's Eat Healthy initiative, Dairy Council of CA sponsored LA's BEST Afterschool Enrichment Program to purchase milk for an [Ag in the Classroom Taste & Teach lesson](#) and Ice Cream in the Bag activity. Mobile Dairy Classroom videos were shown to support the activities.



- Let's Eat Healthy sponsorship for Lodi Unified School District helped support community awareness of the summer meal program. An educational booth engaged families showcasing the contribution that dairy agriculture makes in California and how dairy products support healthy eating choices and impact health.
- Summer Meal kick off events at Hesperia and Rialto Unified School Districts, provided an opportunity for children and families to make delicious dairy-packed smoothies with a smoothie bike.

- A partnership with San Luis Coastal Unified School District Nutrition Services Department brought Dairy Agriculture and Nutrition Literacy to students during their summer culinary arts class as part of the district's summer enrichment experience. This included co-creating a short video to engage families and highlight the benefits of pairings foods with dairy for increased nutritional benefits. You can watch the video [here](#).



- A media segment with Audacy Broadcasting aired across several major radio stations in the greater Sacramento area, promoting June is Dairy Month and the important role of dairy foods in summer meal programs. This media engagement also shared the important work Dairy Council of CA is doing on behalf of the California dairy community to elevate the health children, families and communities. You can listen to the interview [here](#).
- Dairy Council of CA presented at the 122nd [California Creamery Operators annual conference](#) in South Lake Tahoe, leading an important dialogue on how together we can advance dairy's role in healthy, sustainable food systems.

Dairy Council of CA is proud to support the California dairy community through ongoing education, collaboration and action, elevating the role of milk and dairy foods in sustainable eating patterns that contribute to healthier children, families and communities. If you have questions, concerns or feedback you would like to share, please let me know.

Healthy Regards,

Tammy Anderson-Wise, CEO
Dairy Council of California
TammyA@DairyCouncilofCA.org

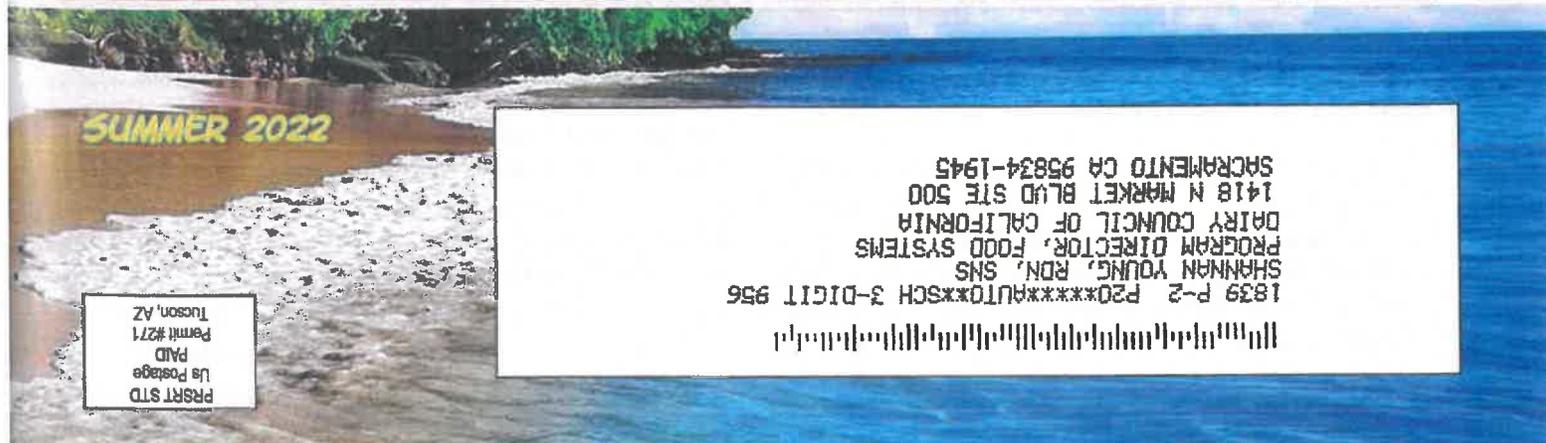
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The Official JOURNAL for the California Child Nutrition Professional

SUMMER 2022

California School Nutrition Association

Volume 66 - No. 1



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LET'S EAT HEALTHY SUMMER MEALS WEBPAGE TO SUPPORT SUMMER ENRICHMENT ACTIVITIES

BY JERI MOBLEY, MPH



Student giving Thumbs-Up while enjoying a healthy school meal

CSNA school foodservice professionals and industry members have remained resilient these past two years, despite many setbacks, and continue to provide children with healthy school meals throughout the school year and even during the summer months when school is not in session.

As a long-time advocate for school foodservice professionals and school meal programs, Dairy Council of California believes school meal professionals are leaders in their communities, providing children access to healthy meals all year long. We thank you for always going above and beyond to provide access to nutritious foods for children every day.

School meal programs play an important role as a community solution for nutrition security, which supports a child's health, development and ability to learn. These meals provide high quality foods, especially milk, fruits, vegetables and whole grains that provide important nutrients (calcium, vitamin D, potassium and fiber) that

are often under consumed by children and adults. School meals also support nutrition equity as children are able to consume more nutrient-dense foods at school, regardless of race, ethnicity or household income.

When the school year ends, the work continues. Many school foodservice professionals continue to prepare and serve children school meals as part of federally-funded Summer Meal Programs -- a safety net in place to ensure children, especially those who experience food insecurity, can continue to access nutrient-rich foods while schools are closed. Thanks to school foodservice heroes, over 10 million free meals were served in California last summer.¹

Summer Meal Programs have been essential in providing students with access to nutritious meals that contribute to their daily nutrition, overall growth, academic success, and lifelong health. In the short-term, summer meals help mitigate summer learning loss and summer weight gain.² In the long-term, summer meals help increase

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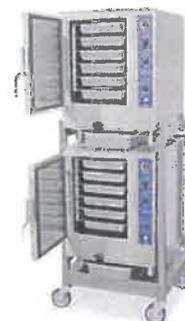


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high school graduation rates and reduce susceptibility to chronic diseases.⁴ School foodservice professionals play a tremendous role in ensuring increased nutrition security for students all year long.

As we all continue to navigate through the pandemic, we are hopeful for more opportunities for summer enrichment activities at summer meals sites. To help you, our partners, Dairy Council of California has created the Let's Eat Healthy Summer Meals webpage for partners to access science-based nutrition education to support their summer enrichment activities. Nutrition education, delivered in combination with healthy foods provided through summer programs, helps children learn how to develop lifelong healthy eating patterns.

Let's Eat Healthy Resources include:

- Engaging science-based nutrition education.
- Food literacy activities.
- Flyers to promote summer meals in your community.

To all school foodservice heroes, both our CSNA members and industry members: thank you. It is because of you that every day, millions of children are able to access the school meals they need to grow and thrive. By working together, we can support and improve the health of children and

communities through nutrition and nutrition education.

We invite you to visit the Let's Eat Healthy Summer Meals webpage to explore many resources that are available digitally and to order.

Scan the QR code in Photo on Page 26 to learn more about our resources or visit HealthyEating.org/SummerMeals.

For questions, contact info@dairyCouncilofca.org.

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Subject: Elevated News: Updates from the Let's Eat Healthy Initiative



Elevated News From Tammy Anderson-Wise, CEO



August 3, 2022

Dear Kendall,

The Let's Eat Healthy initiative was launched in 2020 to bring together change-makers and stakeholders—including educators, school foodservice staff, health professionals and community leaders—to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Today, I would like to share how we are advancing Let's Eat Healthy across California communities through new resources and amplified advocates.

Let's Eat Healthy Landing Page and Framework

The Let's Eat Healthy initiative has a refreshed landing page and strategic framework to guide the call to action when engaging in Let's Eat Healthy. The new landing page helps people better understand the Let's Eat Healthy initiative and its principles, spotlight advocates in action and streamline awareness for ways to join, connect and commit to action.



Let's Eat Healthy

The Let's Eat Healthy Initiative Strategic Framework guides collaborative efforts by providing specific objectives and actions to improve access to evidence-based nutrition education, agricultural programs and nutritious foods, including milk and dairy foods. Using the framework, staff and stakeholders can strengthen food programs and policies that impact nutrition security in California communities. The framework incorporates input from diverse stakeholders who participated in the Well-Nourished, Brighter Futures Stakeholder Convening, led by Dairy Council of California.

Let's Eat Healthy Leadership Award

We are proud to honor six California change-makers through the annual Let's Eat Healthy Leadership Award for their embodiment of the Let's Eat Healthy initiative and for the impact they are making in the community.



The 2022 Let's Eat Healthy Leadership Award winners are:

- CalFresh Healthy Living, University of California
- ImagineU Children's Museum
- Linda Allen, Reading Specialist and Health and Wellness Coordinator, Sundale Elementary School
- Heather Cruz, Physical Education, Health and Wellness Coordinator, Chula Vista Elementary School District
- Naomi Hrepich, Registered Dietitian, WIC and CalFresh Healthy Living Program Director, Monterey County Public Health Department
- Dawn Soto, Senior Training Specialist, Los Angeles Unified School District, Food Services Division

To learn more about the winners of the 2022 Let's Eat Healthy Leadership Award and the good work they are doing to encourage lifelong healthy eating habits in their communities, visit HealthyEating.org/Award.

Looking Forward

The Let's Eat Healthy initiative provides new opportunities to create sustainable solutions and multisector partnerships that advance Dairy Council of California's legacy and strengthen the value for milk and dairy foods' contribution and role in improving health among stakeholders and communities.

We look forward to continuing to connect and collaborate with the dairy community to advance the Let's Eat Healthy initiative and will provide continual updates. To learn more and to join the Let's Eat Healthy initiative visit HealthyEating.org/Join.

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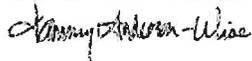
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Guest Columns

Perspective:
Dairy Nutrition

‘Back to school’ looks different emerging from the pandemic

Tammy Anderson-Wise

Tammy Anderson-Wise, CEO of Dairy Council of California, contributes this column exclusively for Cheese Market News®.

The back-to-school season is an exciting time for students, teachers and school administrators, yet children and schools are changed by the last few years in which the pandemic upended life as we once knew it.

Many students and families — forced to navigate extended school closures and remote learning — struggled with complex issues, including social and emotional well-being and nutrition security. These issues are ongoing, and the dairy community has an opportunity to address them through nutrition education and support for programs that increase access to healthy foods.

- Nutrition education supports social-emotional skills

Most schools need additional resources to support the mental and emotional well-being of their students. As a result, they are prioritizing social and emotional learning as an essential part of education to improve the school climate, academic achievement and student well-being.

Social and emotional learning is the process by which individuals learn to interact with others, set and achieve goals, and regulate their emotions. It is just as important as reading, writing and mathematics, and social and emotional competencies are critical to success in school, work and life.

Nutrition education and agricultural literacy, which teach children to make connections with food, health, environment and community, are practical and engaging ways to support students in developing their social and emotional skills. In addition, offering choices around snacking and breakfast are teachable moments for students to practice self-management and responsible decision-making. Farm-to-school activities such as food tastings and school gardens build social awareness and relationship skills through hands-on exploration of foods, and they foster discussions about food sources, seasonality and cultural preparations of food.

Dairy Council of California takes great care to embed social and emotional skill-building activities into its curriculum. Intentionally weaving in these competencies supports students for academic success as well as mental and physical health.

- Schools provide access to nutritious foods

Food insecurity impacts one in six American children — a challenge that was exacerbated by the economic hardships created by the pandemic. As schools closed, millions of students who relied on school meals struggled to access nutritious foods, including fruits, vegetables and dairy foods. Now that schools are back in session across the country, school nutrition programs are being recognized for their important role in supporting nutrition security by providing equitable access to healthy foods and nutrition education, which can affect children's growth and development, including behavioral health.

Research shows that eating patterns established at an early age influence not only academic and lifelong success but also food and beverage choices made throughout life, impacting health outcomes such as risk for obesity, hypertension and diabetes in adulthood. At the same time, school meals are accessible, affordable and nutritious.

Dairy foods, including cheese, milk and yogurt, are important components of the National School Lunch Program and the School Breakfast Program, providing key nutrients — like calcium, vitamin D, potassium and protein — that contribute to nutrition security, especially in underserved communities. For these children and families, school meals provide a reliable and consistent source of nutritious food they may not otherwise have.

- Working together to elevate health

Dairy Council of California's relationships and networks within the California school system are like no other organization, providing nutrition education to students and staff for more than 100 years. And while our efforts have expanded well beyond the classroom, the school environment continues to be an important part of building healthy communities. As such, it's critical that we track important shifts, like those discussed here, so we can continue to evolve our efforts in support of our cause to elevate the health of children and families through the pursuit of lifelong healthy eating habits — and we can't do it alone.

We encourage the makers of cheese and dairy foods to support nutrition education efforts, particularly those that advance social and emotional learning. In addition, federal nutrition programs, including those in public schools, are critical to ensuring children have access to healthy foods. As we continue to emerge from the pandemic and its resulting challenges, these programs need our support more than ever, as they are a critical safety net for millions of children. Join us in efforts to teach and inspire healthy eating habits and make healthy, wholesome foods accessible to all by taking part in the Let's Eat Healthy initiative. Visit HealthyEating.org/Join to learn more.

Together, we can make a greater difference than any single organization or individual, helping ensure students have a strong and nutritious start to the school year in 2022 and beyond.

CMN

The views expressed by CMN's guest columnists are their own opinions and do not necessarily reflect those of Cheese Market News®.

Subject: Elevated News: Celebrating World School Milk Day, the White House Conference and a Special Update from the CEO



Elevated News From Tammy Anderson-Wise, CEO



October 3, 2022

Dear Kendall,

Every year on the last Wednesday in September, many countries around the world celebrate **World School Milk Day**, recognizing the health benefits of school milk and the school nutrition programs that provide milk directly to students. This year, on September 28th, Dairy Council of CA alongside our school and community partners celebrated World School Milk

Day with milk toasts, dairy farm-to-school activities and, in the Culver City School District, a [\\$10,000 Fuel Up to Play 60 Hometown Grant](#), presented by Dairy Council of CA and the Los Angeles Rams. Culver City Unified School District will be leveraging this community investment across all schools in the district to provide greater opportunity to learn about nutrition and improve access to healthy foods like milk and dairy to make a difference in students' lives for years to come. Learn more about the celebrations by reading our recent [blog](#).



White House Conference and Proposed "Healthy" Label

September 28th also marked the convening of the historic [White House Conference on Hunger, Nutrition, and Health](#) and the consequential announcement of a comprehensive, bold agenda to address hunger, nutrition and health across the United States. Key strategies included improving healthy food access, including milk and dairy, through federal nutrition assistance programs such as school meals, integrating food and nutrition with healthcare, and expanding nutrition research.



Ahead of the conference, the Food and Drug Administration (FDA) released its proposed rule on a revised definition of its "healthy" claim for front-of-package labels. The proposed definition focuses on food groups recommended by the Dietary Guidelines for Americans (fruit, vegetables, dairy, whole grains), while also providing limits for certain nutrients (sodium, added sugars, saturated fat).

A final rule on defining "healthy" for front-of-package labels has the potential to influence consumer food purchasing decisions, change how companies formulate foods and impact nutrition policy and education. Dairy Council of California is closely monitoring these efforts, and we intend to submit public comment on the proposed rule. We invite you to submit public comment as well. All comments can be submitted to the [online public docket](#) now through December 26, 2022. For further nutrition information and research related to this opportunity, our team is available for support.

As this event has been 50 years in the making, we anticipate future opportunities to align Dairy Council of California's strategic efforts and the [Let's Eat Healthy Initiative](#). Dairy Council of CA's Let's Eat Healthy Initiative shares the goals of the White House such as multidisciplinary coordination, collaboration and co-creation to champion community health and inspire healthy eating habits, making healthy, wholesome foods accessible and affordable to all.

An Update for my Partners, Colleagues and Friends

For everything there is a season, and while I have

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end with my decision to retire at the end of the year. This was not a decision I took lightly, as I believe strongly in the cause that attracted me to the organization decades ago: elevating health.



My first position with Dairy Council of CA was working with schools in local communities to integrate our nutrition programs, and I was quickly provided the opportunity to develop educational tools for families. During the years that followed, I grew professionally, finding unique ways of supporting the organization in leadership roles. Ten years ago, I was honored to be entrusted with the role of CEO. During the past decade as CEO, we have embraced new opportunities, leaned into challenges and celebrated incredible successes. I have grown up here, raised my family while working here, and my heart will always be here.

That said, I am also confident in our team and in what's ahead for the organization. While a formal [search is underway](#) for a new CEO, our current team of dedicated nutritionists, advocacy experts, health and wellness advisors, and communication and marketing professionals remain focused on our vision to advance milk and dairy's unique and essential contributions to healthy, sustainable eating patterns.

I look forward to the continued successes of Dairy Council of CA, built on the rich foundation of the work we have done and continue to do. As for my next season, it's one I plan to spend alongside my parents, husband, children and five beautiful grandbabies—and it doesn't get much better than that.

Thank you all who have supported my journey. If you have questions, concerns or feedback you would like to share, please email me at TammyA@DairyCouncilofCA.org.

To Continued Success,

Tammy Anderson-Wise, CEO
Dairy Council of California
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The Official JOURNAL for the California Child Nutrition Professional

FALL 2022 • California School Nutrition Association • Volume 66 - No. 2



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LET'S EAT HEALTHY LEADERSHIP AWARD HONORS FOOD SERVICE PROFESSIONAL

BY SONIA FERNANDEZ ARANA, MA

Dairy Council of California is excited to honor Dawn Soto, Senior Food Service Training Specialist for Los Angeles Unified School District, as one of the 2022 Let's Eat Healthy Leadership Award winners.

The Let's Eat Healthy Leadership Award celebrates California leaders and change-makers that educate, inspire and empower children, families and communities to develop lifelong healthy eating habits. The award recognition program is a flagship of the Let's Eat Healthy initiative that invites coordination, collaboration and co-creation with leaders to improve nutrition education and access to nutritious foods to make a positive difference in the health of communities.

As an advocate engaging through the Let's Eat Healthy initiative, Soto knows the positive impact school meals have on children's optimal growth and development. In her role as Senior Food Service Training Specialist, she oversees the development and implementation of training and has collaborated with Let's Eat Healthy in numerous ways, including the creation of a unit on nutrition for staff development and monthly wellness newsletters with themed nutrition messaging and activities for foodservice staff.

Soto notes, "Healthy eating is really important. I encourage you to think outside the box and step outside the classroom." She understands the tremendous impact building partnerships with school foodservice professionals has in influencing the school environment, saying, "We have an immense opportunity to reach every single child that steps through the cafeteria doors." Soto is a terrific example of school foodservice professionals as leaders making a difference by educating foodservice staff and helping students make healthy eating choices.

Engaging school foodservice professionals to ensure all children are supported for optimal growth and development represents a cornerstone of the initiative's commitment to childhood health. Its focus on supporting access to high-quality, nutritious foods and providing evidence-based nutrition education to empower lifelong healthy eating habits is a shared value that drives connections and provides sustainable school foodservice solutions and tools.

As a foodservice professional, you are invited to participate in Let's Eat Healthy nutrition-focused campaigns to support healthy food access and nutri-



tion education in schools and communities. There are multiple ways to get involved with campaigns, including partnering with Let's Eat Healthy for an event, using its nutrition materials and resources, and amplifying campaign messaging on your social media platforms. Access free campaign tools and resources and join the Let's Eat Healthy initiative at HealthyEating.org/Join. Follow Let's Eat Healthy on Instagram and Facebook @HealthyEatingCA to stay up to date with the latest campaigns.

Do you know a Let's Eat Healthy champion like Soto—someone who is educating, inspiring and empowering children and families to develop lifelong healthy eating habits? Nominations are currently being accepted for the 2023 Let's Eat Healthy Leadership Award at HealthyEating.org/Award. Nominate a champion and help share their story and impact to inspire others. Submission deadline is Friday, December 9th.