

# Our Vision Our Cause Our Values



## VISION

Ignite a passion for consuming milk and dairy foods.

## CAUSE

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

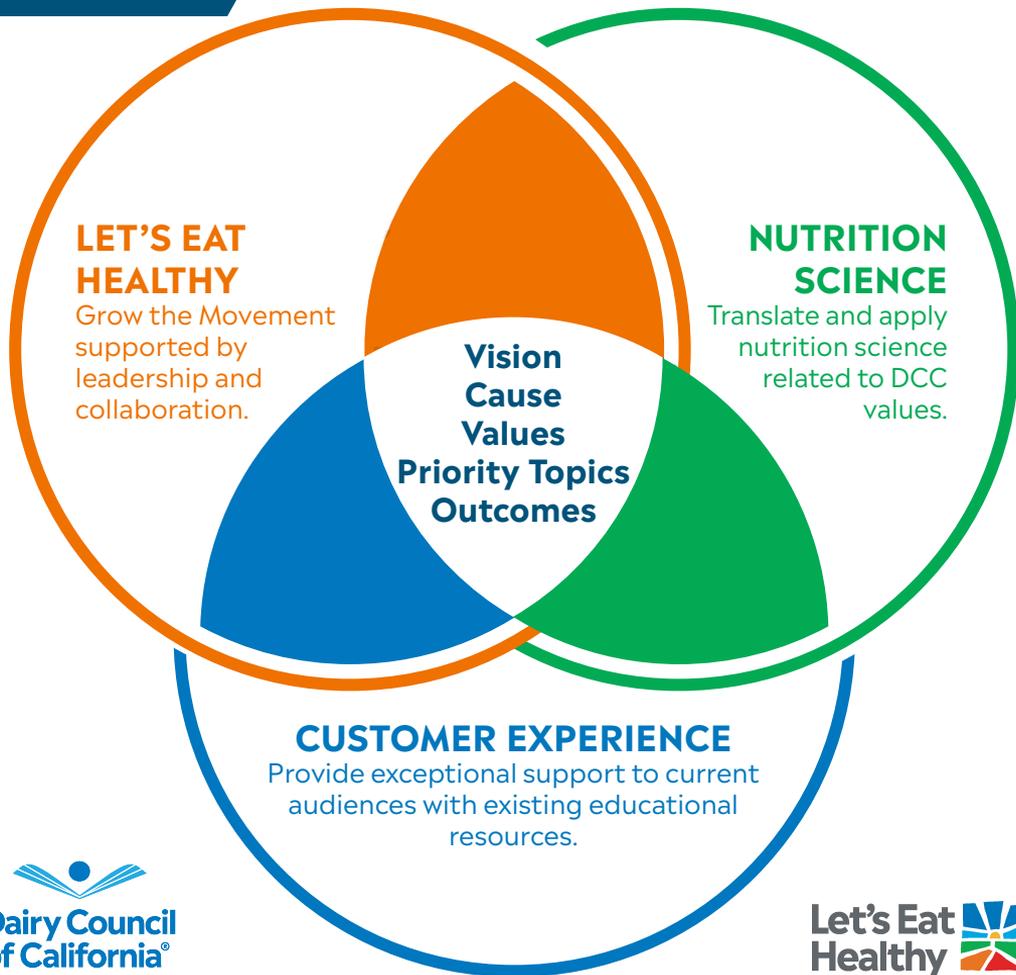
## VALUES

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

# Planning for Success

## PRIORITY TOPICS

- 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.
- Position milk, yogurt and cheese as daily food choices in healthy, sustainable eating patterns. Emphasize the importance of overall diet quality and functional aspects of dairy foods.
- Place nutrition equity at the core of solutions to address disparities that impact health outcomes for children and families.



## OUTCOMES

- Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.
- Dairy ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.
- Children and families value milk and dairy foods as part of daily healthy eating patterns.
- Stakeholders commit to increasing food and nutrition literacy of children and families through nutrition education.

## LET'S EAT HEALTHY

Grow the Movement supported by leadership and collaboration.

- Key Activities:
- Create a LEH Framework
  - Build a collaborative of stakeholders
  - LEH Staff Activation
  - Grow the base of champions and amplify their stories
  - Content development and amplification

## NUTRITION SCIENCE

Translate and apply nutrition science related to DCC values.

- Key Activities:
- Trends (internal process)
  - Thought leader Publications (HET, Trends)
  - Research Summaries
  - Content/messaging (cross collaboration process)
  - Industry Collaboration & Communications
  - Milk Pilot Study

## CUSTOMER EXPERIENCE

Provide exceptional support to current audiences with existing educational resources.

- Key Activities:
- Help the end user get and utilize the resources
  - Provide customer service and technical support ( e.g. how to)
  - Communicate messages and marketing to bring awareness and engagement
  - Distribute resources efficiently and effectively (digitally and physical)
  - Collect data and user feedback (surveys, assessments, CRM, relationships)





Dairy Council  
of California®

## Board of Directors Report

July 1, 2021 - September 30, 2021



In support of the 2021-2022 Dairy Council of California organizational success plan, the following accomplishments are reported for the time frame of July 1 to September 30, 2021.



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

### Let's Eat Healthy Spectrum of Engagement



- Facilitated administrator commitments with Kern County Superintendent of Schools and school districts in Summerville, Madera and Lodi to integrate Let's Eat Healthy classroom curriculum and community education materials for 700 educators, who will teach almost 40,000 children and families this year.
- Presented a research poster titled *Cultivating Social and Emotional Learning Through Nutrition Education* to an audience of 270 health professionals at the American School Health Association conference, which built awareness of the role of nutrition education within current school priorities.
- Collaborated with western region dairy organizations, including Arizona and Nevada dairy councils, Dairy West, Oregon Dairy and Nutrition Council and Dairy Farmers of Washington, to co-create a three-part webinar series for foodservice directors and wellness coordinators. The first webinar reached 49 participants across eight states.
- Partnered with Community Housing Opportunities Corporation and United Way California Capital Region to host Summer STARS (Students & Tutors Achieving Reading Success). This summer enrichment campaign utilized Let's Eat Healthy nutrition resources to educate 175 students in various locations, provided free school meals to children and resulted in significant reading gains.
- Co-presented with education leaders from Orange County Department of Education and Elk Grove Unified and Redwood City Elementary school districts at the virtual Sacramento School Wellness Summit hosted by Health Education Council. The presentation equipped education and community stakeholders with knowledge and tools to advocate for nutrition equity and commitment to nutrition education in schools. As a result of the presentation 97% of attendees reported feeling motivated to advocate for nutrition education, as well as expressing value for educating on healthy eating patterns that include milk and dairy foods.



### Educational Engagements

**893,853**



**20%**  
**Goal: 4.4M**

- Presented the value of partnership with Orange County's public health department as a best practice model at a statewide CalFresh Healthy Living Promising Practices Exchange. As a result of the presentation, the agency lead commented, "I really appreciated what you had to share about how you worked together during the pandemic, and your demonstration of what good partnership looks like. Orange County and the state as a whole are fortunate to have you as a close collaborator. Thank you for your work making schools a healthier place to be!"
- Coordinated licensing agreements with Florida Agriculture in the Classroom, University of Maryland and University of Southern California, Keck School of Medicine Primary Care Program, which will each incorporate Dairy Council of California print and digital resources to bring nutrition and dairy agriculture literacy into their education efforts.



**Builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.**



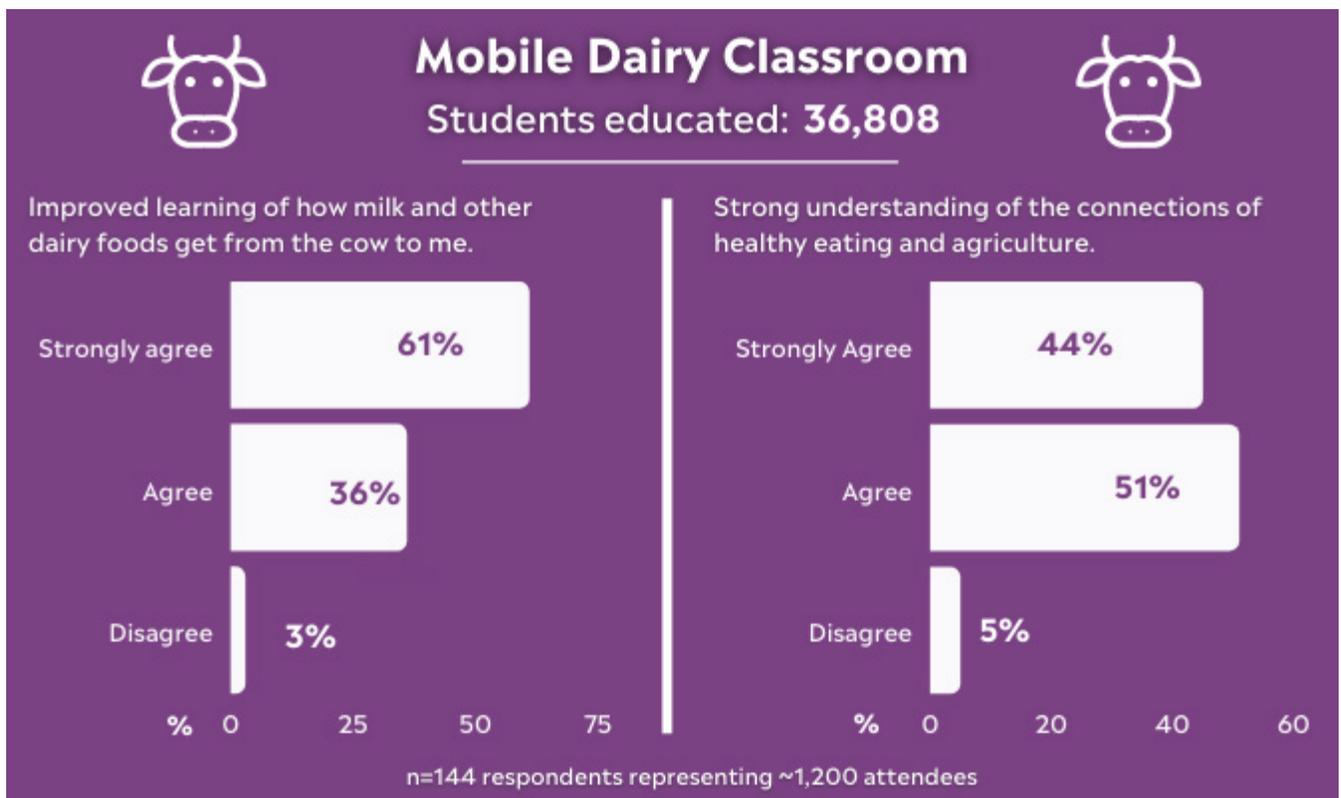
Dairy unit panels at Madera District Fair September 2021 garnered over 55,000 impressions.

- Supported the dairy agriculture education exhibit at the Madera District Fair, which was attended by 55,000 community members. The exhibit education panels were accompanied by a cow milking station where kids played games and watched videos about farming and agriculture.
- Launched the Nicholas Dairy Farm museum exhibit, in partnership with Elk Grove Unified School District's Project AWE (Agriculture, Water, Energy, and the Environment) and Sacramento County Regional Sanitation District, offering dairy education opportunities for the community and K-12 students. Includes online lessons in dairy nutrition; careers and technology used in dairy farming; and field trips for K-12 grade students to the interactive dairy museum exhibit at the historic Nicholas Dairy Farm.
- Included Project AWE dairy agriculture educators as part of the World School Milk Day celebrations, which included participation in the Mobile Dairy Classroom Virtual Field Trip.



## Dairy Ag Literacy - cont.

- Co-created a dairy facts sheet with California Foundation for Agriculture in the Classroom, a resource that is requested over 1,000 times annually in digital and in print.
- Partnered with California Foundation for Agriculture in the Classroom to provide dairy-inclusive Taste and Teach lessons with 346 educators in 39 California counties reaching over 10,500 students. Educators reported the lessons increased students' likeliness to consume more of the food they tasted, and dairy lessons received favorable feedback:
  - “My students were excited to make connections to our local dairies as we connected the *Taste & Teach* program to locally produced milk.”
  - “We loved milk! We taste-tested many different types of dairy to see if we could tell the difference between them.”





## Access to Milk and Dairy Foods

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

#### Partnerships



59

#### Committees



164

#### Policy + Guidelines



3

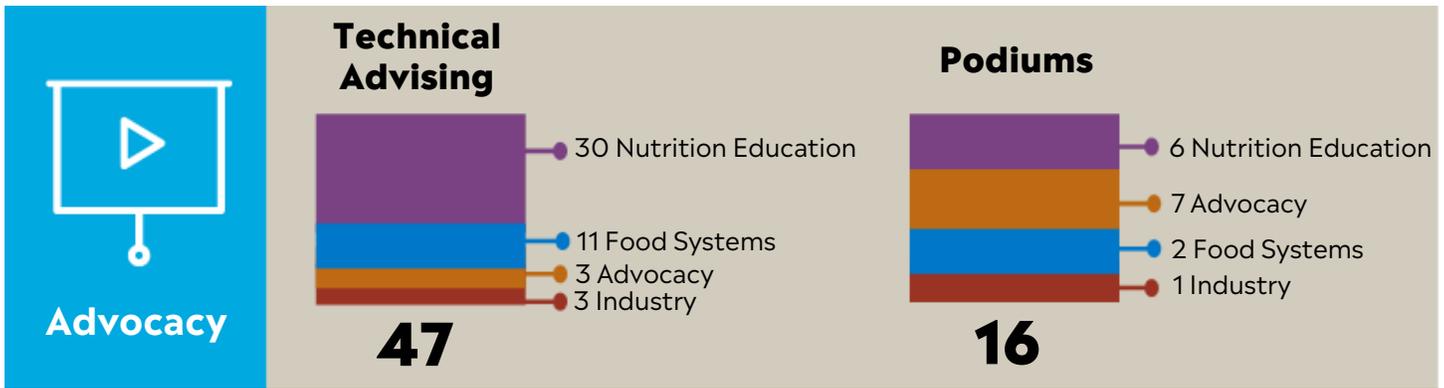
- Celebrated World School Milk Day by educating and engaging over 90,000 students in school districts across the state to highlight the important role milk plays in nourishing children through school meals:
  - Provided 75 milk cooler bags for use in school meal programs as part of a partnership with the California Milk Advisory Board.
  - Created student art contests using milk cartons to decorate school cafeterias.
  - Provided milk posters, handouts and lesson materials to educate students and families.
  - Equipped teachers and school foodservice professionals with education to support the importance of milk during mealtimes.
  - Developed and distributed student pledge cards, which prompted students to commit to drinking milk with school meals.
  - Promoted on social media the role that school milk plays in supporting healthy eating habits, as part of the Let's Eat Healthy movement.
  - Distributed over 39,000 Milk + Dairy tip sheets through schools and community partners.
  - Experienced a 54% increase to the Mobile Dairy Classroom web page during promotions of World School Milk Day, with over 33,000 students participating in Mobile Dairy Classroom assemblies.
  - Submitted Smarter Lunchrooms Movement of California best practices, which were highlighted as part of the International Dairy Federation's World School Milk Day webinar and are promoted on its School Milk Knowledge Hub.



World School Milk Day activations



## Actions inform and empower diverse stakeholders so that children and families have an increased value for milk and dairy foods.



- Held volunteer, elected positions within the dietetic professional association at the national, state and local affiliates of the Academy of Nutrition and Dietetics. These roles foster advocacy opportunities, positioning Dairy Council of California as a leader in advancing nutrition and informing health professionals on dairy-inclusive nutrition education.
- Submitted case studies to the International Dairy Federation, which were published on an international stage through the Dairy Declaration of Rotterdam, which reflects “a formal commitment by the dairy sector to contribute to the achievement of key Sustainable Development Goals.” The success stories, which highlighted the Let’s Eat Healthy movement and the California Dairy Sustainability Summit, demonstrated commitment on behalf of the California dairy community and collaboration among California dairy industry partners.
- Provided professional development resources to the food services division of the state’s largest school district, Los Angeles Unified, which educated and amplified the nutritional benefits of dairy to 750 foodservice professionals.
- Provided content expertise and contributed nutrition messages for an educational resource from California Milk Advisory Board, which will be distributed as part of outreach to physician assistants.
- Informed the content of the California Department of Food and Agriculture’s Farm to School Roadmap, a document that will guide direction and support for food systems work in California.
- Received a grant from University of California, Irvine in the amount of \$9,950 for a collaborative research project titled, “A Community Needs Assessment of Nutrition Support and Resources Throughout the First 1,000 Days of Life in Low-Income Families.” The project advances the commitments identified in the launch of the Well-Nourished, Brighter Futures initiative.



## Advocacy - cont.

- Collaborated with dairy organizations nationally and internationally on an industry-funded research study led by Dairy Australia through the University of Melbourne. The study results were accepted and published in the *British Medical Journal* in an article titled, “Increasing Dairy Intake Reduces Falls and Fractures Among Older Care Home Residents.”
- Facilitated a webinar reaching over 350 school wellness leaders highlighting the California Local School Wellness Policy Collaborative new school wellness policy toolkit to empower nutrition education and healthy food environments in schools.
- Presented to nine key stakeholder audience groups representing industry, health care and educators to position milk and dairy foods as part of sustainable, healthy eating patterns and highlight the important role of nutrition education to support children’s health and well-being. Audience groups included American School Health Association; California Department of Education; University of California Cooperative Extension Central Sierra; Monterey County Health Department; Santa Clara County Department of Public Health; Hughson Unified School District Food Services; Los Angeles Unified School District Food Services; Orange County Health Care Agency; and University of California, Irvine Pediatric Services.
- Collaborated with California Beef Council to host an educational workshop for dietetic interns as part of the California State University, Sacramento internship program, which demonstrated the important role of milk and dairy foods in sustainable healthy eating patterns.

94%

of students and teachers agree

It is important to eat nutritious dairy foods like milk, cheese and yogurt everyday.





## Advocacy - cont.

- Demonstrated thought leadership among diverse stakeholder audiences, including the dairy industry, educators, health professionals, foodservice professionals and more, through the following 22 editorial placements and highlights from July 1 through September 30, 2021:
  - Dairy Declaration of Rotterdam, “USA: Dairy Council of California: ‘Let’s Eat Healthy’ Movement,” July 18, 2021
  - Cheese Market News, “Connections Continue to Emerge Between Gut Health, Inflammation,” July 23, 2021 (bylined article)
  - Cheese Market News, “Connections Continue to Emerge Between Gut Health, Inflammation,” July 23, 2021 (bylined article) – print
  - *Albany Herald*, “Jennifer Waldeck Selected to Head UGA Ag Program,” July 24, 2021
  - *Johnson City Press*, “Jennifer Waldeck Selected to Head UGA Ag Program,” July 24, 2021
  - Daily Advent, “Jennifer Waldeck Selected to Head UGA Ag Program,” July 24, 2021
  - Growing Georgia, “Jennifer Waldeck Takes Off as ALEC Lead,” July 26, 2021
  - *Hoard’s Dairyman*, “Food Access Isn’t Enough,” August 2021 (bylined insert) – print
  - California Department of Education, “Food Literacy Awareness Month September 2021,” August 2, 2021 – e-newsletter roundup
  - GlobeNewswire, “Well-Nourished, Brighter Future Initiative Launched to Foster Healthier Communities Throughout California,” August 2, 2021 – wire distribution (60 direct pickups, 30 additional pickups)
  - Associated Press News, “Well-Nourished, Brighter Future Initiative Launched to Foster Healthier Communities Throughout California,” August 2, 2021
  - Spoke, “Well-Nourished, Brighter Future Initiative Launched to Foster Healthier Communities Throughout California,” August 2, 2021
  - *The Observer News Enterprise*, “Well-Nourished, Brighter Future Initiative Launched to Foster Healthier Communities Throughout California,” August 2, 2021
  - Hoard’s Dairyman Intel, “Good Health Begins in the Gut,” August 19, 2021 (bylined article)
  - PR Log, “Students Start the School Year Strong Thanks to the Summer STARS Program in Sacramento,” September 22, 2021
  - Health Planet, “Teen and High School Online Nutrition Lesson Plans: Nutrition Education, Healthy Eating, Activity,” September 23, 2021
  - CA Local School Wellness Policy Collaborative, “CA LSWP News - September 2021,” September 23, 2021 – e-newsletter roundup



- Western United Dairies, “More to Celebrate on World School Milk Day as CA Provides Universal School Lunches,” September 28, 2021 - e-newsletter roundup
- *Targeted News Service*, “Calif. Gov. Newsom Issues Legislative Update,” September 28, 2021 - print
- UCI Institute for Clinical & Translational Science, “2021 Round 2 Campus-Community Research Incubator Awardees,” September 29, 2021 - e-newsletter roundup
- PR Free, “Students Start the School Year Strong Thanks to the Summer STARS Program in Sacramento and Yolo Counties,” September 29, 2021
- *The Sentinel*, “Mathis Praises Signing of Dairy Bill,” September 30, 2021