2025–2026

ANNUAL REPORT



DAIRY COUNCIL
OF CALIFORNIA
— EST. 1919 —

MEASURABLE PROGRESS. MEANINGFUL IMPACT.
A STRONGER FUTURE.

A Message From the CEO

This year marked an important milestone in the evolution of Dairy Council of California. In response to a rapidly changing landscape across nutrition, agriculture, health care and education, we made intentional organizational changes to ensure we are well-positioned for the future. These efforts strengthened our foundation, enhanced our ability to focus resources where they matter most and prepared us to meet emerging opportunities and challenges while continuing to advance dairy's role in healthy eating patterns across California.

One of our most significant accomplishments this year was completing the first full year of implementing organization-wide Objectives and Key Results (OKRs). This investment strengthened alignment, accountability and focus across the organization while helping us better connect daily efforts to long-term outcomes. Equally important, it challenged us to think differently about success, expanding our commitment to measuring impact, gathering partner feedback and using data and stories to continuously improve our work.

The stories throughout this report reflect that commitment. From demonstrating measurable learning outcomes through Dairy Ag Explorers, to helping partners navigate significant developments in nutrition policy, to expanding our reach through strategic collaborations, each story highlights how Dairy Council of California translates strategy into meaningful results. Together, these efforts helped engage tens of thousands of partners, educate hundreds of thousands of students and professionals and strengthen the organization's ability to serve California communities now and into the future.

> We are building on more than a century of trusted leadership while preparing for the future.

Our transformation continues to be powered by the expertise and dedication of our staff. As the policy and nutrition environment grows more complex, our team has embraced new ways of working while remaining grounded in science, collaboration and service. We have purposefully streamlined resources and prioritized investments to ensure our programs, tools and communications remain timely, relevant and responsive to the evolving needs of educators, health professionals, community organizations and the dairy community.

Looking ahead, we see tremendous opportunity. Through modernization, innovation, strategic partnerships and a continued commitment to accountability and outcomes, we are building on more than a century of trusted leadership while preparing for the future. Together, we are helping ensure dairy's role in health, nutrition security and a sustainable food system remains understood, valued and trusted for generations to come.

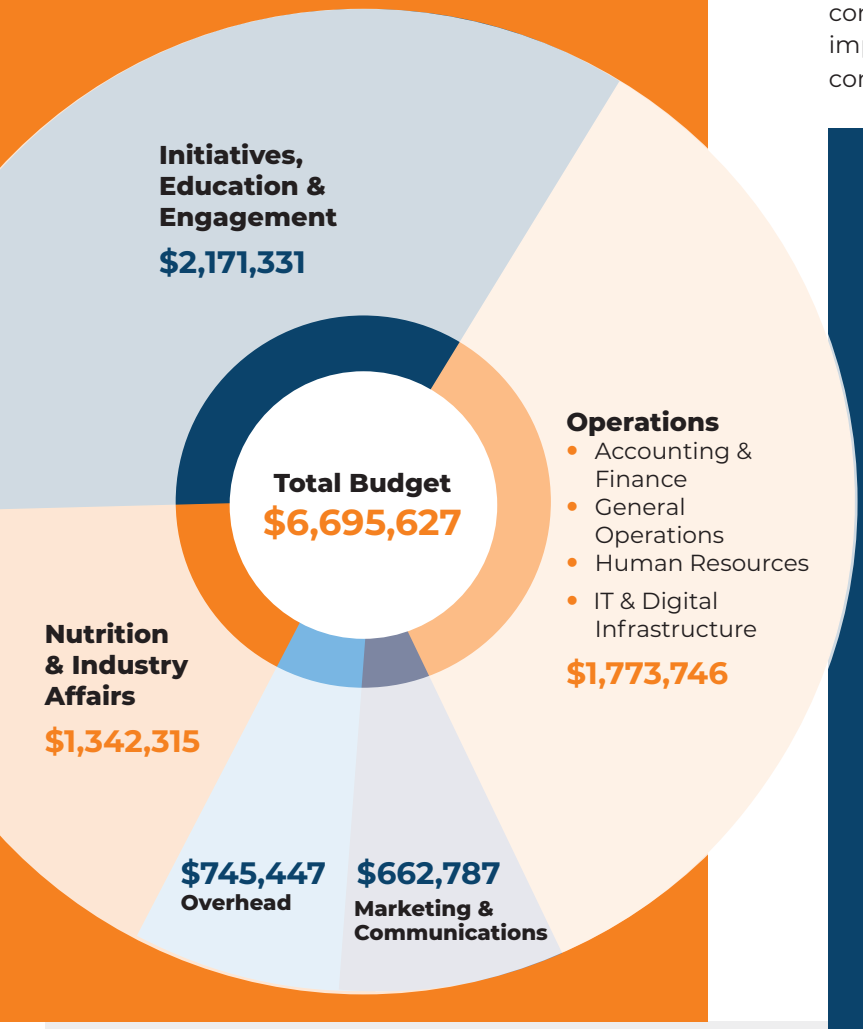
On behalf of the Dairy Council of California team and Board of Directors, thank you for your partnership and investment in our shared purpose. I hope the stories and results throughout this report inspire continued collaboration as we create a healthier tomorrow through dairy.



Amy DeLisio, MPH, RDN
Chief Executive Officer

Success by the Numbers

FINANCIAL STEWARDSHIP



Throughout the year, Dairy Council of California focused on delivering measurable outcomes through education, advocacy, collaboration and thriving organization commitments. These highlights reflect the collective impact of staff, partners and the California dairy community across the state.

EVIDENCE OF IMPACT

PARTICIPANT SURVEY RESULTS

96%
of responses say dairy is important for children every day

95%
of responses expanded their knowledge after a DCC presentation

PARTNER SURVEY RESULTS

86%
of partners say the communities they serve directly benefited from DCC resources

84%
of partners are likely to advocate for dairy in their professional nutrition recommendations

Sources: DCC FY25–26 Global Survey Questions (96% n=1,275 and 95% n=981) and 2025–26 Partner Engagement Survey (both results n=381).

1.57 MILLION*

REACH ACROSS CALIFORNIA

352,000
students reached through Mobile Dairy Classroom programming

350,000
educational resources and tools distributed

868,000
YouTube channel views

2,626
professionals educated through approximately **36** events

39,260
people engaged through educational content and communications

***Combined FY25–26 reach includes 352,000 students reached through MDC programming, 350,000 educational resources and tools distributed and 868,000 YouTube channel views. Measures represent different forms of reach.**

Education

Learning That Lasts: From Classrooms to Communities

Mobile Dairy Classroom + Explore Dairy: Connecting Classrooms to Measurable Learning Outcomes

Education is one of the most direct ways Dairy Council of California's purpose comes to life, equipping people with the knowledge, skills and confidence to build healthy eating patterns that support lifelong health. During FY25–26, our work focused on advancing science-based nutrition education and dairy agricultural literacy while strengthening how learning is measured, evaluated and applied across diverse audiences.

One of the year's most significant examples was the Dairy Ag Explorers Evaluation project, which combined Explore Dairy classroom resources with Mobile Dairy Classroom (MDC) assemblies to create an extended learning experience for students. The program reached fourth- and fifth-grade classrooms across California, including schools with limited opportunities to connect directly with agriculture.

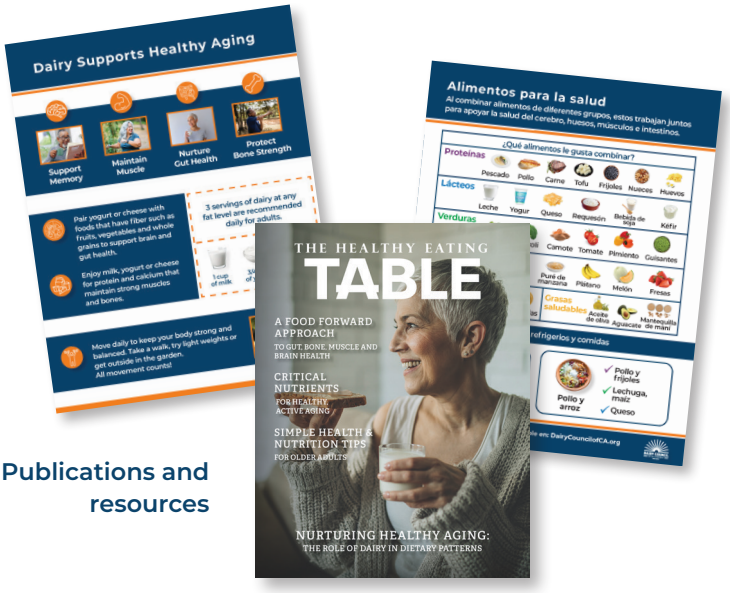
To better understand the program's impact, Dairy Council of California partnered with researchers from West Coast University to evaluate learning outcomes and attitudes towards dairy among participating students. The evaluation included 33 teachers and 567 matched student pre- and post-surveys across 13 schools. Students who participated in the MDC, whether alone or paired with Explore Dairy, showed a more positive shift in their attitudes towards dairy than students who did not participate in either program. Only students in the MDC paired with Explore Dairy showed a meaningful increase in their recognition of dairy's role across different cultures. The results provided valuable evidence that connecting classroom instruction with hands-on agricultural learning can shape not only what students know about dairy and healthy eating patterns, but how they feel about it.





Students experience the Mobile Dairy Classroom





Publications and resources

The findings reinforced an important principle that extends across Dairy Council of California's education work: Meaningful education is measured not only by who is reached, but by what is learned. Throughout the year, this commitment to evidence-based learning informed program delivery, resource development and continuous improvement efforts designed to help learners make connections among agriculture, nutrition and health.

Healthy Eating Across the Lifespan

While many educational experiences happen in schools, Dairy Council of California's commitment to education extends across the lifespan and through different sectors like health care.

Dairy Council of California advanced thought leadership on healthy eating patterns through publications, professional engagement and stakeholder conversations. Insights gathered through the Healthy Eating TABLE publication and ongoing engagement with health professionals helped identify opportunities to strengthen educational resources focused on healthy aging and the role dairy foods can play in supporting health as people age.

Those learnings informed the refinement and promotion of the Dairy Supports Healthy Aging resource, translating current nutrition science into practical guidance for health professionals working with older adults and aging populations. By combining thought leadership, stakeholder insights and evidence-based education tools, Dairy Council of California is equipping professionals with trusted resources that support healthy eating patterns throughout the lifespan.

Education at Scale

From classrooms and after-school programs to health professionals and community partners, Dairy Council of California's educational resources reached audiences across California throughout the year. Together, these efforts expanded access to evidence-based nutrition education and dairy agricultural literacy while creating new opportunities for learning, engagement and professional development.

39,260
people engaged through educational content and communications

3,638
new educators, health professionals and partners added to Dairy Council of California's network

189
dairy agricultural literacy experiences delivered statewide

94%
average satisfaction rating for Mobile Dairy Classroom experiences

19,138
distributions of newly launched educational resources and tools



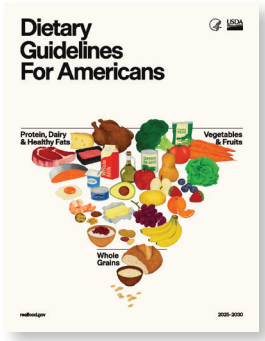
Resource Usage Across the State

Advocacy

Translating Science into Policy Insights



FY25-26 marked a pivotal year for nutrition policy and public health discussions. The release of the 2025-2030 Dietary Guidelines for Americans, enactment of the Whole Milk for Healthy Kids Act, and ongoing efforts to define ultra-processed foods created new opportunities and questions for health professionals, educators, school nutrition leaders and the California dairy community. At the same time, national conversations increasingly focused attention on the relationship between food, children's health and chronic disease prevention.



Throughout the year, Dairy Council of California helped stakeholders understand what these developments meant in practice through science-based education, interpretation and application. The organization translated evolving nutrition guidance, emerging research and regulatory developments into practical resources, presentations, professional learning opportunities and communications that supported informed decision-making across the dairy and nutrition communities.

Dairy Council of California analyzed dairy's role within the updated Dietary Guidelines for Americans, developed educational resources related to implementation of the Whole Milk for Healthy Kids Act and provided evidence-based scientific perspectives to local and national discussions regarding ultra-processed food definitions and nutrient-dense dairy foods. The organization also submitted public comments in these areas, contributing nutrition expertise and scientific context to educate agencies and decision makers seeking public input.



Through newsletters, media outreach, website content and presentations, Dairy Council of California helped ensure California dairy farmers and industry leaders had access to timely, credible information about emerging nutrition policy and regulatory developments. By translating complex issues into meaningful insights and elevating dairy's contribution to healthy eating patterns, the organization equipped the dairy community with information and tools to confidently participate in public conversations about nutrition, health and food systems.

By making complex nutrition science accessible, Dairy Council of California reinforced its role as a trusted source of evidence-based information during a period of significant change in nutrition and public health.

From Science to Practice

Implementation discussions create meaningful impact when science and guidance reach the professionals responsible for putting them into practice.



Dairy Council of California translated emerging nutrition guidelines and research into educational opportunities designed for health professionals, school nutrition leaders and community partners. Professional engagements included webinars, presentations, stakeholder meetings and collaborative partnerships focused on helping participants understand evolving guidance and emerging nutrition trends.

These efforts included professional learnings on the new Dietary Guidelines for Americans, a webinar focused on increased milk fat flexibilities in child nutrition programs and continued engagement surrounding ultra-processed foods and dairy's role in healthy eating patterns. Relationships with organizations such as California WIC, the American Academy of Pediatrics and school nutrition partners created opportunities to move beyond information sharing toward deeper professional dialogue, presentations and collaborative thought leadership.

Together, these efforts helped transform complex policy and science discussions into practical knowledge that supports informed decision-making and actionable solutions across California.



Advocacy by the Numbers

26
podium and poster presentations delivered

20
third-party publication placements

3
public comments submitted to inform federal and state legislation

Additional comments submitted to World Health Organization

36
professional development events

2,658
individuals educated



Collaboration

Award-Winning Partnerships That Multiply Impact

Let's Eat Healthy Together Season 2

Some of Dairy Council of California's most meaningful outcomes occur when organizations bring complementary strengths together around a shared goal. During FY25–26, collaboration remained a force multiplier, extending the reach of nutrition education and creating new opportunities to reach more Californians in fun and engaging ways.

A powerful partnership among Dairy Council of California, the Los Angeles Unified School District (LAUSD) Wellness Program and KLCS-TV re-engaged to create Let's Eat Healthy Together Season 2. As the largest school district in California and the second largest school district in the nation, LAUSD provided a unique opportunity to connect trusted nutrition education with one of the country's largest student audiences. By combining Dairy Council of California's nutrition expertise, LAUSD's understanding of student and family needs and KLCS-TV's public media reach, the partnership created a four-part educational series that extended learning beyond traditional classroom settings and into homes.

The series premiered in October 2025 and generated strong engagement through broadcast and digital platforms. Across four episodes, each aired twice, the series generated an estimated 400,000 PBS broadcast views, followed by 39,228 on-demand YouTube views. Season 2 also received a Silver Telly Award in the Education and Discovery category, marking the third Telly Award earned by the Let's Eat Healthy Together series. Together, the partners created an educational resource capable of reaching participants at a scale no single organization could have achieved independently.

Nuestros Sabores ("Our Flavors"): Connecting Culture, Health and Nutrition



Through Nuestros Sabores ("Our Flavors"), Dairy Council of California partnered with National Dairy Council, UC Davis and other collaborators to create an immersive learning experience focused on Hispanic and Latino culture and the connections among nutrition, health and agriculture. The event brought together dietitians, nurses, physicians, physician assistants and other health professionals to explore how healthy eating patterns can be communicated in culturally relevant ways.

Scan QR code to watch the Nuestros Sabores event recap

The experience combined nutrition science, culinary exploration, agricultural education, a dairy tour and interdisciplinary dialogue. Participants described plans to bring lessons learned into health care settings, academic programs and patient interactions. By connecting evidence-based guidance with cultural food traditions and practical application, the partnership strengthened participants' ability to communicate nutrition information in ways that resonate with the communities they serve.

The event brought together 55 attendees, and 100% of survey participants said it met their expectations.

Attendees included current and prospective DCC contacts representing physicians, physician assistants, nurses, registered dietitian nutritionists and nutrition professionals active on social media. One nurse shared, "I always tell patients to eat more vegetables, and now I realized that I need to encourage them to consume dairy."

Strengthening the Dairy Community Through Partnership

As a cohost and convener of the 2026 California Dairy Sustainability Summit, Dairy Council of California helped bring together a record 504 dairy farmers, researchers, veterinarians, regulators and industry partners to explore opportunities shaping the future of dairy. The summit connected conversations about environmental stewardship, innovation and industry progress with an equally important topic: nutrition.

A featured panel moderated by Dairy Council of California's Nutrition & Industry Affairs Officer, Ashley Rosales, explored dairy's role in sustainable nutrition by connecting nutrition science, policy and evolving consumer expectations. The Mobile Dairy Classroom was also featured during the evening reception, showcasing the dairy community's investment in education and community engagement.

The summit also recognized leadership across California dairy. In celebration of the United Nations' designation of 2026 as the Year of the Woman Farmer, the event honored women leaders throughout the dairy community, including Dairy Council of California board members Arlene VanderEyk and Maureen Lemos. Together, these elements reinforced a broader definition of sustainability, one that includes environmental progress, community strength and the ability to nourish people.

Collaboration at a Glance

400,000
estimated PBS broadcast views across all Let's Eat Healthy Together Season 2 airings

39,228
on-demand YouTube views

Silver Telly Award
in the Education and Discovery category

Third Telly Award
earned by the Let's Eat Healthy Together series

504
California Dairy Sustainability Summit attendees





Thriving Organization

Building the Organization for the Future

Strong programs, trusted partnerships and measurable outcomes require a strong organization behind them. During FY25–26, Dairy Council of California continued investing in the people, systems and processes needed to strengthen long-term impact while remaining responsive to an evolving nutrition, education and policy landscape.

One of the year's most significant milestones was the first full year of implementing organization-wide Objectives and Key Results (OKRs). The framework strengthened alignment between strategy and execution, helping teams connect daily work to organizational priorities and measurable outcomes while providing greater visibility into progress across the organization.

Dairy Council of California also continued building organizational capacity through investments in staff expertise, cross-functional collaboration and data-informed decision-making. These efforts strengthened planning, improved operational effectiveness and supported a growing commitment to measuring and demonstrating impact across the organization.

As the landscape surrounding nutrition, agriculture and public health continues to evolve, Dairy Council of California strengthened organizational readiness through enhanced planning processes, issue-management efforts and systems improvements designed to support long-term effectiveness. Together, these investments help ensure the organization remains prepared to meet future opportunities and challenges while continuing to serve partners and communities throughout California.

Strengthening Readiness and Resilience

Throughout the year, Dairy Council of California enhanced planning processes, strengthened issue-management and crisis-preparedness efforts and continued investing in systems that support long-term organizational effectiveness. These efforts help ensure the organization remains agile, responsive and well-positioned for the future.



A Letter From the Board Chair

As I reflect on the past year, I am inspired by the expertise, dedication and collaboration that continue to make Dairy Council of California a trusted resource and valued partner across the state. The stories in this report demonstrate how the organization is creating meaningful impact through education, science-based leadership and strategic partnerships while remaining focused on the long-term needs of the dairy community.

Equally important has been the organization's commitment to stewardship. The Board of Directors is responsible for ensuring that dairy farmers' and processors' investments are managed thoughtfully, strategically and transparently. Throughout FY25–26, Dairy Council of California continued strengthening organizational effectiveness through greater accountability, stronger measurement practices and investments that support long-term sustainability. The continued success of the Mobile Dairy Classroom remains one of our defining strengths, bringing dairy education directly to students and communities across California. These efforts help ensure resources remain focused on the work that delivers the greatest value for communities and the dairy industry alike.

This year also reinforced the power of partnership. Whether collaborating with school districts, health professionals, universities, public media organizations or dairy industry partners, Dairy Council of California continues to expand its impact by bringing together people and organizations around a shared purpose. Those relationships help extend the value of every investment and strengthen the organization's ability to advance healthy eating patterns throughout California.

Looking ahead, I remain confident in Dairy Council of California's future. With a strong strategic foundation, talented staff, trusted partnerships and a clear sense of purpose, the organization is well-positioned to continue advancing dairy's role in health, nutrition security and sustainable food systems for years to come.

On behalf of the Board of Directors, thank you to the dairy farmers, processors, partners and staff whose commitment makes this work possible. Together, we are building on a strong foundation and creating lasting impact for California communities and the dairy community we proudly serve.





Curt DeGroot
Chair, Board of Directors
Dairy Council of California

About Dairy Council of California

Dairy Council of California is creating a healthier future through dairy by bringing trusted education and strong partnerships together to nourish communities and elevate the health of children and families through lifelong healthy eating patterns. The organization advances dairy agriculture literacy, nutrition education and cross-sector partnerships to strengthen nutrition security and sustainable food systems.

Vision

Creating a healthier tomorrow through dairy.

Purpose Statement

Dairy Council of California brings trusted nutrition education and strong partnerships together to nourish and strengthen dairy's future.

DAIRY COUNCIL OF CALIFORNIA
EST. 1919

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Chief Executive Officer

Matt Delgado
Operations Officer

Ashley Rosales
Nutrition and Industry Affairs Officer

Shannan Young
Initiatives, Education and Engagement Officer

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BOARD OF DIRECTORS

Dairy Council of California is a nutrition organization under the California Department of Food and Agriculture and guided by a board of directors representing California dairy farmers and processors. We would like to acknowledge and thank the following board members for their guidance and continued support during the 2025–2026 fiscal year.

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CEO, Dairy Council of CA

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Rockview Farms
Chair

Michael Oosten
Marvo Holsteins Dairy
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John Dolan
Driftwood Dairy

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