



2019-2020 Annual Report



**Elevating the health of children and families
through the pursuit of lifelong healthy eating habits for over a century.**

A Message From the CEO



Celebrating a Century-Long Legacy of Elevating Health

The 2019-2020 fiscal year has been one of the most rewarding, unexpected and challenging years for Dairy Council of California. We started by celebrating 100 years of empowering stakeholders and educating children and families. We enjoyed many successes in the first three quarters of the year, working toward innovating the programs, resources and work we do in schools and communities throughout California, as well as ramping up to launch a new movement. Then, in March 2020, the COVID-19 pandemic forced businesses and schools to close and families to shelter in place, impacting everyone and creating change overnight. With many challenges to overcome, we also found new opportunities.

Despite having to move to remote work environments, Dairy Council of California staff quickly coordinated efforts and achieved impressive results. Some of these successes include expediting online access to existing educational resources and creating a webpage devoted to support educators; designing a dedicated landing page as a hub for students, parents, educators and the school community seeking free school meal sites; and innovating our popular Mobile Dairy Classroom assemblies as virtual farm tours to support ag literacy in California and beyond. Behind-the-scenes work by staff builds on our rich legacy of empowering children and families to make nutritious foods, including milk and dairy, a part of their daily lives.

As the pandemic continues to disrupt lives, our country is also going through a period of civil unrest, which exacerbates existing mental, emotional, physical and financial health issues already felt by many families and communities. Along with our partners in health, education and foodservice, we understand disparities exist and that our most vulnerable populations—children, families, socioeconomically disadvantaged communities and communities of color—are more adversely impacted by the uncertain and unprecedented challenges we face. This is why all of us at Dairy Council of California are committed to listening, learning more and doing our part to help reduce and eliminate disparities that exist in the areas of nutrition education, food insecurity and food access to improve the health and health outcomes of all children, families and communities.

Enclosed in this report is a summary of our successes and challenges in this past year. Dairy Council of California's long-standing legacy of supporting community health through nutrition remains unwavering, and I am honored to lead the organization forward on behalf of California dairy farmers and processors. By leaning on our rich history and expertise as we embark on a new century, we can continue to innovate and expand our education outreach with new opportunities to elevate the health of children and families through the pursuit of lifelong healthy eating habits, which include milk and dairy foods.

On behalf of all of us at Dairy Council of California, thank you for your ongoing support.



Healthy regards,

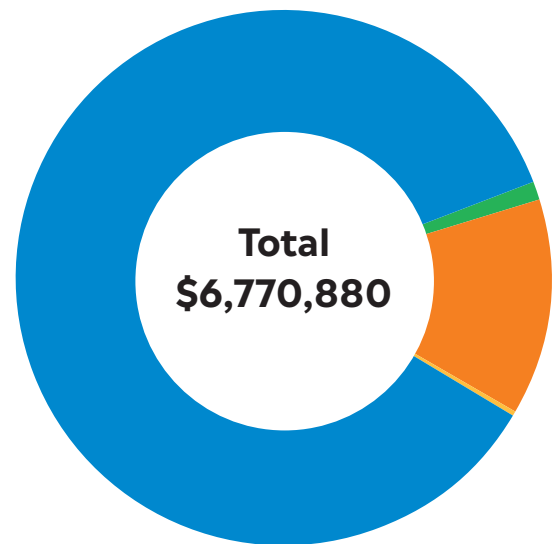
Handwritten signature of Tammy Anderson-Wise.

Tammy Anderson-Wise
CEO, Dairy Council of California

By the Numbers

Your Money at Work

With the goal of stewarding the dairy community's funds responsibly and efficiently, Dairy Council of California focuses on initiatives that provide the greatest return on investment and impact on the health of children and families while igniting a passion for consuming milk and dairy foods.



85.6% Program Development and Services
\$5,802,650

13.1% Administration
\$884,082

.9% Industry Relations
\$58,067

.4% Board of Directors
\$26,081

From July 2019 to June 2020, Dairy Council of California partnered with influential health, education and foodservice professionals to teach nutrition education to children and families and empower healthier communities more times and in more ways.



2.2 million

students educated through nutrition curriculum and Mobile Dairy Classroom



1.7 million

adults educated with nutrition resources through health professionals and classroom connections



3,971

school and community health and wellness professionals trained



28

California school districts implemented Smarter Lunchrooms tactics



19

school wellness policies supported and informed

Educating and Empowering Healthier Communities

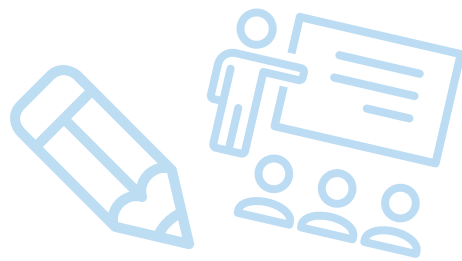
Dairy Council of California's nutrition programs and resources educate millions of children and families every year. Utilizing traditional and non-traditional pathways such as schools, health clinics, community-based organizations and online platforms, our resources teach a variety of nutrition topics, including the health benefits of milk and dairy foods. We believe that nutrition education, when supported by policy, systems and environmental interventions, serves as a strong catalyst to elevating the health of communities.

Using the latest in nutrition research, education standards and educational theories, our robust portfolio of nutrition resources empowers partners in education, foodservice and health care to teach children and families to eat healthfully, equipping them with the knowledge to build lifelong healthy eating habits. Aligned with Common Core State Standards and available for grades K-12, our student workbooks, resources and teacher-friendly plug-and-play lessons enable easy implementation. Lessons cover a wide range of relevant skills like identifying nutritious foods, evaluating food labels, determining appropriate serving sizes, creating nutritionally balanced meals and snacks, and valuing physical activity.

Supporting nutrition education is part of how California dairy farm families and milk processors contribute to community health, which manifests through Dairy Council of California and its strong and long-standing foundation in schools, communities and beyond.



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Teaching Nutrition to Improve Health

Health experts agree that many Americans underconsume daily recommended servings of dairy, fruit, vegetables and whole grains, which provide essential nutrients needed for good health. The four nutrients of public health concern are vitamin D, dietary fiber, calcium and potassium, and insufficient intakes of these nutrients are associated with adverse health outcomes. Vitamin D, calcium, potassium and other nutrients are provided by milk and dairy foods, which reaffirms milk and dairy foods' important role in daily, healthy eating patterns.

By working with partners in education, health and foodservice to teach children and families nutrition education starting at an earlier age, we can collectively equip and empower them with the knowledge and tools they need to make healthier eating decisions and build healthy eating habits for lifelong health. Grade-specific and science-based, our nutrition curriculum spans K-12 and can be taught as stand-alone lessons or used in sequence year over year for stronger retention.

Last year, our fourth grade *Nutrition Pathfinders* program was accepted as a Research-Tested Intervention Program by the National Cancer Institute and added to its searchable database, which provides public health practitioners with access to approved, evidence-based cancer control interventions and program materials. To qualify, listings must demonstrate measurable impact as research-tested interventions.

Evaluated by an independent research group tracking the program's effectiveness in improving knowledge, attitudes and nutrition choices, *Nutrition Pathfinders* demonstrated effectiveness in teaching healthy eating and exercise patterns to children and their families. The study results showed:

- Improved student knowledge of the food groups, key nutrients in foods and how to make nutritious food choices.
- Improved nutrition behaviors in students and families, including decreased consumption of highly processed foods and sugary drinks.

Educators are influential gatekeepers of children, teaching life skills every day in the classroom. Integrating nutrition education lessons equips students with the tools to make healthy eating decisions that will last a lifetime. Through the Research-Tested Intervention Program of the National Cancer Institute, our programs are also offered to health professionals as proven behavior change resources, providing additional endorsement and validation of their effectiveness and value.



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Enhancing Education Through Innovation

In March 2020, the COVID-19 pandemic forced schools to close and quickly shift to a remote instruction model. During the transition, many educators anxiously searched for online resources that integrated with distance learning.

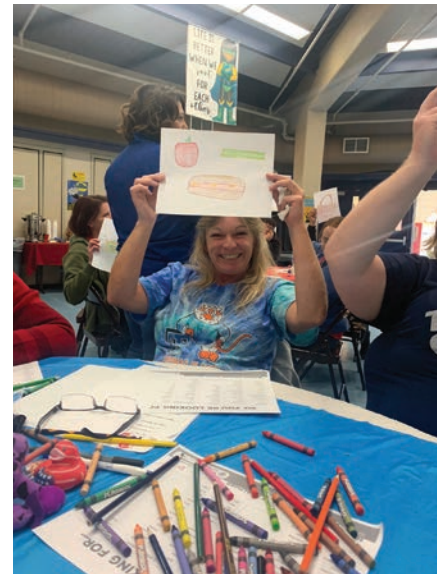
Dairy Council of California's nutrition education team was already expanding its online nutrition resources, and COVID-19 expedited the process. To support educators and the school community, our team demonstrated agility by adapting our existing nutrition curriculum and resources to an online format and created HealthyEating.org/OnlineLearning, a landing page that aggregates our resources for easy educator access and sharing with students.

The pandemic forced families to shelter in place, creating concern for the mental health and well-being of students, families and communities struggling to adjust. Additional factors, including increasing rates of unemployment, food insecurity and rising tension caused by civil unrest, exacerbated these concerns and elevated the need for self-care, which includes nutrition.

Our team leveraged the opportunity to support families through difficult and stressful times by offering resources that advocate for nutrition's critical role in self-care to help buffer adversity, build physical and mental resilience and improve health. Eating nutritious foods, including milk and dairy, is an essential part of self-care. By bringing nutrition into the conversation about mental health, we support our stakeholders in addressing a growing health concern.



Nutrition plays a critical role in self-care to help buffer adversity, build physical and mental resilience and improve health. Eating nutritious foods, including milk and dairy, is an essential part of self-care.



Educating More Times, More Ways

In 2019–2020, Dairy Council of California proudly collaborated with partners in education and the dairy community and leveraged online communication platforms to create additional opportunities to teach nutrition and build healthier communities.



In California, we collaborated with Madera Unified School District and community partners to provide professional development trainings, resources and support to successfully improve the health of students with noteworthy public health wins. This partnership resulted in 11% fewer students who are overweight or at risk of becoming overweight and a 28% improvement in nutrition knowledge, a success that exemplifies Dairy Council of California's belief that reversing childhood obesity is critical to creating healthier communities.

Beyond California, we partnered with Dairy West, the Dairy Council of Utah and Nevada, to create nutrition resources with learning activities to help educate children and families throughout Idaho and Utah. Meal sites for school districts with low-income and/or rural families with little or no access to the internet received approximately **45,000** print copies of the new resource to teach the importance of nutrition and healthy eating habits.

Leveraging social media and staff expertise, Dairy Council of California kicked off 2020 by launching a new YouTube educational series, *Ask a Nutritionist*. Aimed at influencers



in education, foodservice and health, *Ask a Nutritionist* sparks dialogue around nutrition while addressing common questions and myths related to milk and dairy foods, healthy eating patterns, dietary trends and the importance of consuming a balanced, sustainable diet. Each free episode features a Dairy Council of California registered dietitian nutritionist who answers and addresses a food or nutrition concern specific to their professional expertise and interests.

Highly successful, our YouTube channel saw a **growth rate of 61%** this past year, which reflects an increase of over 1,100 subscribers through organic growth and no paid promotions. With stronger content like *Ask a*



Nutritionist, we saw a significant increase in engagement, views and traffic to our social channels. For instance, for the month of April 2020, we had over **63,000 views, 2,200 hours of watch time** and **227 new subscribers**, demonstrating an upward trend and a new opportunity for innovation and direct education.

Advocacy Through Education, Partnerships and Collaboration

At Dairy Council of California, we believe collaboration is vital to improving community health. That is why we actively partner with key organizations to support and inform the collaboratives, initiatives, policies and programs that advance nutrition education and food access for children and families. Through these collaborative efforts, we build advocacy for our cause and values, extend our reach and achieve greater impact to improve the health of children and families and build stronger communities.

Advocacy amplifies our efforts to elevate the value of dairy foods in healthy dietary patterns, favorably positioning milk and dairy as part of the solution to improving the health of children and families. As nutrition experts, we are proud to proactively educate, equip and empower local leaders, policymakers, gatekeepers and the dairy community with important science-based, relevant and actionable information to ensure milk and dairy foods are valued as a solution to optimal health and remain a recommended part of daily healthy food choices.

Partnering to Drive Change

The Dairy Council of California team includes nutrition, education and communications experts who seek out partnerships with gatekeepers, programs and organizations that directly engage children and families.

In 2019–2020, we partnered with **69** local, regional, national and international organizations and committees to convene and prioritize children’s health through nutrition. Despite sheltering in place due to the COVID-19 pandemic, we were still able to double the number of professional trainings to health, foodservice and community wellness professionals, increasing our training sessions from **43** last year to **83** this year, and nearly tripling the number of professionals trained, from **1,479** last year to **3,971** this year. Through trainings, our team successfully educated and equipped influencers and change-makers with the nutrition resources needed to be effective advocates around healthy eating patterns, nutrition education and the importance of milk and dairy foods in supporting the health of children.



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In 2019-2020, we partnered with 69 local, regional, national and international organizations and committees to convene and prioritize children's health through nutrition.



We know that educators are key influencers. To amplify the work of California educators who teach nutrition and actively work to improve the health of their students and school community, we launched the Let's Eat Healthy Educator Recognition Program, which aims to:

- Convene and celebrate champions of nutrition education who demonstrate the value of our programs and resources through their work.
- Engage and inspire other like-minded educators to teach nutrition.
- Advocate for the value of nutrition education as a solution to school and community wellness.

The new program includes the Let's Eat Healthy Leadership Award, which allows educators who embody the spirit of the program to be recognized by their peers and industry partners for teaching nutrition in the classroom and demonstrating outstanding advocacy. In its inaugural year, four exceptional California educators received awards:

- **Michelle Mead**, a kindergarten teacher at Coeur d'Alene Avenue School in Venice
- **Sheryl Miller**, a kindergarten teacher at Blanche Reynolds Elementary School in Ventura
- **Michaela Nealy**, a first grade teacher at Roosevelt Elementary School in Stockton
- **Chris Tamez**, a physical education teacher at Peter J Shields Elementary School in Rancho Cordova

By formally honoring educators who teach nutrition to improve the lives of their students, this sustainable advocacy program encourages our educator advocates to inspire their peers to also teach nutrition to help ensure students build a strong foundation for good health starting at a young age. Learn more about the Let's Eat Healthy Educator Recognition Program at HealthyEating.org/NutritionAdvocacy.



Engaging and Inspiring Dairy Advocates

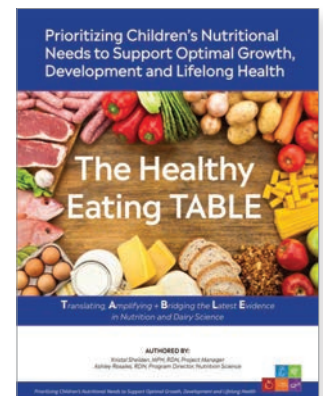
Dairy Council of California's nutrition science team uses a proprietary Trends monitoring system to collect, analyze and communicate current nutrition research and trends. Topics related to nutrition, policy and systems, health, education and consumer behavior, among others, are elevated, translated, adapted and made relevant, actionable and relatable to different stakeholder audiences.

Last year, the nutrition science team developed and released three important publications: *The Healthy Eating TABLE*, *TRENDS Fall 2019* and *TRENDS Spring 2020*. All three publications are thought-provoking and empowering, effectively bridging research with trending topics to help shed light on the relevancy of the issues while identifying possible implications. By educating, informing and equipping health professionals, educators and the dairy community with credible research on the latest in nutrition science on trending issues, we spark dialogue on opportunities to elevate the health of children, families and communities.

Presented at a variety of events such as health conferences, speaking engagements, meetings and community events, the insights gleaned from these noteworthy publications continue to create new opportunities to advocate for dairy as a solution to health. In 2019-2020, we nearly doubled our number of exhibits and engagements, from **39** previously to **70**. Events included hosted sessions at several noteworthy conferences:

- The Childhood Obesity Conference, where we held two poster sessions.
- The California Academy of Nutrition and Dietetics Conference, where we presented virtual sessions and our Director of Marketing and Communications, Maureen Bligh, was recognized for her outstanding commitment to community health.
- The National Association of Pediatric Nurse Practitioners Conference, where we held virtual sessions.

While COVID-19 led to the cancellation of several spring conferences and forced the remaining conferences to move to a virtual space, the events were well-attended and provided a strong peer-to-peer platform for our team to educate, inform and inspire colleagues to champion the health of children by advocating for nutritious foods like milk and dairy as a solution to supporting optimal growth, development and health outcomes.



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Increasing Communications to Share Knowledge

Dairy Council of California has always supported the dairy industry, leveraging staff expertise to provide insight on the school and public health environment, dairy science translations, messaging support and opportunities for dairy partners to advocate for dairy. We believe that by working together and sharing knowledge, resources and opportunities, we can achieve stronger outcomes. This belief was made apparent as COVID-19 forced people to shelter in place and businesses to close their doors, making the need for timely, relevant information vital.

As a result, we increased our communication efforts to the dairy community and other stakeholders. We proudly responded to partner requests for information, review and guidance and provided timely updates. On a policy front, our community nutrition advisers proactively engaged with policymakers and partners throughout the state, sending e-communications to share resources and information on relevant topics like how milk and dairy foods can support immunity health and how they play an important role in school meal programs to help nourish children. In addition to direct communications, we also expanded our influence through third-party placements. Year over year, we quadrupled the number of earned editorial placements, from **23** last year to **112** this year in dairy industry publications and government/policy, health, foodservice, educator-specific and general consumer outlets.

Our outreach efforts to educators, health professionals and gatekeepers also evolved, becoming shorter, more frequent and more direct to provide easily sharable online resources. Between innovating our programs and shifting our communications strategy, our outreach efforts were highly effective, with over **1.5 million site visits**, an **increase of 80%** in web traffic, between mid-March and early June.

“All children deserve access to healthy foods and nutrition education. Through collaboration, we can equip children for lifelong success.”

**Dr. Richard Pan,
California State
Senator**



Nourishing Children and Families

We believe all children and families deserve access to healthy, wholesome foods like milk and dairy foods, and that milk and dairy foods are part of daily healthy eating patterns and a solution to optimal health. This value drives our work in supporting food access programs, policies and collaboratives that help ensure all children and families—especially those living in vulnerable communities—have access to the nutritious, wholesome foods they need to be nourished and healthy.

Championing Nutrition at School

In 2019–2020, Dairy Council of California partnered with **28 school districts** across the state to implement low- and no-cost strategies to improve students' consumption of healthy foods and reduce food waste. We worked side by side with local schools to implement Smarter Lunchrooms Movement (SLM) strategies that equip and empower school foodservice professionals with resources to improve students' food intake.

SLM is a nutrition education initiative that supports food access and promotes healthy eating behaviors through staff trainings and resources to integrate healthy eating messages in school cafeterias. Evidence-based strategies nudge students to choose and eat more healthfully by making whole, nutritious foods—including milk and dairy foods—more visually prominent and accessible. Research shows that when children have access to and consume nutritious foods like dairy foods, vegetables, fruits and whole grains they perform better in school. When food access is coupled with nutrition education, students can make the connection between healthy eating lessons in the classroom and choices they make in the cafeteria and at home.



Research shows that when children have access to and consume nutritious foods like dairy foods, vegetables, fruits and whole grains they perform better in school.



Nourishing Students During the Pandemic

When schools and school cafeterias closed their doors practically overnight, the work of ensuring children and their families were supported to get access to school meals became a high priority at Dairy Council of California. Each year, federal school meal programs serve **4.9 billion lunches** and **2.45 billion breakfasts**, with the vast majority of students coming from low-income households and relying on school meals for nourishment.

The abrupt school closures created confusion as millions of students, families and communities throughout California were left wondering if food was still available for children. There was no easy way to find locations serving free school meals.

To support all California families and school communities, Dairy Council of California partnered with California Milk Processor Board to develop [HealthyEating.org/SchoolMeals](https://www.healthyeating.org/) and drive a statewide public awareness campaign supporting efforts to nourish vulnerable children, families and communities. Initially created to aggregate participating school meal sites in the state, the landing page eventually expanded to include food bank locations and distance learning nutrition resources, all conveniently housed in one place. The campaign and landing page were highly successful and became a valued resource to California school districts and communities, supporting **528,797 site visits**, including **467,823 unique views**. Approximately **40% of viewers sought information in Spanish**.

Inspiring Change to Make a Difference

In 2019–2020, through the collective efforts of Dairy Council of California and its partners, we successfully informed **19 policies** that champion milk and dairy foods in healthy eating patterns and educated over **1 million students and families** in California through our nutrition education curriculum and the Smarter Lunchrooms Movement.

These efforts included invaluable input and contributions to educate and inform policy and guidelines in collaboration with state, national and international dairy group partnerships. Beyond nutrition science translation, review, and revision of nutrition content, we:

- Authored the nutrition section of the International Dairy Federation (IDF) *School Milk Programmes* report and provided input to the literature review and communications platform.
- Provided expertise to inform the letter by IDF/Global Dairy Platform in negotiations for the Committee on World Food Security’s Voluntary Guidelines on Food Systems and Nutrition.
- Relayed the opportunity for California-based nutrition researchers to submit a proposal for the World Health Organization’s narrative review on nutritional needs and feeding practices of infants and young children.
- Gave feedback on the general guidelines to establish nutrient profiles for front-of-package nutrition labeling.

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We are grateful to work on behalf of the dairy industry to help ensure all children and families—especially those living in vulnerable communities—have access to the nutritious, wholesome foods they need to be nourished and healthy.

Our team also submitted public comments to inform the Dietary Guidelines Advisory Committee to emphasize dairy’s important role in nourishing children and families, its role in healthy eating patterns and the critical need to include dairy in dietary recommendations to ensure all children are supported for optimal growth, development, health and success. To empower our industry partners, we shared our public comments and provided a template to support those interested in submitting additional comments.

Elevating the dairy industry and its role in supporting healthier communities, our staff worked with U.S. Rep. Harley Rouda and his team to ensure the dairy community was included in the panel tele-discussion facilitated by the congressman to address food insecurity. Staff provided Anja Raudabaugh, CEO of Western United Dairies, the opportunity to shine a positive light on dairy and the dairy community’s collective efforts to support food access and nourish children, families and communities alongside regional and statewide food bank leaders.

We engaged with public health and education organizations throughout the state to make a difference. For instance, our staff partnered with the public health department in Riverside County and CalFresh Healthy Living to host a milk tasting event at Dr. Reynaldo J. Carreon Jr. Academy at Desert Sands Unified School District. We also partnered with CalFresh Healthy Living—University of California, Kings Community Action Organization, No Kid Hungry and Kings County WIC to bring awareness on food insecurity, summer meals and food access issues.

Milk and dairy foods support the optimal growth, development and health of children and families. We are grateful to work on behalf of the dairy industry to help ensure all children and families—especially those living in vulnerable communities—have access to the nutritious, wholesome foods they need to be nourished and healthy.



Launching a Movement



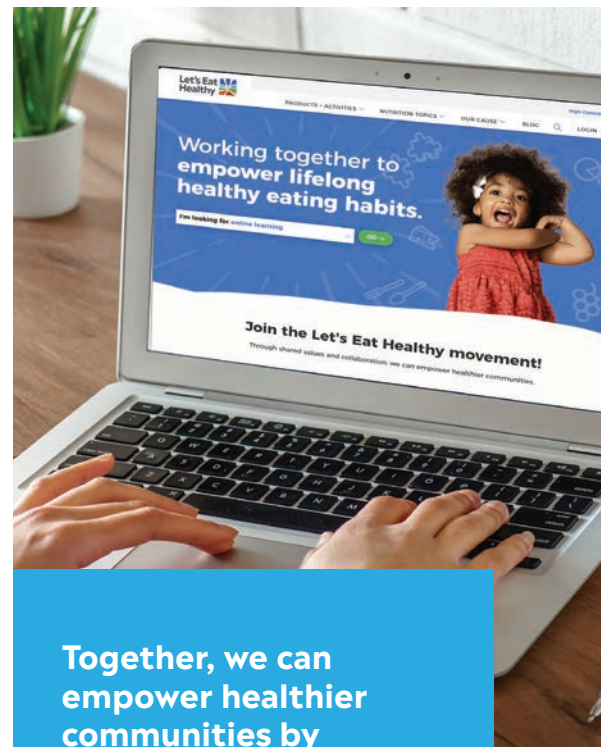
Dairy Council of California's long-standing legacy of supporting community health through nutrition education spans over 100 years, and we remain steadfast in our commitment to elevating the health of children and families through the pursuit of lifelong healthy eating habits.

In June 2020, we officially unveiled HealthyEating.org, the newly refreshed website, and launched Let's Eat Healthy, a movement that activates our cause and invites multisector coordination, collaboration and co-creation to help ensure children and families are supported to grow healthfully. The movement aims to empower stakeholders to champion community health through nutrition, provide resources to teach and inspire healthy eating habits, and find solutions to make nutritious foods like milk and dairy accessible and affordable to all. The Let's Eat Healthy movement complements our efforts and allows us to collectively drive change that is greater than what any single organization could do on its own.

Since the launch, we have received positive feedback on the new website and movement from long-time partners like Erin Maurie, Director of Communications and Policy at First 5 Sacramento, who congratulated us by sharing, "It's exciting to see the refreshed website and launch of the Let's Eat Healthy movement. I also believe that through collaboration we can make a positive difference. I look forward to future opportunities to partner with Dairy Council of California to continue to improve community health. Great job!"

Niaomi Hrepich, a registered dietitian and the Health Program Coordinator/WIC Director with the Monterey County Health Department, had a similar reaction, saying, "I was very impressed with Dairy Council of California's new website and excited to hear about Let's Eat Healthy. As a long-time advocate for organizational collaboration, I think the Let's Eat Healthy movement will be a great platform to share ideas and resources, and to collaborate to improve community health."

The Let's Eat Healthy movement is still in its infancy. As the movement gains momentum, early adoption and support from all of our partners is crucial. We invite you, our dairy community, to support our efforts by continuing to share our nutrition resources, news and updates, dairy research and messaging, and website with your personal network of contacts, which could include fellow dairy advocates, peers, partners, educators and health professionals. Together, we can empower healthier communities by ensuring all children and families have access to healthful foods like milk and dairy and are supported for lifelong, optimal health.



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Farm to You

Mobile Dairy Classroom

As one of Dairy Council of California's flagship programs and the original Farm to School program, Mobile Dairy Classroom holds a special place in the hearts of the dairy community. Mobile Dairy Classroom assemblies give children a chance to experience agriculture up close, providing many of them with their first opportunity to see a cow and calf in person.

Offered at no cost to qualifying elementary schools throughout California, these learning labs teach students agriculture and food literacy, using experiential learning to connect with food and the journey it takes to get to their school cafeteria. The assemblies feature a variety of topics, including the role of milk and dairy foods in supporting good health, cow care on the farm, the milking process and agricultural technology.

Mobile Dairy Classroom assemblies complement our robust portfolio of nutrition curriculum and resources such as the grade-specific nutrition education workbooks, short nutrition builders, online games and resources, and Smarter Lunchrooms Movement strategies. Paired with classroom lessons that are designed to build healthy eating behaviors from all food groups, Mobile Dairy Classroom assemblies help students connect the milk and dairy foods served in their school cafeteria to real foods produced on farms, making a powerful, lasting food literacy connection.



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Innovating to Expand Our Reach

Dairy Council of California continuously looks for opportunities to innovate our programs and resources to stay relevant and support our partners who teach nutrition education. In April, Mobile Dairy Classroom partnered with Nepris, a free web-based solution that connects teachers with industry experts to make curriculum topics relevant for students. The live assembly shared virtually through Nepris was highly successful, educating **18,210 students in 669 classes** across nine states! The success of this innovation led us to pursue additional opportunities to support teachers and students as they moved to a distance learning model.

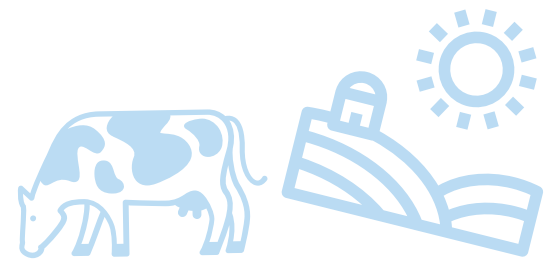
In partnership with the California Milk Advisory Board and local farmers, Dairy Council of California launched a Farm to You Virtual Field Trip program in late April. Over the course of two months, the virtual field trip engaged over **40,000 students** in real time. Bringing the farm experience to students at home enabled us to continue teaching the journey of food and the food supply chain, dairy's role in healthy eating patterns and ways to eat healthfully.

Feedback from students, parents and teachers was overwhelmingly positive, with educators like Diane Summer saying, "Thank you so much! We really appreciated that you set this up so we could learn virtually. We look forward to having you visit our school in person next year." Survey results from the program were also very positive, demonstrating participants' increased understanding of the lessons.



"Thank you so much! We look forward to having you visit our school in person next year."

Diane Summer, Elementary Teacher



The Dairy Community's Support of Ag Literacy

Dairy Council of California's Mobile Dairy Classroom would not be possible without the support of the California dairy community. We would like to acknowledge and thank the following dairies, dairy farmers and FFA for their support:

- Batista Family Farm
- Cal-Denier Dairy
- DeltaView Farms
- Mission Viejo FFA
- Silva Dairy Farms
- Sweeney Dairy
- VanderSchaaf Dairy
- Anthony Agueda, Alberto Dairy
- Jennifer Beretta, Beretta Dairy
- Erin Nutcher, Hidden Valley Dairy
- Tyler Ribeiro, Rib-Arrow Dairy
- Maureen Lemos, Lockwood III Dairy

Members of the dairy community are always invited to attend a Mobile Dairy Classroom assembly or agricultural event taking place in their region. Contact Kendall House, khouse@dairycouncilofca.org, to learn about upcoming assemblies, events or ways to support our virtual farm tour program.

Ag Literacy Throughout the State

Dairy Council of California and Mobile Dairy Classroom instructors also support agricultural literacy by participating in fairs and other events throughout the state. Our free, interactive exhibit used at the California State Fair and county fairs extends our reach, engaging children and families to learn about dairy agriculture and its journey from farm to table. The exhibit covers six topic areas, with panels to represent the different lessons: Dairy Farming, Cow Anatomy, Sustainability, Milk Processing, Dairy Foods and Nutrition, and Healthy Communities.

In 2019–2020, the exhibit was featured at the California State Fair and the Big Fresno Fair. With **more than 600,000 people in attendance**, the exhibit featured at both fairs engaged with more children and families than ever, sharing a slice of California’s rich agricultural heritage while teaching the importance of healthy eating habits with milk and dairy foods as the cornerstone. The success of the exhibit on loan has prompted Dairy Council of California to permanently offer the educational panels at no cost to California county fairs and the state fair to teach agricultural literacy.



A leader in nutrition education, Dairy Council of California is committed to elevating the health of children and families in California and beyond through the pursuit of lifelong healthy eating habits. We believe:

- All children and their families deserve access to nutrition education and healthy foods.
- Promoting optimal growth and development and reversing childhood obesity are critical to creating healthy communities.
- Milk and dairy foods are essential to daily healthy eating patterns.
- Collaboration is vital to ensure children are supported to grow healthfully.

At Dairy Council of California, we believe that milk and dairy foods are part of the solution to sustainably nourish a growing population, and by supporting dairy’s role in healthy eating patterns, all children can be nourished and supported for optimal growth and development.



A Message From the Board Chair

Our Role in Supporting Community Health

Over the past 100 years, Dairy Council of California has done a lot to improve the health of children, families and communities on behalf of the dairy industry. The organization has evolved over the decades, continuing to thrive by finding new opportunities to advance its cause of elevating the health of children and families through nutrition while also bringing its vision of igniting a passion for milk and dairy foods to life.

I believe that the true strength of Dairy Council of California is its people. Led by a strong, visionary leader who guides her staff to find opportunities even when presented with obstacles and challenges, the organization consists of highly qualified experts in nutrition, education, health and communications who are passionate about the work they do and driven to make a difference. They are well-connected, respected and valued in their communities, which enables them to have their ear to the ground to quickly respond to changes in the environment, whether in the school community, health and nutrition space, food systems and access, or policy. They are agile, innovative and adaptable, which is reflective in the many accomplishments shared in this report.

Dairy Council of California started as a dairy education and school milk access program, but it has evolved to become so much more. When COVID-19 forced businesses and schools to close their doors and families to shelter in place, instead of seeing a problem, Dairy Council of California saw an opportunity to innovate its programs and resources to continue to support students, families and communities as well as its partners during an uncertain, unprecedented time. That speaks to the caliber of the organization, and I am proud to say that there is simply no other organization like it.

As members of the dairy community, we also have a role to play. We are dairy experts, and we know the value of dairy foods in supporting good health. In addition to continuing to support Dairy Council of California and the work done on our behalf, I encourage all of us to proudly advocate for dairy foods and their vital role in supporting the health of children, families and communities. This can mean getting involved with the local school board, opening up our doors for virtual and in-person farm tours or creating new advocates by sharing the emerging news of health benefits provided by dairy foods, which can be found in the Dairy UP app. By working together, we can all help to ensure milk and dairy foods are valued as a solution to nourishing children and families and improving the health of all communities.



Regards,

Brad Scott, Dairy Farmer
Scott Brothers Dairy in Moreno Valley, California



Dairy Council of California®

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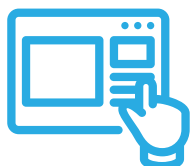
Dairy UP is a free mobile app created for the dairy community. The app is a convenient platform that provides up-to-date research and messaging on a variety of dairy-related issues to support and empower the dairy community.



Download Dairy UP:
Username: California
Password: pass

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Visit
HealthyEating.org/DairyCommunity

for more information and resources!



Board of Directors

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

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