

Annual Report

2018


DAIRY COUNCIL
of CALIFORNIA®
Healthy Eating Made Easier®





From 1919 to Today: Dairy Producers and Processors Make Their Voices Heard

During a conversation on a ferry boat headed to San Francisco nearly 100 years ago, dairymen Sam Greene and Chester Gray saw an opportunity to improve health through nutrition education and access to milk and dairy foods. From that conversation, Dairy Council of California was born. Today, dairy farm families and milk companies are joined by others who champion our cause to elevate the health of children and families by supporting the efforts of Dairy Council of CA.

Dairy Council of CA continues to 2023

In 2018, the California Department of Food and Agriculture announced the continuation of Dairy Council of CA until 2023, following a hearing in which more than 50 letters of support and additional oral testimonies were provided by dairy farmers and processors, health and wellness professionals, educators and nutrition education leaders.

Inspired by the many people who came together, we're taking a different approach to this year's annual report. Enclosed are stories of Dairy Council of CA's success told by individuals who support our cause.

Advancing health through dairy community collaboration

Dairy Council of CA continues to create and deliver California's leading nutrition education curriculum in schools—and we do much more. We are convening, informing and mobilizing stakeholders through dairy community collaborations to leverage resources and maximize impact. National Fluid Milk Processor Promotion Board, Western United Dairymen, California Milk Advisory Board and California Milk Processor Board are just a few of our partners throughout the year. On November 27 and 28, we'll see an example of the fruits of our labor with the inaugural California Dairy Sustainability Summit, an effort born of collaboration with Dairy Cares and other organizations supporting the dairy community.

We're tracking food and nutrition trends to prioritize activities, invest in opportunities, address threats and educate community health leaders about the nutritional benefits of milk and dairy foods. We've identified plant-based eating patterns and saturated fat as opportunities to translate science into messages for consumers with the ultimate goal of encouraging consumption of dairy foods as part of healthy eating patterns. We're also increasingly focused on food access, by demonstrating the value of dairy foods in state and federal food programs.

Lastly, we're evolving to better leverage data and inform decision making. With a focus on innovation, we're expanding the use of technology to add online ordering and identify new ways to educate consumers. As we look to the future, we'll do so with an eye on increasing our effectiveness and efficiency, engaging in creative strategies to embrace our cause of elevating health through the pursuit of lifelong healthy eating habits—for today and for another 100 years.

A handwritten signature in black ink that reads "Tammy Anderson-Wise".

Tammy Anderson-Wise
CEO, Dairy Council of California



By the Numbers

In 2017–2018, Dairy Council of California demonstrated its increasing sphere of influence with educators, public health professionals and key gatekeepers to educate more children and families, more times and in more ways.



1,892,063

Students

educated through nutrition programs and Mobile Dairy Classroom assemblies



2,263,059

Adults and parents

educated through nutrition programs



3,393

Community health and school foodservice leaders trained to positively position milk and dairy foods in their programs



35

School districts

advised on Smarter Lunchrooms Movement practices



337,161

Visits

to educational games and videos on HealthyEating.org

Your Money at Work



Dairy Council of California continues to use the dairy community's funds responsibly and efficiently, finding new ways to elevate the health of children and families while igniting a passion for consuming milk and dairy foods.



Voices Supporting Health

Dairy Council of California is dedicated to elevating the health of children and families in California through the pursuit of lifelong health eating habits—but the work can't be done alone. Below are stories from producers, processors and other community partners who share a dedication to advocate for healthy eating patterns with milk and dairy foods as a cornerstone.

Innovating Nutrition Education Programs



“Teachers have among the most important, and difficult, jobs. They are often time-crunched and working on limited budgets, making nutrition education difficult to pull off—and that’s where Dairy Council of CA provides a huge help with classroom-based resources.

No other group has the access to the schools we’ve earned for almost a century, and that’s because—since day one—it has been about the kids and elevating their health.

When I was younger, a typical classroom had little beyond a blackboard and books. Today, they are filled with experiential learning tools, digital aids and a variety of tools that help students learn in different ways. Dairy Council of CA is also evolving, using creative ways to engage students in nutrition education.”

Brad Scott

Dairy farmer at Scott Brothers Dairy in Moreno Valley

In 2018, Dairy Council of CA updated the third-grade *Shaping Up My Choices* program, increasing its efficiency and flexibility while elevating educational touch points for milk and dairy foods. Dairy Council of CA also developed the Family Wellness Prescription pad to support health educators in guiding families to make nutritious food choices, especially for underconsumed foods like dairy.

The Power of Partnerships in the Cafeteria



“Every day, tens of thousands of California schoolchildren enter the cafeteria line and are faced with choices about what to put on their trays. Through the Smarter Lunchrooms Movement, Dairy Council of CA in partnership with the Department of Education teaches foodservice directors how to make healthy choices more appealing by the way foods are displayed.

This year, 1,100 school staff at more than 620 schools benefited from valuable training on Smarter Lunchrooms Movement tactics, meaning more kids are choosing healthy fruits, vegetables and dairy products when they pass through lunch lines. Strong partnerships and collaborations such as those with Dairy Council of CA ultimately create healthier children.”

Kim Frinzell

Director of Nutrition Services Division, California Department of Education

On the eve of the California School Nutrition Association conference, Dairy Council of CA sponsored a Smarter Lunchrooms Movement reception during which it was recognized by the California Department of Education for improving children's health.

Board Chair



Kimberly Clauss Jorritsma

Hilmar Cheese Company, Dairy Council of California Chair

Beyond the Numbers: Providing Value in Many Ways

As a mother of two young boys, I know how important it is to have access to the type of dairy and nutrition education resources that Dairy Council of CA provides. That's why, last year on behalf of the dairy community, the Dairy Council of CA board approved a modest increase in the industry assessment. It was the first assessment increase in 16 years, and it followed a savings of \$1.6 million in five years through reduced costs.

This was a bold move in challenging financial times, which demanded an even greater need for diligence when using the dairy community's dollars and a demonstrated return on investment. As board chair, I can assure you the return is significant.

While ROI can be demonstrated in facts and figures—many of which are shared here—it can also be told in stories about the impact of dollars spent. Just hear what schoolteachers who use our classroom resources have to say:

"I love to see the little light bulbs go off when a child gains a greater understanding about what makes a good food or beverage."

"The biggest thing I notice is one student encouraging classmates to eat healthier. It's peer pressure at its best."

"We see big jumps in students participating in school lunch or school milk programs when a nutrition unit is taught or the cow and calf come to school!"

Foundation in Science Builds Rapport



"Science-based evidence should drive advancement and innovation. This form of credible science is the bedrock of nutrition and health. Consistent with this bedrock, the Dairy Council of CA's curriculum is based on consensus science and the Dietary Guidelines for Americans. The organization supports scientific research and collaborates with outside experts, building credibility with policy leaders, educators and health professionals."

Dr. Roger Clemens

University of Southern California School of Pharmacy

Dairy Council of CA monitors nutrition research to identify new opportunities for milk and dairy foods. Currently, it is translating information about plant-based eating patterns and the benefits of saturated fat into messages to inform policy leaders.

Supporting Access to Milk and Dairy Foods



"Students can only choose to drink milk or eat dairy foods if they are available to them, and for some children and families, access is limited. That's why Dairy Council of CA continues to advocate for milk and dairy's essential role in federal meal programs."

Curt DeGroot

Dairy Processor at Rockview Farms in Los Angeles

Dairy Council of CA joined forces with California Senator Dr. Richard Pan to hold a picnic at the Capitol that brought awareness to summer meal programs. The picnic drew more than 1,200 attendees and featured a Mobile Dairy Classroom assembly, nutrition education exhibits and more.



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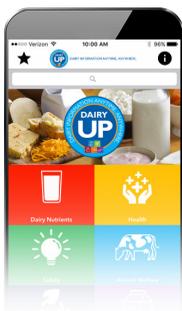
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An Advocacy Resource for the Dairy Community



Dairy Council of California is using dairy messaging and technology to meet the needs of the global dairy community. This year, Dairy Council of California released DairyUP, a free mobile app for dairy professionals to use when talking about milk and dairy products and the journey from farm to table.

Information is easily accessed in six categories: nutrients of milk and dairy foods; health; safety; animal welfare; environment and sustainability; and types of milk and dairy foods.

DairyUP provides a cohesive voice on milk and dairy foods for supporters from all over the world. In fact, the app has been downloaded hundreds of times and has users in more than 10 countries, including Ireland, Poland and China.

Download DairyUP today.

  Available on Apple and Google Play app stores.



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