## **Our Vision, Cause and Values**



#### Vision

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

#### Cause

#### . . . . . . . . . .

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

## Values



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



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



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



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

## Success Plan 2022-2023



## 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.  Stakeholders 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.

Success Plan 2022-2023

## **Our Priority Topic Areas**



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



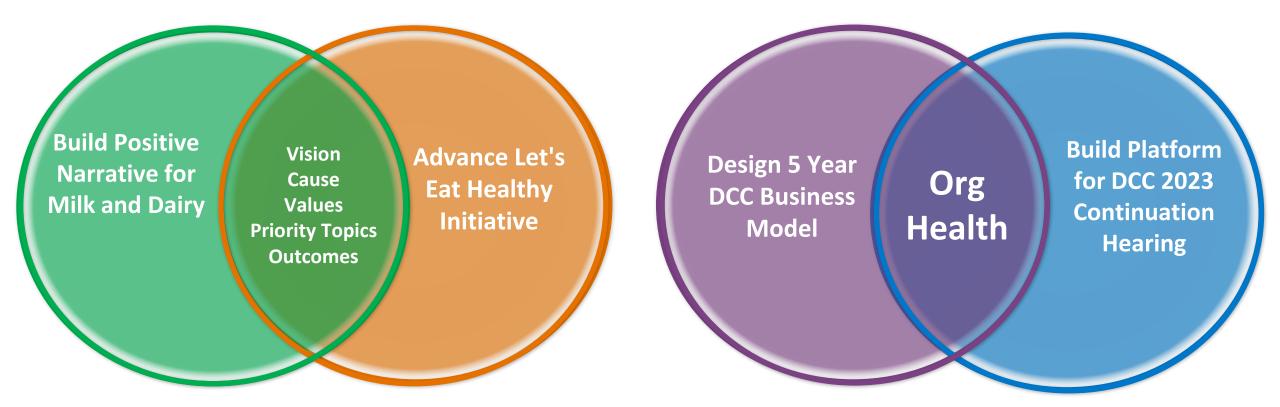


## **Our Success Plan**



## **Planning for Success**

## **Organizational Health**



Success Plan 2022-2023



## Key Strategy Areas and Objectives



Build Positive Narrative for Milk and Dairy	<ul> <li>Key Objectives:</li> <li>Build value for child nutrition programs that improve diet quality through healthy eating patterns that include dairy foods.</li> <li>Increase dairy ag literacy activities that educate on dairy's role in a sustainable food system.</li> <li>Equip stakeholders with science-based, consensus/credible and consistent nutrition information and resources to emphasize the role of milk and dairy foods as part of healthy, sustainable food systems.</li> <li>Activate advocates and LEH Champions to promote milk and dairy foods effectively.</li> </ul>
Advance Let's Eat Healthy Initiative	<ul> <li>Key Objectives:</li> <li>Build multi-sector partnerships that support equitable access to healthy food and nutrition education.</li> <li>Support Let's Eat Healthy collaborations through funding and convening.</li> <li>Amplify Let's Eat Healthy contributions and successes.</li> <li>Diversify and expand customer engagement.</li> <li>Equip customers with culturally informed, relevant educational resources to support the needs of diverse communities.</li> </ul>

## Success Plan 2022-2023





## Build Platform for 2023 DCC Continuation Hearing

#### **Key Objectives:**

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

## Design DCC 5 Year Business Model

#### **Key Objectives:**

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

Success Plan 2022-2023





Mobile Dairy Classroom Program Director Efrain Valenzuela

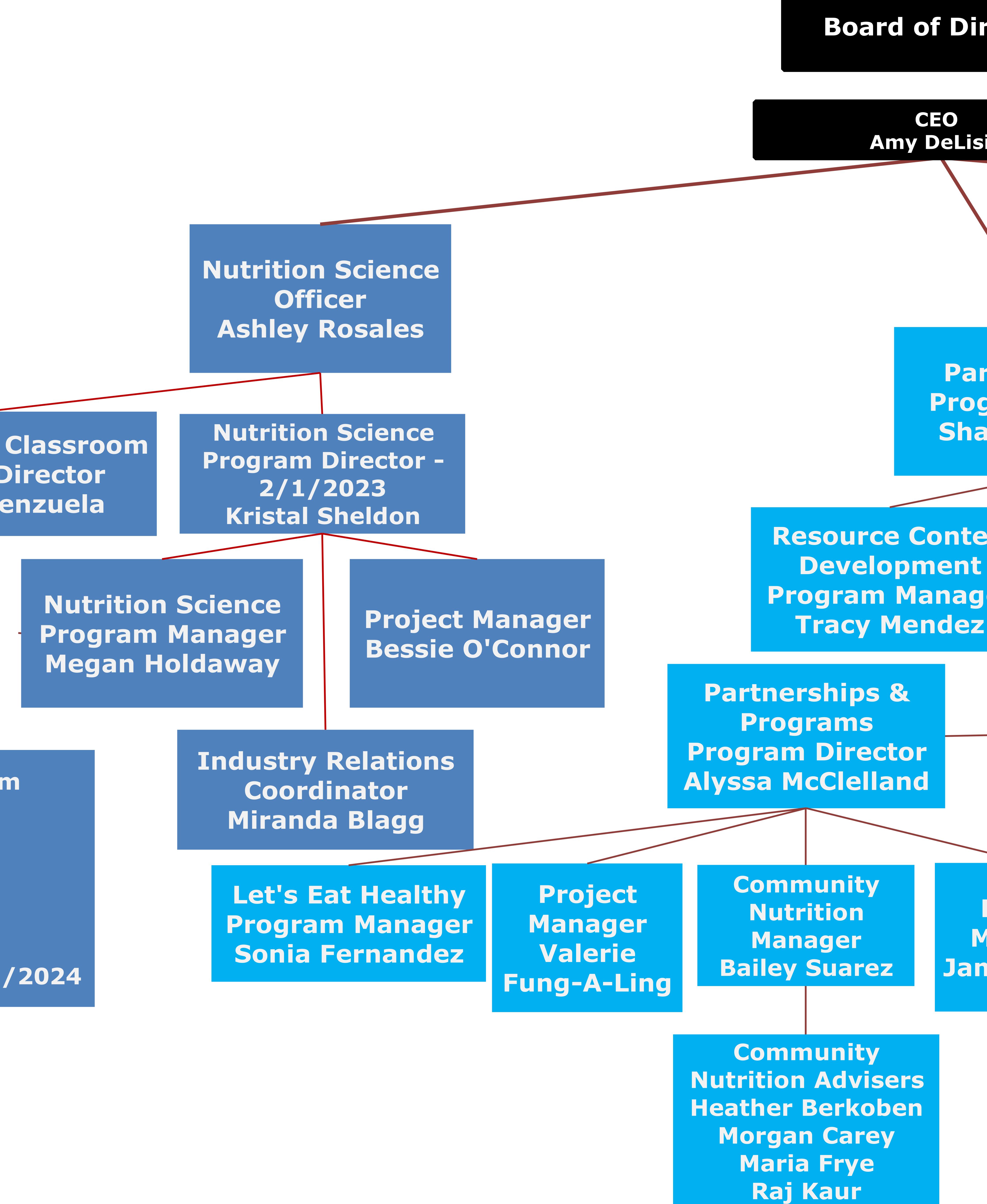
Mobile Dairy Classroom Manager. Mobile Coordinator Leona Bettencourt

Dairy Classroom Kimberlee McLaughlin

Megan Holdaway

Mobile Dairy Classroom Instructors Daniela Martinez Mishael McDougal Elizabeth Miller Steve Miller Brandon Roberts Kimberly McLaughlin - 1/1/2024

# DCC Organizatio



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	Aluation & Impact Manager Trina Robertson	Data Analyst Amariah Torres	
	<b>Program</b>	a <b>&amp; Digital</b> Director Vigil	CC         Ar
Project Manager		Communication Program Manager Meggan Rush	Distrib Fo Sydn
mmie Lam	Customer	Marketing & Creative Services Coordinator	r Ra
	Relationship Management Coordinator	Meghan Parker	T D C
	lariella Rhoads	Marketing Specialist	

# Let's Eat Healthy 2

Operations Officer Matt Delgado

Operations Program Director Kendall House

**Dperations** Support Coordinator nita Pratap

oution Center oreman ney Dawes

Executive Assistant achel Otter

**remporary** Distribution Center Help Human Resource Manager Josie Marcial

Accountant Sandi Scott

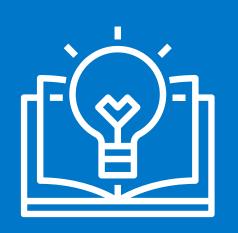
Staff Development Program Manager Lisa Larsen



# Increasing Food and Nutrition Literacy

## Let's Eat Healthy Spectrum of Engagement





Educational Engagements 108% Goal: 4.1M

# Collaboration Co-文 47 247 201 12





# Dairy Ag Literacy

## **Mobile Dairy Classroom**



## 287, 763

## **Students Educated**

## **Expanded Outreach**



Dairy Tour with Farm to School Taskforce and Researchers **Community Dairy Ag Events Dairy Industry Meet & Greets** NFL Collaboration & PSAs

DairyUp App



## **Exhibits**



**Estimated** Impressions: 82,132



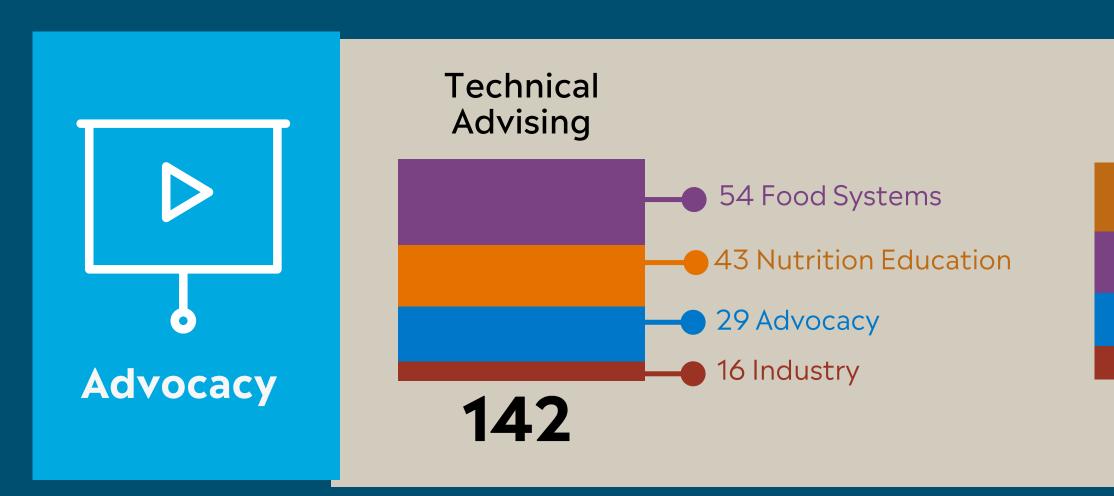


# **Supporting Milk + Dairy Advocacy**

**Partnerships** 

Committees



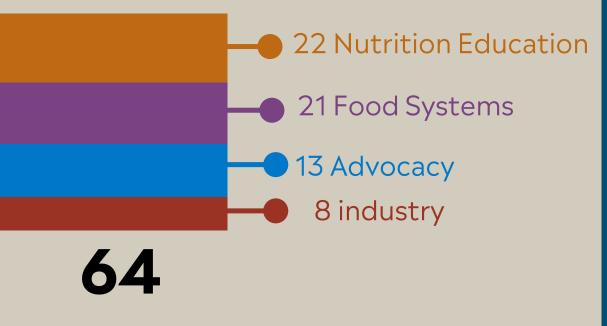




## **Policy + Guidelines**



## Podiums





# Value Milk and Dairy Foods By Key Audiences









# Health Professionals





## 81%

Agreed their patients'ability to choose healthy foods improved after using the Let's Eat Healthy resources.

Agreed it is important to consume foods like vegetables, fruits and dairy as part of a healthy eating pattern.

n = 252

"Using these tools have helped me and my patients learn the best way to eat properly. In 20 months, I lost 50 lbs and I serve as an example to my own patients. Thank you!" - Medical doctor





## 98%

n = 252







"In all my (25+) years of education you have been committed to promoting student healthy eating. Even when the winds of change blow, and national/educational focus shift, you have been a part of my classroom." - California Classroom Teacher

## After using LEH programs, educators self reported:



21%

Increase in dairy foods consumption



Data obtained from the 2022-2023 Educator Survey



## **54%** Decrease in sugary drinks consumption

n = 115

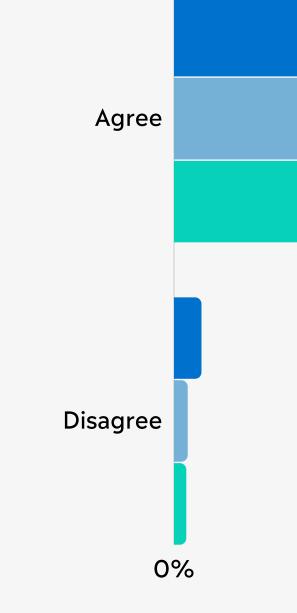


# Educators

## 96%

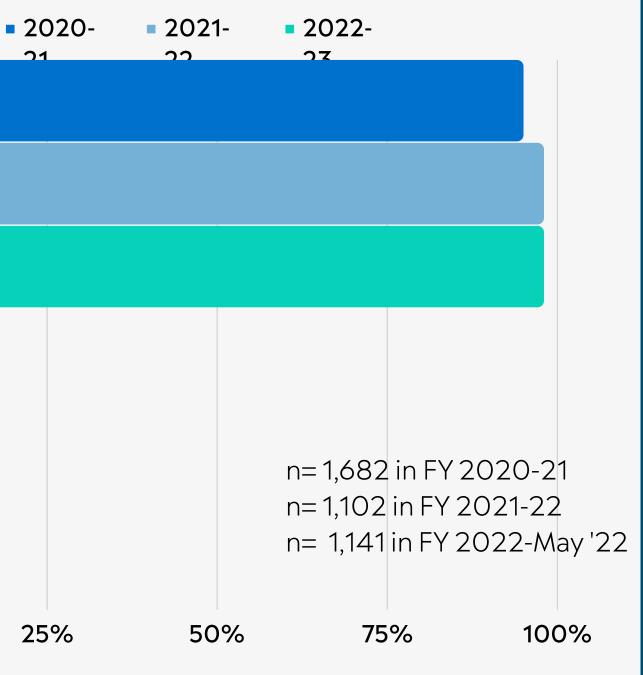
of educators agreed students' knowledge of healthy eating improved after the LEH lessons

## Mobile Dairy Classroom assemblies improve knowledge of how dairy foods go from cow to table







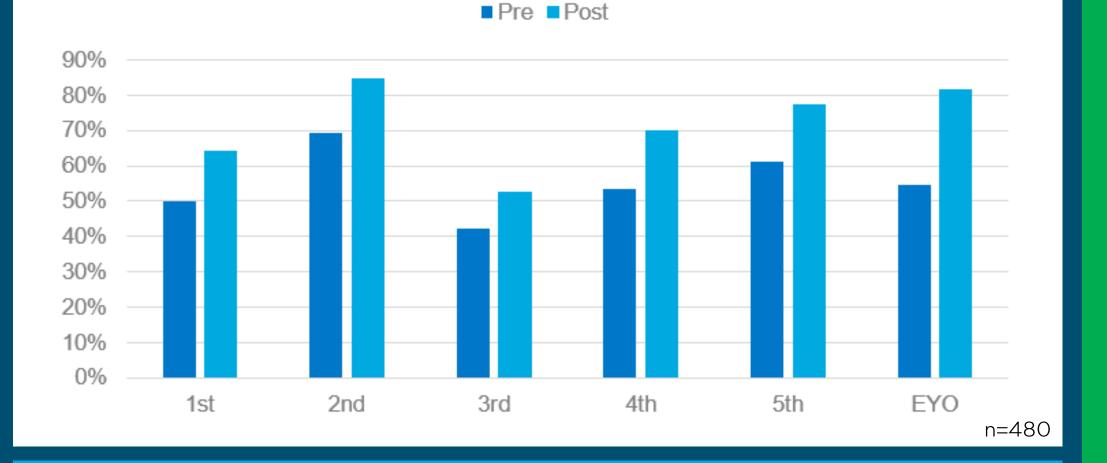




# Students

## Students gain nutrition knowledge after Let's Eat Healthy lessons at Sundale

Pre/Post Assessment average scores from 2022-2023 school year.



17% average increase in test scores





"The changes I have made since I participated in the Exercise Your Options lessons are eating more protein and drinking more milk to make sure my bones and body stay healthy throughout the day." - EYO Student



## Written Board Report - June 2023

Reporting Period: February 1, 2023 - May 15, 2023



In support of the 2022–2023 Dairy Council of California organizational success plan, the following accomplishments are reported for the time frame of February 1, 2023 - May 15, 2023.





- Fulfilled educational resource orders for about 12,700 customers representing over 3,500 school and health care locations.
- Increased direct educational engagements by 22% compared to last fiscal year, largely attributed to the *Let's Eat Healthy Together* broadcast series. This supports expanding digital educational offerings for a wider reach.
- Facilitated two additional district wide commitments with Lodi and Twin Rivers unified school districts for a total of nine school districts implementing Let's Eat Healthy Nutrition Curriculum to educate a combined 100,200 students.
- Completed co-creation of the *Let's Eat Healthy Together* broadcast series in partnership with Los Angeles Unified School District with nine of 12 episodes airing on the PBS affiliate KLCS-TV during this period.
  - Expanded viewership of the 12-episode television series through Dairy Council of California's website. Over 37,000 views extended our nutrition education reach on food, nutrition and agriculture to children and families beyond the KLCS-TV geographic audience.



Let's Eat Healthy Together Broadcast Series

"I had been incorporating some of the Let's Eat Healthy videos in our student wellness school assemblies when I'm out at school sites and I am very excited to report they have been received very well by our elementary students!"

—Los Angeles Unified School District partner

## Dairy Ag Literacy



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

- Conducted Mobile Dairy Classroom assembly post-surveys indicating that 96% of respondents "agree" or "strongly agree" that they have a greater understanding of the connection between dairy agriculture and healthy eating patterns.
- Post surveys showed that 85% of respondants in Dairy Council of CA-led professional development trainings specific to dairy "agree" or "strongly agree" that dairy foods are important to healthy eating patterns.
- Reached 72,118 children, families and partners through interactive dairy ag literacy with education exhibits in community settings.
- Hosted two dairy farm tours at Frank Konyn Dairy for the San Diego County Farm to School Taskforce members. The tour highlighted the important role of dairy in building healthy, sustainable food systems. Participants shared how much they learned and were surprised at the time and labor intensity of dairy farming.



Frank Konyn Dairy Tour

• Quotes from attendees:

"I really liked the opportunity to ask any questions, and the frankness of the answers. I felt comfortable enough to talk about anything dairy-related."

"There is much work and care that goes into the process of having milk and dairy products available on our tables and the cows are fed very well and nutritious." "I think it's great to be out of the office and being able to see where our food comes from. It's important for students to know how their food is made."

"It was definitely very eye-opening because I never thought about the back-end of dairy farming, and it's great to see sustainability efforts in effect on this farm."

#### Dairy Ag Literacy



- Exhibited at World Ag Expo, engaging with hundreds of attendees, students and teachers showcasing the breadth of Dairy Council of CA's services, including nutrition education resources, Mobile Dairy Classroom and advocacy tools such as the DairyUp app. The event provided ample opportunities to connect with the California dairy community and highlight how Dairy Council of CA works on their behalf to advance the unique and essential contributions of dairy in healthy, sustainable eating patterns.
- Engaged with community members, legislative assistants and other dignitaries, including California Department of Food and Agriculture Secretary Karen Ross, at California Agriculture Day at the Capitol. Legislative officials received information on Dairy Council of CA services to educate and inform on issues around nutrition, the Mobile Dairy Classroom and nutrition education programs.
- Attended the California School Nutrition Association Legislative Action Conference in partnership with school foodservice professionals and child nutrition industry leaders. Staff joined school foodservice professionals and industry members in visits with California state representatives to educate on the important role of school meals in advancing nutrition security for children and communities.



Staff exhibiting at World Ag Expo.



Secretary of the California Department of Food and Agriculture Karen Ross (center) with staff at Ag Day at the Capitol.



Staff and school foodservice professionals presenting on the value of school meals at the State Assembly.



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

- Awarded \$60,000 in funds this year through the Let's Eat Healthy Community Grants and NFL Fuel Up to Play 60 Hometown Grants.
  - \$20,000 awarded in Dairy Council of CA funds as Let's Eat Healthy community grants for the following programs:
    - Enhancing Milk and Dairy Education to the Community at Centennial Farm, a partnership with Centennial Farm at Orange County Fair & Event Center, reaching 10,000 participants. With a focus on dairy ag literacy and education resources, Centennial Farm updated a milk processing video shown during farm tours to enhance messaging on the health benefits of milk and dairy foods. A docents training on dairy nutrition was provided to build dairy ag literacy and nutrition knowledge. In addition, a visit from the Mobile Dairy Classroom educated participants at an annual Imaginology event. Finally, dairy education lessons were taught at the Ranch Afterschool Program classes.
    - Cooking With Families: A Creative Twist on Familiar Foods, a video created in partnership with Chef Gaby and North Valley Military Institute of Los Angeles, reaching 732 attendees. The cooking series fostered opportunities to empower families to recognize how culturally diverse foods contribute to making healthy food choices to support building lifelong healthy eating patterns, which include milk and dairy foods.



Chef Gaby partnered with North Valley Military Institute of Los Angeles.



Empowering Healthy Choices: Cooking With Rancho Cucamonga Teens, a partnership with the City of Rancho Cucamonga's Healthy RC, reaching 500 high school students. Youth leaders collaborated with a local chef to develop three culturally relevant dairy recipes that are budget and teen friendly. With a focus on nutrition education and youth empowerment, Healthy RC youth leaders shared recipes at the annual teen summit, enhancing food literacy skills and educating on healthy eating patterns.





Rancho Cucamonga's Healthy RC Teens

- Strengthening Nutrition Security for the San Diego Unified School Community, a partnership with San Diego Unified School District, reaching 17,000 students across the district. A district team coordinated support and services to address nutrition security and food access.
- Collaborated on Fuel Up to Play 60 Hometown Grants (\$40,000 funded by NFL):
  - Partnered with Berryessa Union School District to increase visibility and access for healthy school meals, provide education to the school community on benefits of school meals and increase access to dairy foods in the meal program. New dairy-inclusive recipes were created and taste tested with students during National Nutrition Month, reaching 6,300 students.
  - Collaborated with Culver City Unified School District to increase visibility and promotion of the school meal programs. Educational materials and nutrition messaging signage educated on the importance of dairy foods in school meals. To celebrate National Nutrition Month and National School Breakfast Week, dairy menu item sampling events or "tasting parties" were held, reaching 7,060 students.



- Co-created a video with Garden Grove Unified School District to highlight the nutritious value of school meals, encouraging participation. In celebration of National Nutrition Month, the district provided tastings of dairy foods and utilized nutrition education resources, influencing 39,000 students.
- Partnered with Hayward Unified School District to celebrate National Nutrition Month to promote school meal programs. T-shirts were co-designed with nutrition education and Let's Eat Healthy branding for school foodservice staff. The district provided tastings of dairy foods and promoted school gardens and physical activity, influencing 19,000 students.

Sponsored and participated as a judge in Kid Healthy's Cooking Up Change in Orange County. Cooking Up Change is a program that challenges high school culinary students to create healthy and delicious meals that meet real-life requirements of the National School Lunch Program and taste great to their classmates. The



Cooking up Change culinary students preparing meals.

winning team's recipe highlighted yogurt.

Support milk and dairy value in federal meal programs through nutrition science translation.

 Submitted public comments on the USDA proposed rule for revising the food packages in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Dairy Council of CA comments focused on dairy foods' unique nutrient package that promotes lifelong growth, development and learning; the important role of dairy as a central component of WIC food packages; and the potential impact changes could have to WIC participation rates and access to nutrient-dense dairy foods.



- Invited to contribute to the Academy of Nutrition and Dietetics public comments on the USDA proposed rule for *Child Nutrition Programs: Revisions to Meal Patterns Consistent With the 2020 Dietary Guidelines for Americans*. As a result of staff input, the academy's public comments state, "The Academy recommends that the Department continue with "Option B" to offer fat-free and low-fat milk, flavored and unflavored, at school lunch and breakfast. Members expressed concerns that eliminating flavored milk options will lead to a decline in milk consumption and intake of the nutrients that are contained in milk."
- Submitted public comments for consideration by the USDA Food and Nutrition Service regarding *Child Nutrition Programs: Revisions to Meal Patterns Consistent with the 2020 Dietary Guidelines for Americans* to ensure milk and dairy foods remain a valued component of school meal programs. The comments summarized research on dairy foods' important role in school meal programs supporting sustainable nutrition and food waste reduction and providing key nutrients that contribute to nutrition security.
- Equipped members of the dairy community with resources and information on dairy nutrition to support them in educating on current federal and state nutrition policy, including informing policymakers on the topics of flavored milk's important contribution to school meals and dairy's role in WIC food packages.
- Provided joint United States International Dairy Federation Standing Committee on Health and Nutrition's input into their position paper on World Health Organization's Global Report on Sodium Reduction. Dairy Council of CA included support to strengthen the rationale for utilizing a whole food approach that best optimizes the unique contributions dairy has on health.
- Supported access to milk and dairy foods through promotion of Summer Meal Programs to provide a critical safety net for communities in lowincome areas and ensure children grow healthfully and return to school ready to reach their full potential through distribution of approximately 12,000 print and digital resources.



Summer Meals information and available in print and digital.



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

- Distributed the 2023 Trends publication to over 14,000 health professionals, Let's Eat Healthy champions and dairy community partners. This report summarizes the latest food and nutrition trends, sharing timely implications for effective nutrition education with a focus on dairy foods.
- Collaborated to support third-party experts delivering professional development trainings to stakeholders:



2023 Trends

- California Local School Wellness Policy Collaborative's Promote and Protect Access to Nutrition and Food Security Domain hosted a virtual Winning at Wellness Webinar educating 100 participants on "Schools' Vital Role in Supporting Nutrition Security." The collaboration and co-creation of the webinar brought together four community partners to define the difference between food security and nutrition security and highlight the many ways community partners can come together with the local school as the center of the community nutrition hub.
- Let's Eat Healthy champion Chris Tamez from Folsom-Cordova Unified School District co-presented a session at the 2023 California Association for Health, Physical Education, Recreation and Dance state conference titled "Change-maker: Inspiring Healthy Communities Through a Let's Eat Healthy Collaboration," exemplifying partnerships that he has led across the school district to activate Let's Eat Healthy and bridge partnerships with other entities that align to Dairy Council of CA's cause and vision.
- Co-presented as part of the National Association of County and City Health Officials National Nutrition Month webinar to over 400 attendees with BOND of Color, a dietetics group for communities of color, and Breastfeed LA on the development of culturally relevant resources on "The First 1,000" Days Nutrition: Improving Nutrition Security for Infants and Toddlers in Communities of Color."

"You all did such a nice job presenting today. There was so much information to present and you did it beautifully. It was wonderful to get to know all of you and learn about the incredible work you are doing on behalf of infants and children." -Marci Sontag, PhD Center for the Public Health Innovation.



Advocacy

- Organized and participated in a panel session titled *"Parent, Provider and Advocate Perspectives on the First 1000 Days of Life Nutrition and Supportive Resources"* to university researchers at the Society of Behavioral Medicine Annual Conference.
- "Advancing Nutrition Equity in the 21st Century" was a panel session at the Susan & Henry Samueli College of Health Sciences at the University of California, Irvine. Let's Eat Healthy Champion, Dr. Karen Lindsay, highlighted Dairy Council of CA's contribution to the first 1,000 days grant project and outcomes.
- Demonstrated through professional development training survey results that nearly 94% of 1,259 attendees surveyed either "agree" or "strongly agree" that they gained knowledge as a result of content provided at the following presentations:
  - Delivered "Delicious Ways to Maximize Snack Time Nutrition" at the Child Nutrition Conference, reaching 80 child care educators. Training provided nutrition information on the first 1,000 days of life, the value of dairy foods and dairy snack recipes that meet federal guidelines.
  - Presented at Center for Wellness and Nutrition's Schools for Healthy and Thriving Students Convening, attended by 16 district and community partners in the Central Valley. The session shared how to "*Integrate Sustainable Nutrition Education Pathways*" utilizing Let's Eat Healthy resources.
  - Presented to 20 early childhood education teachers from The Children's
     Collective Inc. of Los Angeles County on Smarter Mealtimes Movement
     of California implementation strategies to nudge children to select and
     eat nutritious foods at mealtime.



Panel speakers at the Society of Behavioral Medicine Conference.

Karen Lindsay at UC Irvine College of Health Sciences panel presentation.

Presented and exhibited on dairy in federal meal programs at the National Child Nutrition Conference.



- Presented on National Nutrition Month and the Let's Eat Healthy initiative for public health educators at CalFresh Healthy Living Ventura County, sharing the partner toolkit to increase nutrition education.
- Led a training session for the Western United Dairies' leaders programs at the California Milk Advisory Board offices, engaging in dialogue about Dairy Council of CA's services, strategies and successes on behalf of the California dairy community. Key opportunities for advocacy were addressed, including dairy's role in nutrition security and sustainable nutrition. The group discussed ways to build dairy advocacy skills to better amplify dairy's contributions to healthy, sustainable eating patterns.
- Advanced future dietetic leader knowledge and advocacy of dairy through university presentations:
  - Presented to California Polytechnic State University, San Luis Obispo nutrition students, providing an overview of Dairy Council of CA, the Let's Eat Healthy initiative, Trends and nutrition education resources. Feedback and engagement were positive, with 73% satisfied with the overall content and 81% seeing value in developing daily healthy eating plans that incorporate dairy. Comments included, "I enjoyed the entire presentation, especially the part about the Trends!"

Advocacy

"I enjoyed the entire presentation, especially the part about the Trends!"

 Collaborated with the California Beef Council to deliver the food and nutrition trends presentation to dietetic interns at California State University, Sacramento. There was robust interest and discussion on the topic of flavored milk as the interns were encountering these conversations in their rotations. Dairy Council of CA equipped interns with resources to support education on the topic of flavored milk.

- Presented as an invited speaker at the American Commodity Distribution Association Annual Conference for a session titled "Buy American = Supporting American Farmers," reaching over 65 USDA staff and other professionals working in federal meal and food access programs who utilize USDA commodity foods.
- Invited as speaker on the Academy of Nutrition and Dietetics webinar titled Unlock the Potential! Opportunities in School Nutrition. Staff presented on Dairy Council of CA resources, dairy's important contributions supporting nutrition security and the role of dietitians in the school environment, reaching 40 dietitians and dietetic students throughout the nation.
- Engaged with dietitians and nutrition professionals at the California Academy of Nutrition and Dietetics Annual Conference in Long Beach, California, which brought in 800 attendees
  - Sponsored the event at a Bronze level for high-level visibility and an farm to school experts. exhibit to interact with participants, build relationships and engage in conversation about the role of milk and dairy in dietary patterns.



Presented as an invited speaker at the American Commodity Distribution Association Annual Conference.



Panel discussion at the California Academy of Nutrition and Dietetics with dairy farmer Tyler Ribeiro and school foodservice and

- Presented a poster on Cultivating Social Emotional Learning Let's Eat Healthy Nutrition and Agriculture Literacy Programming.
- Presented a session titled "Improving Nutrition in Pregnancy and Early Childhood Through Consistent Provider Messaging" on the first 1,000 days of life, with Karen Lindsay, PhD, RDN, a researcher at University of California, Irvine.
- Moderated the closing keynote session, "Bringing Farms to Schools: Exploring California's Farm to School Programs - A Panel Discussion," highlighting dairy sustainability practices and dairy's essential role in nutrition security and overall health. Session was co-sponsored by Dairy Council of CA and California Beef Council. Board member and dairy farmer Tyler Ribeiro participated as a panelist.



## Design Five-Year Dairy Council of CA Business Model and Build the Platform for the 2023 Continuation Hearing

- Hosted a virtual Meet and Greet event to connect with the dairy community and share Dairy Council of CA's services and successes as well as collect feedback from participants to ensure we are meeting the dairy community's needs.
- Developed a strong action plan for Dairy Council of CA's continuation hearing, with oversight by the California Department of Food and Agriculture, scheduled on September 6, 2023 as a virtual hearing.
- Built internal consensus for the 5 year business model, expanding on the quality of the organization's digital ecosystem to support program and development goals, taking the results of the External Resource Analysis and Internal Resource Review Analysis to develop the framework for moving to a digital forward organization.



Dairy Council of California all staff conference, May 2023.



#### Communications

#### Amplifying Our Stories Through Media Activity

Distributed the following press releases:

- City of Rancho Cucamonga, Healthy RC Initiative Receives \$5,000 Let's Eat Healthy Community Grant From Dairy Council of California
- North Valley Military Institute of Los Angeles Receives \$5,000 Let's Eat Healthy Community Grant From Dairy Council of California
- Orange County's Centennial Farm Receives \$5,000 Let's Eat Healthy Community Grant From Dairy Council of California
- Dairy Council of California Receives \$20,000 to Lead Development of Infant and Toddler Culturally Responsive Nutrition Toolkits
- Dairy Council of California Announces 2023 Let's Eat Healthy Award Winners

Press releases were featured in 14 media outlets:

- yahoo.com
- finance.yahoo.com
- morningagclips.com
- kron4.com
- fox40.com
- perishablenews.com
- ranchocucamongatoday.com

- dairybusiness.com
- · californiadairymagazine.com
- totalprestige.com
- streetinsider.com
- ktla.com
- edairynews.com
- theriverbanknews.com
- Re-engaged with dairy and agriculture industry publications to develop a new schedule for publication. Published two online and print articles by Amy DeLisio:
  - "As Dairy Improves Environmental Footprint, Keep Focus on Nutrition" for cheesemarketnews.com
  - "Partnerships Expand Nutrition Education" for hoards.com
- Shared Dairy Council of CA content in seven partner emails to further messaging on the following topics:
  - KLCS/Los Angeles Unified School District Let's Eat Healthy Together Video Series
    - CDFA Office of Farm to Fork

 NOTE: THE SECOND SEC

Let's Eat Healthy Community Grant Check





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- Los Angeles County Department of Public Health
- Shape Up San Francisco
- National Nutrition Month
  - Farmhouse Fodder
  - Summer Meals
    - Nutrition and Fitness Collaborative of the Central Coast
    - · San Diego County Childhood Obesity Initiative
- · Celebrating the 2023 Let's Eat Healthy Award Winners
  - · Southern California School Nutrition Association
- Published two articles in the California School Nutrition Association journal publication *Poppy Seeds*, Spring 2023:
  - "School Nutrition Professionals Experience Farm to School"
  - "Is Cheese Healthy?" authored by Robert Schram, former School Food Service Director and Lifetime Member of the California School Nutrition Association
- Featured in social media on Los Angeles Chargers Facebook page in PSA video with over 1,400 views, Fighting Hunger + Fueling Our Future.





Los Angeles Chargers Facebook PSA video

Poppy Seeds, Spring 2023



#### Elevated News From Amy DeLisio, CEO



February 3, 2023

Dear Friend,

Last year, the U.S. Department of Agriculture (USDA) released transitional school meal standards to take steps towards improving children's nutrition security and balancing the needs of schools as they recovered from supply chain and other pandemic-related challenges. After engaging with a wide variety of experts, community members, advocates and industry, USDA is embarking on the next stage of

updating the school nutrition standards in their <u>recently released proposed rule</u> to improve access to healthy food that promote well-being in an equitable way while further aligning school meal nutrition standards with the goals of the Dietary Guidelines for Americans, <u>2020-2025</u>. The new rule, which will go into effect in the 2025-26 school year (SY), is now open for public input prior to finalization.

#### Proposed Requirements Related to Milk and Dairy Foods

#### Added Sugars

Product-based limits for leading sources of added sugars in school meals,

including grain-based desserts, breakfast cereals, yogurts, and flavored milks.
 Yogurt: would be limited to no more than 12 grams of added sugars per 6 ounces.

 Flavored milk: would be limited to no more than 10 grams of added sugars per 8 fluid ounces or, for flavored milk sold as a competitive food for middle and high schools, 15 grams of added sugars per 12 fluid ounces.

 Weekly dietary limit: Beginning in SY <u>2027-2028</u>, limit added sugars to less than 10 percent of calories per week in the school lunch and breakfast programs; this weekly limit would be in addition to the product-based limits described above.

 For consistency, USDA also proposes to apply the product-based added sugars limits for breakfast cereals and yogurts to the Child and Adult Care Food Program (CACFP); the added sugars limits would replace the current total sugar limits for breakfast cereal and yogurt in CACFP.

#### Flavored Milk

 Current transitional standards allow schools to offer fat-free and low-fat milk, flavored and unflavored, in reimbursable school lunches and breakfasts, and for sale as a competitive beverage. The current regulations also require that unflavored milk be offered at each school meal service. This rulemaking proposes two alternatives for the milk standard:

 Alternative A: Proposes to allow flavored milk (fat-free and low-fat) at school lunch and breakfast for high school children only (grades 9-12). USDA also requests public input on whether to allow flavored milk for children in grades 6-8 as well. Children in grades K-5 would again be limited to a variety of unflavored milk.

 Alternative B: Proposes to maintain the current standard allowing all schools to offer fat-free and low-fat milk, flavored and unflavored, at all grade levels.

#### Sodium

USDA is proposing a more gradual approach to sodium reduction,

incrementally reducing weekly sodium limits over many school years.

 For school lunch, this proposed rule would set forth three reductions of 10 percent each school year.

 For school breakfasts this proposed rule would set forth two reductions of 10 percent each school year.

 USDA expects that the implementation timeframes and the gradual approach to sodium reductions will support efforts to develop and reformulate food products.

#### Fluid Milk Substitutes

 USDA acknowledged the public input about children's access to fluid milk substitutes and encourages public input. While USDA does not have the authority to change the statutory requirements outlined, they are seeking to better understanding challenges.

USDA has made addressing nutrition security a key policy priority. We are encouraged that this proposed rule outlines the value of milk and dairy as an important component of school meal programs, providing a variety of nutrients that are under-consumed during childhood and adolescence. USDA recognizes that for some children, flavored milk is a palatable option that improves consumption of important nutrients, which support growth and development.

#### Available Resources

Dairy Council of CA has many <u>resources available</u> to help educate, inform and advocate on the critical contribution of milk and dairy foods within federal school meal programs. These include:

- Evidence-based messages on the value of milk and dairy foods in school meal programs.
- Blog: <u>School Meals Are Healthy and Critical to Nourishing Children</u>
- Ask A Nutritionist video: Why Milk is Important in School Meals
- Thought leader publication: <u>Prioritizing Children's Nutritional Needs</u>

#### **Public Comment Period**

Dairy Council of CA is actively working together with partners to educate and inform on dairy's role as a part of the solution to nutrition security, including equipping partners with research and messages to engage in the public comment process. In addition to submitting <u>previous input to the transitional rule</u>, we plan to submit public comments on USDA's proposed rule and invite the dairy community to share your expertise, stories, and feedback as well. Comments related to this proposed rule may be submitted in writing by one of the following methods:

- Online: Go to <u>https://www.regulations.gov</u> and follow the online instructions for submitting comments.
- Mail: Send comments to School Meals Policy Division, Food and Nutrition
- Service, P.O. Box 9233, Reston, Virginia, 20195.

USDA states they intend to work with the food industry and partners to ensure schools have adequate products to meet the standards, particularly for sodium and added sugar. All comments can be submitted now through April 10, 2023. We will continue to keep you informed as this important topic progresses. If you have questions, concerns, or feedback you would like to share, please let me know. I can be reached at adelisio@dairycouncilofca.org.

Healthy regards,

Any Deduto

Amy DeLisio, CEO Dairy Council of California



#### Elevated News From Amy DeLisio, CEO



February 24, 2023

Dear Friend,

Yesterday, the U.S. Food and Drug Administration released <u>draft guidance</u> on the use of the term "milk" on the labeling of plant-based beverages and voluntary nutrient statements. This has been an area of focus at the agency and for the industry for more than five years, with ongoing dialogues, public comment, and a series of focus groups to support consumers to better understand plant-based beverages.

nutritional differences between these products and milk, and guide informed dietary choices. The draft guidance is now open for public comment, and we encourage the dairy community to engage in this process to positively position milk for its unique nutritional contributions to healthy eating patterns.

#### Highlights of the draft guidance include:

 The term "milk" is permissible on plant-based milk alternatives. The guidance is limited to fluid milk and does not apply to other plant-based products (cheese, yogurt).

· The plant source must always be specified in the product name.

 The use of "dairy-free" or "non-dairy" is also encouraged and should be used in addition to the product name.

Manufacturers are recommended to include a voluntary nutrient
statement on the packaging when products contain lower levels of nutrients
compared to dairy milk, including calcium, protein, vitamin A, vitamin D,
magnesium, phosphorus, potassium, riboflavin, and vitamin B12.

 Guidance for voluntary nutrient statements recognizes the important nutrient contributions of dairy foods, as outlined in the Dietary Guidelines for Americans, and aligns with the nutritional standards set by the USDA's Food and Nutrition Service for fluid milk substitutes served in the National School Lunch Program, School Breakfast Program and Child and Adult Care Food Program.

Dairy foods offer unique health attributes that are different from plant-based and other animal source foods, playing an integral role in supporting overall health and are a critical component of food-based dietary guidelines. Milk and other dairy foods provide inherent functional benefits due to the dairy matrix, a natural package of nutrients and other bioactives, working together to support optimal health across the lifespan.

Dairy Council of California has <u>many resources available</u> to help educate and inform on the critical <u>contribution of milk and dairy foods to healthy eating patterns</u>. Together, we can advocate for dairy's role as part of the solution to achieve nutrition security. We invite the dairy community to provide feedback through public comment to the <u>Federal</u> <u>Register</u>. The comment period is now open and closes on April 24, 2023.

We will continue to keep you informed as this important topic progresses. If you have questions, concerns, or feedback you would like to share, please let me know.

Healthy Regards,

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Amy DeLisio, CEO Dairy Council of California adelisio@DairyCouncilofCA.org



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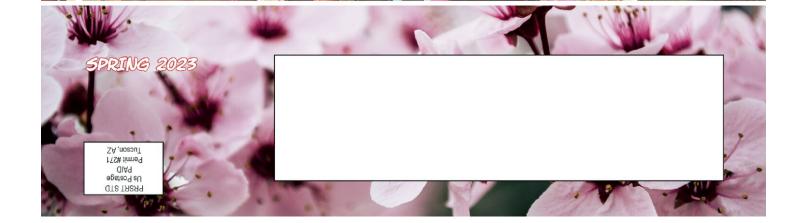
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A hough it's common knowledge that dairy milk comes from a cow, many people living in urban areas have not had an opportunity to visit a dairy farm. Dairy Council of California partnered with National Dairy Council to provide a behind-the-scenes tour of a local dairy farm to 32 school nutrition professionals. The event, hosted during the pre-conference workshops for the School Nutrition Association's 2023 School Nutrition Industry Conference in San Diego, California, gave participants a hands-on farm to school learning experience.

School foodservice professionals are no strangers to rapid change and pivoting on a dime. An unprecedented amount of rainfall that left the local dairy too muddy for an in-person tour necessitated a quick change of plans, and the dairy farm tour became a virtual dairy presentation. The shift to a virtual farm tour was made possible through a partnership with California Foundation for Agriculture in the Classroom (CFAITC) and Konyn Dairy in San Diego County. Frank, owner of Konyn Dairy, joined the school foodservice professionals at the conference to share what goes into bringing milk and dairy foods from farm to school.

During his presentation, participants were able to virtually see where Frank stores feed for his 880 milking cows. Just like school foodservice professionals, dairy farmers also take great care in providing well-balanced, high-quality meals for their cows. Some of the ingredients for a cow's mixed ration include spent grain from local breweries in the area, old bakery grains, almond hulls and citrus pulp and peels. This practice makes smart use of natural resources by upcycling nutrients from food byproducts that are either indigestible or undesirable for humans, a fact that surprised several participants.

#### The Value of Dairy Foods Emphasized

As part of the virtual farm tour, National Dairy Council shared how most Americans are falling short on the recommended servings of dairy, fruits, vegetables, and whole grains and that the dairy gap is evident at a young age. Schools are the leading source of dairy for children and 77% of daily milk intake for low-income children comes from school meals. School meals provide students with at least two opportunities to consume milk, which is the number one food source for 3 out of the 4 nutrients for concern: calcium, vitamin D and potassium.

Next, attendees were able to go outside to meet Cinnamon, a 3-year-old dairy cow. Steve Miller, a Dairy Council of California Mobile Dairy Classroom instructor in southern California, delivered a 30-minute assembly that he gives to elementary students every day. Mobile Dairy Classroom, the original farm to school

Continued on Page 12 CSNA - Poppy Seeds Magazine





assembly, brings agriculture to elementary schools, teaching students new vocabulary, the anatomy of the cow, how milk travels from farm to table and the importance of healthy eating and physical activity. The assembly wouldn't be complete without Steve trying to squirt the front row while demonstrating how to milk a cow! Kids young and young at heart go crazy and love this part of the assembly.

Feedback from the 32 school nutrition professionals in attendance was overwhelmingly positive, with 92% of participants reporting that the virtual dairy farm tour met or exceeded expectations. In their own words:

- "It was a cool experience! I was questioning participating after the tour was cancelled but I'm glad I didn't."
- "Fantastic job even though we were unable to attend on farm. Thank you to all."

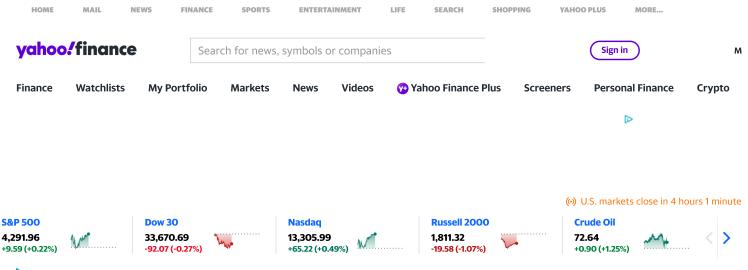
As a nutrition organization, Dairy Council of California collaborates with partners to elevate the health of children and families through the pursuit of

children and families through the pursuit of lifelong healthy eating habits. Funded by California's dairy farm families and milk processors and under the guidance of California Department of Food and Agriculture, Dairy Council of California is comprised of registered dietitian nutritionists and nutrition education, agriculture literacy and communication experts who engage with a variety of stakeholders in school, health and community settings, working together to achieve nutrition security. To learn more about our Farm-to-You programs, visit <u>HealthyEating.org/f2s</u>.

Heather Berkoben Presenting



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GlobeNewswire

### Dairy Council of California Awards \$5,000 Let's Eat Healthy Community Grant to Orange County's Centennial Farm



Dairy Council of California

Let's Eat Healthy Community Grant Check Presentation to Centennial Farm



Dairy Council of California's Maria Frye presents Let's Eat Healthy Community Grant Check to Evy Young from Centennial Farm

SACRAMENTO, Calif., April 11, 2023 (GLOBE NEWSWIRE) --Dairy Council of California, a leader in nutrition education and advocacy, has awarded a \$5,000 community grant to Centennial Farm in Orange County, California, to enhance the



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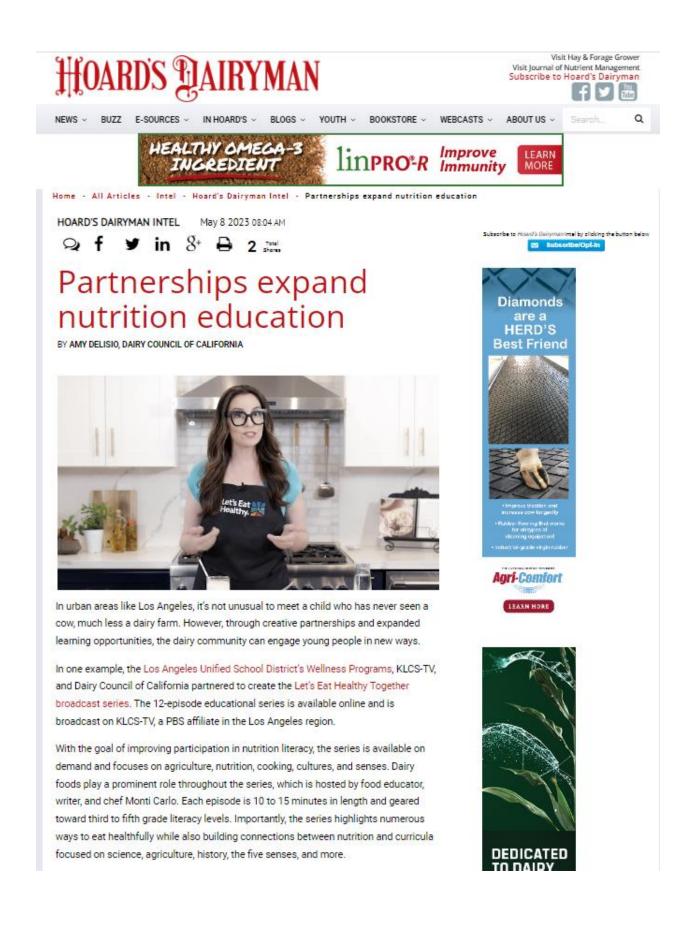
Council's Let's Eat Healthy Community Grant. Funds will be used to highlight the importance of dairy and nutrition through activities with our existing educational programs including Jr. Farmer Tours, Discovery Days and Ranch After-School Programs with over 5,000 students reached," states Evy Young, Director of Agriculture Programs.



Let's Eat Healthy Community Grant Check Presentation

Grants advance activation of Dairy Council of California's Let's Eat Healthy initiative, engaging Let's Eat Healthy champions to support equitable access to science-based nutrition education, as well as food and agricultural literacy that encompasses the role of dairy in sustainable food systems. Funds also help make healthy, wholesome foods, including milk and dairy, more accessible for local California communities.

Dairy Council of California CEO Amy DeLisio explains further: "The \$5,000 Let's Eat Healthy Community Grant is another powerful tool for Centennial Farm to continue to provide access and opportunities where children, families and communities can build positive experiences, connections between nutrition and agriculture, and skills to support a foundation for lifelong health."





These types of creative partnerships — rooted in a common desire to elevate health and build healthier communities — are needed now more than ever. At Dairy Council of California, we believe that nutrition education should embrace a variety of learning and cultural experiences designed to inspire healthy eating habits that include dairy foods. This means getting creative when it comes to nutrition education and expanding efforts to include multiple levels of influence that shift knowledge, values, and actions for greater impact. Do you have a creative idea on how we can partner to elevate health? If so, join the Let's Eat Healthy initiative by visiting HealthyEating.org/Join to get involved.

To comment, email your remarks to intel@hoards.com. (c) Hoard's Dairyman Intel 2023 May 8, 2023



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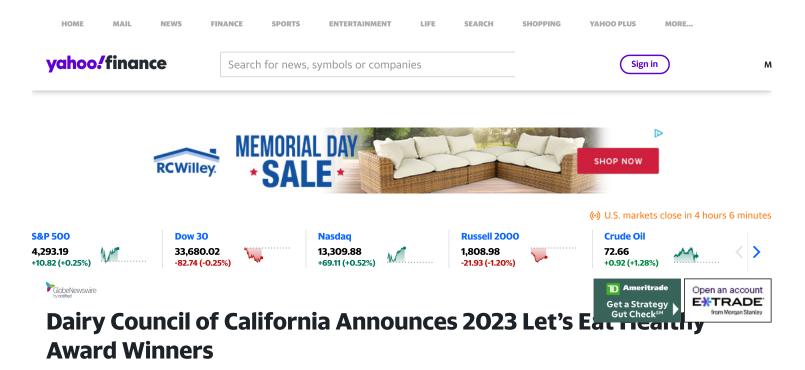
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Are you thirsty for a glass of milk



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Dairy Council of California

Collage of Let's Eat Healthy Award Winners



Collage of Let's Eat Healthy Award Winners

SACRAMENTO, Calif., May 08, 2023 (GLOBE NEWSWIRE) --Dairy Council of California, a leader in nutrition education and advocacy, is proud to announce the winners of its fourth annual Let's Eat Healthy Award. In support of its cause to elevate the health of children and communities through the pursuit of lifelong healthy eating patterns, the Let's Eat Healthy initiative is honoring eight California nutrition champions. The award recognition program is a highlight of



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"The Dairy Council of California's Let's Eat Healthy initiative continues to activate partnerships across California that are positively transforming the health of communities," states California Department of Food and Agriculture Secretary Karen Ross. "This year's leadership award recipients are making an impactful difference by advocating for nutrition, food access and empowering children to build lifelong healthy eating patterns."

**SPORTS** 

The 2023 Let's Eat Healthy Leadership Award winners are:

- Cesar Sauza, registered dietitian and clinical nutrition manager at AltaMed Health Services in Los Angeles
- Patty Corona, director of Kitchenistas Engagement and Cooking for Salud at Olivewood Gardens and Learning Center in National City, California
- Vanessa Alvarizares, health education specialist for the CalFresh Healthy Living Program in the Imperial County Public Health Department
- Kate McDevitt, district wellness supervisor for the San Diego Unified School District
- Alhambra Unified School District, Food and Nutrition Services led by Vivien Watts, executive director Child Nutrition
- Dr. Betty Crocker, director of child nutrition services for Redlands Unified School District
- Fausat Rahman-Davies, child nutrition director for Rialto Unified School District
- City of Rancho Cucamonga: Health Equity Nutrition

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"The Dairy Council of California's Let's Eat Healthy initiative continues to activate partnerships across California that are positively transforming the health of communities," states California Department of Food and Agriculture Secretary Karen Ross. "This year's leadership award recipients are making an impactful difference by advocating for nutrition, food access and empowering children to build lifelong healthy eating patterns."

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- Fausat Rahman-Davies, child nutrition director for Rialto Unified School District
- City of Rancho Cucamonga: Health Equity Nutrition Research Youth Empowerment Program through Healthy RC led by youth advisor Joanna Marrufo

"Dairy Council of California is extremely proud to recognize and celebrate this year's Let's Eat Healthy Award winners. The powerful work they do benefits our California communities through increased nutrition education and healthy food access and can positively impact individuals and communities for years to come," states Dairy Council of California CEO Amy DeLisio. "We applaud our 2023 Let's Eat Healthy Award winners."

To learn more about this year's Let's Eat Healthy Award winners, the Let's Eat Healthy initiative or how to access free nutrition programs and resources visit <u>HealthyEating.org</u>.

#### About Dairy Council of California

Dairy Council of California is a nutrition organization working together with champions to elevate the health of children and communities through lifelong healthy eating patterns. Focusing on education, advocacy, dairy ag literacy and collaboration, Dairy Council of California advances the health benefits of milk and dairy foods as part of the solution to achieving nutrition security and sustainable food systems. Learn more at <u>HealthyEating.org</u>.

#### About the Let's Eat Healthy Initiative

Launched by Dairy Council of California, Let's Eat Healthy is an initiative that brings together community leaders and stakeholders with expertise in education, school foodservice, public health, health care and agriculture, inviting these change-makers to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Through coordination and collaboration, Let's Eat Healthy strives to provide sustainable solutions to champion community health and make healthy, wholesome foods accessible to all. The Let's Eat Healthy initiative is driven to provide dynamic educational resources and tools, peer networking, amplification of best practices and the latest in nutrition information, uniting individuals and organizations through shared values. Join the initiative and make a difference at <u>HealthyEating.org</u>.



#### **Guest Columns**

Perspective: Dairy Nutrition

#### As dairy improves environmental footprint, keep focus on nutrition

#### Amy DeLisio

Amy DeLisio is CEO of the Dairy Council of California. She is a registered dietitian with a master's degree in public health from the University of Southern California and earned her bachelor's degree in dietetics at Youngstown State University. She contributes this column exclusively for Cheese Market News®.

The dairy community has a long history of being stewards of the animals, land, water and other natural resources, and in recent years has made significant strides in improving climate-smart practices to reduce emissions. While there is much to be proud of in this work, dairy advocacy efforts should broaden the definition of sustainability beyond just protecting planetary health to also include the nutritional needs and health of people and communities. Healthy, sustainable food systems, in which whole and minimally processed animal and plant food sources are thought of as synergistic, can provide individuals flexibility to meet their nutritional, cultural, socioeconomic and environmental needs.

In California, efforts to adopt climate-smart farming practices are stronger than ever. A report from University of California, Davis shows significant progress in environmental stewardship from the dairy community. In fact, the dairy industry is on target to achieve its commitment to a 40% decrease in greenhouse gas emissions by 2030, and the report predicts California dairy farms will reach climate neutrality by then. These successes are not by accident.

The California dairy community is using energy-efficient lighting, cooling and pumping methods and solar energy, as well as investing in anaerobic digesters to capture and convert methane in manure to biogas for clean energy. Additionally, dairy farms have decreased water usage by 88% during the last 50 years by repurposing agricultural byproducts such as almond hulls into cow feed rations and recycling water on the farm. California dairies are leaders in monitoring, managing and protecting groundwater resources, operating under stringent water quality regulations and investing millions to improve protection of shared water resources. New programs are using cow manure to improve soil quality across California's diverse agricultural sectors.

While California's dairy industry is making huge strides in environmentally friendly farming practices, this progress is often overshadowed by advocacy for plant-exclusive dietary patterns.

· Increased focus on plant-based as solution to climate crisis

What started as a grassroots movement driven by perceived health and environmental benefits is now mainstream, with interest in plant-based or plant-exclusive diets growing among individuals, the food industry and in school and health care environments.

School meals are a focus of efforts to adopt plant-based eating patterns, as they offer a significant opportunity to impact students' food choices. In addition, younger generations are embracing sustainability, with many seeing climate change as their biggest challenge. In 2022, New York City schools debuted Vegan Fridays to their 930,000 students. Though milk is still a required component of these school meals, no other animal products are included. This trend is concerning, as milk and dairy consumption during school years is linked not only to improved health but also to academic achievement.

Plant-based meat and dairy alternatives continue to grow in popularity. Fast food restaurants are also capitalizing on the approximately 70% of consumers that consider protein from plant sources healthiest.

Examples include major fast food chains launching plant-based burgers made of peas, rice and potatoes, as well as other alternative meat products such as plant-based chorizo and fried chicken. The non-dairy cheese market is estimated at more than \$2.5 billion in 2022 and projected to grow to more than \$6.8 billion by 2030, according to market research company SNS Insider. Many consumers believe these plant-based products are healthier than dairy and other animal-sourced foods. However, plant-based alternatives do not provide the same nutrient profile or have the decades of scientific evidence supporting the link between their consumption and numerous health benefits as nutrient-dense dairy foods.

#### · Advocating for dairy under sustainable nutrition framework

Despite increased focus on plant-based eating patterns, many health experts, advocates and policymakers are embracing the concept of sustainable nutrition, which includes a framework for thinking about the health of both people and the planet. This approach is used by the Food and Agriculture Organization of the United Nations and the World Health Organization. Through this lens, dairy foods fair well because they are nutrient-dense foods supplying significant amounts of high-quality protein, bioactive peptides and micronutrients, including calcium, magnesium, selenium, riboflavin and vitamins B5 and B12. Dairy foods also support optimal



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growth and development in children and reduced risk of developing chronic diseases such as Type 2 diabetes and heart disease, but these foods are currently underconsumed by most Americans.

Among public health circles, there is renewed interest in nutrition security, meaning people have consistent access to affordable, culturally acceptable, nutrient-dense foods and beverages from both plant and animal sources that promote health. When coupling efforts aimed at sustainable nutrition and nutrition security, dairy foods become even more compelling because they are affordable, highly accessible and offer a unique package of nutrients. These benefits are especially important for vulnerable populations, particularly children.

An overly simplistic view of plant-sourced versus animal-sourced foods may have unintended consequences for human health. Animal and plant foods should not be thought of as competing entities, but rather as synergistic food sources that provide different though complementary nutritional, social, economic and environmental benefits.

Dairy Council of California remains focused on its vision of advancing milk and dairy foods' unique and essential contributions to healthy, sustainable eating patterns. To do this, the organization needs to work closely with the dairy community to champion the good work of farmers, processors and marketers of dairy foods, while continuing to educate and advocate for the multiple benefits provided by dairy foods. This work uses channels aimed at the policy, community, institutional, interpersonal and individual levels to shift knowledge, values and actions for greater impact — and one organization can't do it alone.

The dairy community is encouraged to join in as Let's Eat Healthy champions and dairy advocates. To stay up to date on how to get involved, sign up to receive Elevated News updates by sending an email to adelisio@dairycouncilofca.org, or visit HealthyEating.org to learn more.

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