

Success Plan 2020-2021



Vision

Ignite a passion for consuming milk and dairy foods.

Cause

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



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



We believe milk and dairy foods are essential to daily healthy eating patterns.

Values



We believe that promoting optimal growth and development and reversing childhood obesity is critical to creating healthy communities.



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

Success Plan 2020-2021



Intended Impacts

- Communities demonstrate increased dairy ag literacy
- Nutrition education is valued as a solution to community health
- Children and families demonstrate improved eating habits which include milk and dairy foods
- Milk and dairy foods are valued and made available to enable daily healthy eating patterns

Strategies



Direct Education



In-direct Education



Advocacy Leadership



Industry Engagement

Activities

- Mobile Dairy Classroom
- Community Education
- Online Education
- Nutrition Education Resources
- Ag Literacy Displays
- Staff Talent Development
- Convenings/Collaborations
- Stakeholder Empowerment
- Leadership Development and Activation
- Collaboration and Co-creation

Measures

- # educational engagements
- # locations
- # technical assistance
- # podiums
- # Let's Eat Healthy sign ups
- # co-creation + collaborations
- # publications
- # policies + guidelines

1-3 Year Outcomes

- Demonstrate value for milk and dairy foods
- Increased stakeholder delivery and promotion of nutrition education
- Demonstrate knowledge and positive attitude to facilitate healthy eating
- Demonstrate value and support for Dairy Council of CA expertise in nutrition education
- Influence number of policies and guidelines for healthy living that include milk and dairy food recommendations

Education

Educational Engagements

3,814,088

Direct 149%



Locations



1,243
Community

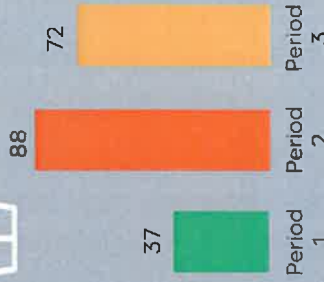
3,567
Schools



Technical Assistance Podiums



197

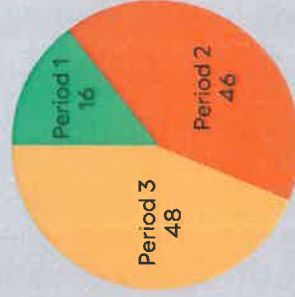


649

Gatekeeper Meetings



110



4,513
Attendees

Publications



Trends, Trade, Newspapers

102

Co-creation + Collaboration



Co-creation

61

Collaboration

36

Policies + Guidelines Informed



98

State



89

National/International

9



Let's Eat Healthy

Engaging in More Ways





Program Services Written Report

February 1, 2021 to May 15, 2021



In support of the 2020-2021 Dairy Council of California organizational success plan, the following accomplishments are reported for February 1, 2021 to May 15, 2021.



Direct education provides information to targeted audiences in live and digital formats in support of the cause.

Nutrition education is essential to helping children and families make healthier eating choices. Below are examples of providing nutrition education opportunities for children and families to facilitate knowledge and skill for healthy eating habits and a value for milk and dairy foods.

- Staff educated Simi Valley Unified School District students, parents, principal and curriculum director on key nutrition topics during school meal pickup. The interactive presentation resulted in many questions from both students and parents, including, “Is chocolate milk healthy?” and “What are good snack foods?” Questions gave staff the opportunity to emphasize the value of milk and dairy foods.
- Staff delivered a virtual dairy exhibit at the 2021 California Farm Day event hosted by California Foundation for Agriculture in the Classroom. The presentation educated over 5,000 elementary students about dairy as the top California commodity, dairy agriculture practices and the nutritional value of dairy foods.
- Mobile Dairy Classroom virtual field trips received nearly 5,400 survey responses from educators, parents and students. In surveys after the assemblies, 95% of adults agreed or strongly agreed that they learned how milk and other dairy foods get from cow to consumer.
- Staff partnered with the Sacramento-area Health Education Council and Twin Rivers Unified School District Nutrition Services to deliver a monthly parent education workshop series to over 120 parents on the importance of nutrition and healthy eating habits.



Indirect education equips stakeholders with resources and support so they can deliver education in support of the cause.

The following achievements support Dairy Council of CA's intended impact to ensure nutrition education is valued as a solution to community health:

- Over 12,000 education resources were distributed to schools teaching nutrition concepts in conjunction with school meal program distribution in several California school districts.
- Through long-standing relationships and technical advising, staff secured district-level commitment for nutrition education resources in seven school districts: Vista Unified, Ceres Unified, Keyes Union, Madera Unified, Etiwanda, Twin Rivers Unified and Elk Grove Unified. The districts will provide nutrition education for over 116,000 students. Resources were distributed traditionally in print and through innovative digital platforms for easy districtwide access.
- As part of a parent engagement series at Anaheim Elementary School District, a health and wellness coordinator taught the Let's Eat Healthy curriculum virtually to over 80 students in kindergarten through 2nd grade. A qualitative evaluation showed that both students and parents were engaged and interactive during the lessons, and teachers valued the content.
- Staff advised the following community educators from CalFresh Healthy Living, University of California and the Expanded Food and Nutrition Education Program on utilizing Dairy Council of CA resources in their communities:
 - Riverside University Health System Nutrition Services staff, who will teach the Let's Eat Healthy Nutrition Lessons video series to 128 students and evaluate its impact at the end of the year.
 - Public health professionals at the virtual 2021 CalFresh Healthy Living Forum, in which the majority of the 70 participants reported interest in using the online video series in settings throughout the state.
 - CalFresh educators on the Let's Eat Healthy for Teens online resource. Responses from 82 attendees on the post-training survey found that 92% are confident to utilize the curriculum, and 95% would recommend it to teachers and/or school representatives.
- Staff coordinated licensing agreements with the Academy of Nutrition and Dietetics, Ventura County Public Health, United Dairy Industry of Michigan and Dairy Council of Arizona to incorporate Dairy Council of CA print and digital resources into their educational efforts, highlighting the value of Dairy Council of CA services nationwide.
- Staff hosted a virtual exhibit at the annual California WIC Association Conference, displaying Dairy Council of CA resources to over 200 WIC employees.



Advocacy and Leadership captures the collective efforts of the organization, including the expertise of its staff, to inform, educate and empower stakeholders across disciplines to advocate on behalf of the industry and nutrition education and advance the cause.

- Staff presented on the Academy of Nutrition and Dietetics webinar titled *Nutrition Education for All Students: Building Support for Your Meal Program With Free, Accessible and Science-Based Resources*, reaching over 80 registered dietitian nutritionists.
- Staff educated 34 Cal Poly San Luis Obispo nutrition students on nutrition trends, the history and values of Dairy Council of CA and nutrition education resources. Following the presentation, 86% of students felt their knowledge on the topics expanded, and they felt more confident teaching about healthy eating. After the presentation, 76% of students recognized that there is value in developing healthy eating patterns that incorporate dairy.
- Dairy Council of CA collaborated with the California Academy of Nutrition and Dietetics Coastal Tri-Counties District and San Luis Coastal Unified School District to celebrate National Nutrition Month and give insight into how registered dietitian nutritionists personalize their plates, including milk and dairy.
- Staff presented *Nutrition Trends: Nutrition Leaders Can Adapt in a Changing Environment* to both the Central Valley District of the California Academy of Nutrition and Dietetics and the dietetic interns at California State University, Sacramento.
- Staff presented to 30 stakeholders at a Healthy Ventura County Partnership collaborative meeting, highlighting National Nutrition Month and how stakeholders can utilize Dairy Council of CA resources to provide nutrition education in the community.
- Dairy Council of CA led Plan Your Plate trainings for 204 school nutrition professionals in Elk Grove Unified School District and Oxnard School District. The trainings helped foodservice employees understand the importance of school nutrition programs by highlighting the value of good nutrition and the five food groups and identifying Smarter Lunchrooms Movement strategies to encourage dairy consumption.
- Dairy Council of CA's *Nutrition Trends* were presented to 150 school foodservice professionals in Elk Grove Unified School District and the Dairy Council of CA School Foodservice Advisory panel.
- Staff led a training on the 2020-2025 Dietary Guidelines for Americans for 35 school foodservice professional managers in Twin Rivers Unified School District.



The COVID-19 pandemic highlighted the importance of social and emotional learning in the school setting. To demonstrate how nutrition education and access to nutrient-dense foods such as milk and dairy support overall student health and well-being, staff provided professional development trainings:

- Staff presented *Cultivating Social and Emotional Learning Through Nutrition Education* for 80 health professionals at the American School Health Association Virtual Conference. The post-webinar poll reported that 98% of attendees feel motivated to incorporate nutrition education to reinforce social and emotional learning.
- Staff co-led training with educators at the Napa Valley Unified School District professional development day, emphasizing the role of nutrition education to support social and emotional learning. All 37 participants agreed that this topic is relevant, and many attendees shared their value for nutrition education and expressed appreciation for the important nutrient-dense foods provided through school meals.
- Dairy Council of CA presented at the Early Years Conference in San Diego County, in which 121 preschool directors and educators learned about the role of nutrition education in social and emotional learning using hands-on, interactive examples.
- Staff provided school foodservice professionals in nine school districts with empowerment training on remaining resilient by utilizing nutrition as a form of self-care. The nearly 200 participants reported after the training that their knowledge increased and that they were likely to discuss the content with others. Additionally, staff presented this training at the National Child and Adult Care Feeding Program conference.

The following examples demonstrate how staff activated the Let's Eat Healthy movement with stakeholders:

- Leadership in the California Academy of Nutrition and Dietetics Annual Conference was a prime opportunity to bring Let's Eat Healthy to registered dietitian nutritionists throughout the state. Activities included presenting a virtual poster on a nutrition education resource for families, having a virtual exhibit booth and communicating with attendees to share how to join the movement.
- To celebrate Teacher Appreciation Week in May, the Let's Eat Healthy Leadership Awards were presented to four outstanding teachers who exemplified a commitment to improving the health of their students and school community through nutrition education: Jaime Brown (Madera Unified), Scott Brown (Fresno Unified), Christian Manalo (Tustin Unified) and Pamela Stephenson (Redlands Unified). The awardees were selected from more than 20 submissions, and their stories were communicated widely. For more, visit HealthyEating.org/NutritionAdvocacy.



Advocacy/Leadership

- Through collaboration with the California Foundation for Agriculture in the Classroom, staff developed and inserted a lesson on dairy foods into the existing Taste + Teach curriculum. The curriculum, which reached 450 teachers in California, previously only highlighted non-dairy commodities. Dairy Council of CA is in the process of assessing the feedback and impact.
- Staff created and launched a new Food Access Materials + Resources web page that provides educators, foodservice professionals and community members with key resources and education about the value of advocating for access to healthy food for all. For more, visit HealthyEating.org/FoodAccess.

Demonstrating thought leadership among diverse stakeholder audiences, including the dairy industry, educators, health professionals, foodservice professionals and more, Dairy Council of CA secured the following 34 editorial placements and highlights from February 1, 2021 to May 15, 2021:

1. Greatist, "[Beyond Bananas: Other Foods to Eat Pre- or Post-workout](#)," Feb 1, 2021
2. Mariposa County Unified School District, [Food Service Resources/Educator's Corner](#), Feb 1, 2021
3. Greatist, "[Should You Nosh on a 'Nanner After a Workout?](#)" Feb 2, 2021
4. Dairy Foods, "[Nutrition in Early Childhood Sets the Stage for Lifelong Health](#)," Feb 3, 2021 (bylined article)
5. Merced City School District Nutrition Services, [Nutrition Education for Your Family](#), Feb 3, 2021
6. eDairyNews.com, "[Nutrition in Early Childhood Sets the Stage for Lifelong Health](#)," Feb 4, 2021 (bylined article, secondary pickup from Dairy Foods)
7. *Daily Herald*, "[Dairy Council of California Releases New Let's Eat Healthy Nutrition Curriculum for Grades K-2](#)," Feb 4, 2021 (Globe Newswire distribution, additional 63 placements)
8. *The Riverbank News*, "[Let's Eat Healthy Nutrition Curriculum Released for K-2](#)," Feb 10, 2021
9. *Escalon Times*, "[Let's Eat Healthy Nutrition Curriculum Released for K-2](#)," Feb 10, 2021
10. *Oakdale Leader*, "[Let's Eat Healthy Nutrition Curriculum Released for K-2](#)," Feb 10, 2021
11. *Cheese Market News*, "[Sustainability Should Be People-Focused and Planet-Smart](#)," Feb 12, 2021 (bylined article)
12. *Agri-Pulse*, "[Opinion: The Dietary Guidelines Provide Opportunity for Collaboration](#)," March 1, 2021 (bylined article)



Advocacy/Leadership

13. Dairy News Feed listserv, "[Checkoff News: Nutrition](#)," March 2, 2021 (Agri-Pulse article featured)
14. Associated Press, "[Dairy Council of California Celebrates National Nutrition Month With Release of 'The Healthy Eating TABLE'](#)," March 3, 2021 (Globe Newswire press release, additional 77 pickups)
15. Head Topics, "[Veggies That Are Healthy Sources of Carbs](#)," March 14, 2021
16. Perishable News, "[Dairy Council of California Celebrates National Nutrition Month With Release of 'The Healthy Eating TABLE'](#)," March 19, 2021
17. The Asian Parent Thailand, "[What Are the Benefits of Milk](#)," March 19, 2021
18. Twin Rivers Unified School District, "[Nutrition and Fitness Teacher Resource Center](#)," March 20, 2021 (partnership, Dairy Council of CA resources)
19. *Hoard's Dairyman*, "[Health Begins Early in Life](#)," March 22, 2021 (bylined article)
20. *Ag Alert*, "[Virtual Farm Day Brings Agriculture to State's Students](#)," March 24, 2021
21. From Farm to Road, "The Healthy Eating TABLE," March 31, 2021 (print newsletter)
22. Sylvan Union School District, [Health Services: Nutrition](#), March 2021
23. American School Health Association, "[Cultivating Social Emotional Skills Through Nutrition](#)," March 2021
24. *Cheese Market News*, "[Industry Collaboration Essential to Achieving Nutrition Equity](#)," April 16, 2021 (bylined article)
25. Perishable News, "[California Dairy Farmers, Processors Assist With Continuation of Feeding Programs at California Schools](#)," April 20, 2021 (partnership with CMAB)
26. *California Dairy* magazine, "[Milk Cooler Bag Initiative Keeps Milk on the Menu at CA Schools Affected by COVID Changes](#)," April 21, 2021
27. Dairy Reporter, "[Pilot Milk Cooler Bag Program Launches in California Schools](#)," April 22, 2021
28. *Hoard's Dairyman*, "[Sustainability Is a Double Dose of Health](#)," April 22, 2021 (bylined article)
29. *Hoard's Dairyman*, "[California Dairy Farmers, Processors Assist With Continuation of Feeding Programs at California Schools](#)," April 26, 2021
30. Big Education Ape, "[State Superintendent Tony Thurmond Announces Additional 2021 California Distinguished Schools + CA LSWP Webinar: SNPs and Student Mental Health - Nutrition \(CA Dept of Education\)](#)," April 28, 2021



Advocacy/Leadership

31. Fitness Advice News.com, "[Let's Eat Healthy Nutrition Curriculum Released for K-2,](#)" May 2, 2021
32. Yahoo! News, "[Let's Eat Healthy™ Honors Four California-based Educators With Leadership Award During Teacher Appreciation Week,](#)" May 4, 2021 (Globe Newswire press release distribution, additional 71 pickups)
33. Perishable News, "[Let's Eat Healthy Honors Four California-based Educators With Leadership Award During Teacher Appreciation Week,](#)" May 10, 2021
34. *Hoard's Dairyman*, "First 1,000 Days and Beyond," May 2021 (print insert)



Industry Engagement provides support to promote dairy education and value.

Collaboration with the dairy community provides an opportunity to demonstrate leadership and further leverage Dairy Council of CA's resources and expertise. Efforts to activate industry collaboration and support include:

- Partnering with California Dairies Inc. and California Milk Advisory Board to highlight dairy's important role in healthy eating patterns and sustainable agriculture by creating a dairy exhibit at the Imagine U Children's Museum in Visalia, California. The standing exhibit will be on display for five years and will highlight how milk and dairy foods are produced, emphasize safe animal welfare practices and spotlight dairy's recommended consumption for children per the current Dietary Guidelines for Americans (2020-2025). This multi-organization collaboration aims to show the next generation of Californians how important dairy foods are for health, sustainability and as a part of California's robust agricultural industry.
- Providing Western United Dairies, Dairy Institute of California, California Cattle Council and other dairy organizations with nutrition science information and messaging to support educating about the valuable contribution of milk and dairy foods to student health as part of school meal programs, with dialogue around climate-smart school meals in California.
- Submitting success examples demonstrating how the U.S. dairy industry is achieving progress toward the Food and Agriculture Organization of the United Nations Sustainable Development Goals. Examples approved for submission included launching the Well-Nourished, Brighter Futures initiative as part of the Let's Eat Healthy movement and collaborating on the second annual California Dairy Sustainability Summit. If accepted, these successes will be promoted as part of the Dairy Declaration of Rotterdam Case Studies 2021.
- Supporting California Milk Advisory Board in developing its health professionals nutrition outreach toolkit covering various lifestyle segments where nutrition plays a key role, such as active adults and families. Support included providing Let's Eat Healthy resources for health professionals and dairy and nutrition science to inform the new handout for physician assistants.
- Collaborating with Dairy West and dairy councils from Oregon, Washington, Nevada and Arizona to host a webinar encouraging school nutrition professionals to nourish themselves by preparing simple, healthy recipes that feature dairy. The webinar highlighted the important contribution that school meal programs make to support nutrition security in local communities, and it reached 135 people across multiple states.



Industry Engagement

- Empowering Fuel Up to Play 60 staff to present on dairy nutrition and nutrition education to teens at the T.H.I.N.K. Gold event in partnership with the San Francisco 49ers.
- Submitting the case study on the Smarter Lunchrooms Movement of CA, which was accepted and published on the School Milk Knowledge Hub of the International Dairy Federation website. The case study highlights the accomplishments of the four founding agencies (Dairy Council of CA, California Department of Education, California Department of Public Health and University of California, Davis), working collaboratively since 2013 to help students build healthy eating habits through a whole-school approach that prioritizes nutrition education in the classroom, the cafeteria and the school community.



Dairy Council
of California®

Briefing Book

July 2020 - June 2021



Dear Board Members,

One of Dairy Council of California's key strategies is to build advocacy and drive thought leadership to advance its cause, vision and values. Through collective efforts that draw on staff expertise, nutrition resources and strong relationships, the organization is able to effectively inform, educate and empower stakeholders across disciplines and at all levels to advocate on behalf of dairy foods and to pursue its critical roles in supporting the health of people, ensuring nutrition education that includes dairy foods, and working on behalf of the dairy community.

Key to Dairy Council of California's influencer strategy is identifying, leveraging and creating opportunities to educate and build advocacy on the important role milk and dairy foods play in supporting healthy eating patterns. This strategy includes fostering relationships with partners in health, nutrition, education and the community, as well as building Let's Eat Healthy® champions. Efforts help to ensure milk and dairy foods are elevated in key conversations and debates so they continue to be valued as an important part of healthy, daily, sustainable eating patterns and continue to be valued for their important role in nourishing and supporting the health of children and families. By taking a proactive role in aggregating, translating and amplifying the latest in nutrition science and research related to milk and dairy foods and providing these critical resources to key influencers and decision-makers, Dairy Council of California is able to play an important role in informing policies and guidelines directly and indirectly.

Enclosed are tangible examples that help illustrate how Dairy Council of California elevates dairy's important role in healthy eating patterns through advocacy and thought leadership, leaning in on specific efforts and the outcomes achieved, including:

- 1. Sending Let's Eat Healthy Ambassador Emails**
- 2. Sharing Evidence and Expertise to Support Public Comments, Policy and Guidelines**
- 3. Translating Nutrition Science and Research to Educate, Inform and Empower Stakeholders**
- 4. Leveraging Dairy Council of California Staff Expertise to Support the Dairy Community, Elevate the Value for Dairy Foods and Advance Dairy Advocacy**

If you have any questions or concerns or would like to learn more, please let me know.

Healthy regards,

Tammy Anderson-Wise
CEO, Dairy Council of California



1. Sending Let's Eat Healthy Ambassador Emails

Purpose: The Let's Eat Healthy Ambassador Program was created for Dairy Council of California staff to build relationships with elected officials at a grassroots level to ensure children and families in their local communities are supported with nutrition education and access to nutritious foods.

Outcome: Since its launch in November, the Let's Eat Healthy Ambassador Program has already seen great success, with Dairy Council of California staff receiving positive feedback from California legislators expressing appreciation and value for Dairy Council of California's content and support, and intent to utilize the organizations expertise in nutrition topic areas. Examples of outreach communications and responses received are below.

Examples:

October 2, 2020

Overview: Communication to local elected officials focused on World School Milk Day and the vital role milk plays in school meal programs to contribute to the overall health and well-being of children.

Message:

Dear Representative (Name here),

Every year at the end of September, the Food and Agriculture Organization of the United Nations, along with schools and organizations around the world, celebrates the important role school milk programs play in nourishing students with a day designated as World School Milk Day. Milk is an important part of school meal programs because it provides students with a unique package of nutrients and contributes to the overall health and well-being of children.

U.S. federal school meal programs serve 4.9 billion lunches and 2.45 billion breakfasts annually, with milk a vital part of both programs. Experts agree that school feeding programs have a positive effect on child and adolescent nutrition, academic success and health outcomes. For example, research suggests that eating school breakfast every day is associated with healthier dietary intake among US schoolchildren. Also, consuming vegetables, fruit and dairy foods through school meal programs is linked with improved academic success and health among children and adolescents. Simply put, school meal programs, which include milk as a key component, nourish children and fuel their bodies and minds for learning. The result—better nutrition, academic results and improved health outcomes.

Milk is easy to consume, relatively affordable and palatable for many children. Thus, it can be difficult to replace milk and dairy foods in a healthy dietary pattern. To bring attention to the important role of milk in school meal programs, Dairy Council of California has:



1. Sending Let's Eat Healthy Ambassador Emails

- Partnered with a local school to encourage kids to consume milk and upcycle empty milk cartons, fueling their bodies and minds, which you can read more about [here](#).
- Released a World School Milk Day [blog](#) to highlight the significance of the day as well as the importance of nutrition education.
- Promoted an [Ask a Nutritionist video](#) by our registered dietitian nutritionist, Kristal Shelden, to review the best beverages to serve young children to support optimal growth and development.

At Dairy Council of California, we believe all children and their families deserve to have access to healthy foods, including milk and dairy foods, and that by supporting programs like federal school meals, we can build healthier communities.

If you have any questions, I can be reached at (insert email address). You can also find more information at [HealthyEating.org](#). Thank you!

Healthy regards,
(Name, Title, Organization)

January 15, 2021

Overview: Communication to local elected officials focused on the newly released 2020–2025 Dietary Guidelines for Americans, why they matter and opportunities to take action. This email highlighted how the Dietary Guidelines reinforce the important role dairy foods like milk, yogurt and cheese play in eating patterns across the life span and the unique package of nutrients they contribute to the American diet.

Message:

Dear Representative (Name here),

Nutrition and access to healthy food play an important role in protecting people's health at every stage of life. The newly released 2020–2025 Dietary Guidelines for Americans (www.dietaryguidelines.gov) provide updated dietary recommendations to help guide health professionals, educators and policymakers as they encourage the public to "[make every bite count](#)." Educating and inspiring people to choose nutrient-dense foods and healthy beverages helps to develop routines that support better health outcomes.

Diet quality remains low for many children and families across the United States, and diet-related chronic diseases are a major public health problem. Fortunately, everyone can benefit from shifting eating habits to include healthier, nutrient-dense food and beverage choices, which is why the Dietary Guidelines encourage Americans to "make every bite count." The Dietary Guidelines also reinforce the important role dairy foods like milk, cheese and yogurt



1. Sending Let's Eat Healthy Ambassador Emails

play in eating patterns across the life span and the unique package of nutrients they contribute in the American diet. Visit Dairy Council of California's blog (HealthyEating.org/Blog) for a more detailed review of the guidelines.

The 2020-2025 Dietary Guidelines for Americans serve as a catalyst to spark collaborative action, nutrition policy and educational efforts, which can increase access to healthful foods and beverages and support adoption of healthy eating patterns for all ages.

Collaboration is vital to drive change, successfully prioritize children's health and build healthier communities. With this understanding, we invite you to join the Let's Eat Healthy movement to empower healthier communities through nutrition. Learn more at HealthyEating.org/Join.

Healthy regards,

(name, title, organization)

March 15, 2021

Overview: Communication to local elected officials focused on the newly released publication of *The Healthy Eating TABLE*, National Nutrition Month and National School Breakfast Week.

Message:

Dear Representative (Name here),

March is National Nutrition Month! Dairy Council of California is your partner in supporting good nutrition in your community this month and every month. To celebrate National Nutrition Month, Dairy Council of California released [The Healthy Eating TABLE](#) an annual scientific review to help make educating the public about healthy eating patterns easier.

The latest issue focuses on the importance of diet quality and provides supporting evidence on why improving diet quality is critical to improving health across the lifespan, including the key life stages of pregnancy, infancy, childhood and adolescence. Nutrient-dense foods, like milk and dairy, fruits and vegetables, whole grains and lean proteins, make an important contribution to eating patterns during these critical life stages, supporting proper brain development and promoting lean muscle development, bone health, normal growth and healthy weight.

The report also highlights the issue of food insecurity and its connection to poor-quality diets. Nutrition quality needs to be part of the foundation of food and health systems and applied through a lens of equity across populations and within communities. Finding solutions to address food insecurity must focus on making high-quality, culturally acceptable, nutrient-



1. Sending Let's Eat Healthy Ambassador Emails

dense foods accessible and affordable, which would allow families to build daily eating patterns to support overall health.

In addition to National Nutrition Month, last week was National School Breakfast Week, a celebration of the federal School Breakfast Program created to ensure all students are able to access the healthy foods they need to be nourished and fueled for the day so that they can be alert and productive in the classroom. Please view our [Breakfast](#) landing page (HealthyEating.org/Breakfast) for other resources.

Healthy regards,

(name, title, organization)

Examples of Responses:

Dear Ms. Morgan:

Thank you for taking the time to share the new Dietary Guidelines with our office as a way of promoting better health. We appreciate your communication, will share the information with our colleagues, and wish you a great day.

Best,
Luan Huynh
Consultant SD 30

Ms. Lam,

Thank you for contacting my office. I appreciate you taking the time to express your thoughts and value your opinion.

Please be assured that I will keep your views in mind should legislation concerning this issue come before me in committee or on the floor of the Assembly.

Bill Quirk
Assemblymember AD 20



2. Sharing Evidence and Expertise to Support Public Comments, Policy and Guidelines

Purpose: Staff collaborate with the California Department of Food and Agriculture on the Farm to School leadership activation, committed to transforming the food system into one that is climate-smart, equitable, resilient, reflective of all of California's diverse cultures and accessible to all. Dairy Council of California provided public comment on the Farm to School grant application.

Example:

Farm to School Grant Application Public Comment Recommendation:

Knowing the importance of beverage choices as part of the school meal program, we are recommending amending Page 4 of 7 under Unallowable Costs: after the word “milk” add, “including milk substitutes”. Recommend sentence reads:

Because the grant seeks to expand the amount of new local products utilized in school nutrition, CA produced milk, including milk substitutes, and bread will not be reimbursed. However, dairy products like yogurt and specialty bread products like rolls or buns are allowable expenses.

Childhood is a key opportunity to establish healthy dietary patterns, which are important for supporting optimal growth and development as well as preventing diet-related chronic diseases. Research shows that what children drink can have a big impact on their health since beverages contribute significantly to total dietary intake during this critical period. Given the importance of beverage consumption in early childhood and the need for comprehensive and consistent evidence-based recommendations, in September 2019, [Healthy Eating Research](#), a group under the [Robert Wood Johnson Foundation](#), released a consensus statement recommending the best beverages for children ages 0-5; this statement was developed in collaboration with key national health and wellness organizations, including the Academy of Nutrition and Dietetics, the American Academy of Pediatrics, the American Academy of Pediatric Dentistry and the American Heart Association.

Although the report, [Healthy Beverage Consumption in Early Childhood: Recommendations from Key National Health and Nutrition Organizations](#), provides comprehensive recommendations for beverage consumption consistent with a healthy diet for children from birth to age 5, research for older children has the same findings. Without including all milks/ milk substitutes, there is a possibility to supplant cow's milk with milk substitutes which will impact the nutritional quality of meals students consume.

Outcome: Dairy Council of California's suggestion to specify milk substitutes as unallowable costs was adopted as recommended.



3. Translating Nutrition Science and Research to Educate, Inform and Empower Stakeholders

Purpose: Dairy Council of California provides stakeholders with evidenced-based nutrition information, translating current science to elevate the health of children and families through the pursuit of lifelong healthy eating habits.

Example:

Dairy Council of CA provided California School Boards Association (CSBA) with current thought leadership resources and a tailored research summary of evidence-based nutrition messages. The research summary provided a comprehensive overview to support the message that high-quality, nutrient-dense foods such as milk and dairy foods are the basis for healthy eating patterns throughout the life span—and specifically why it is critical to ensure children have access to nutritious, wholesome foods like milk and dairy as part of programs like school meals.

Outcome: CSBA’s legislative advocate of government relations responded to Dairy Council of California expressing appreciation for this support:

“Excellent! Thank you for your partnership on these issues. It really goes a long way when I talk to staff in the building...”



4. Leveraging Dairy Council of California Staff Expertise to Support the Dairy Community, Elevate the Value for Dairy Foods and Advance Dairy Advocacy

Purpose: Advocacy efforts include equipping dairy industry partners with science-based information and resources that amplify the important role of milk and dairy foods as part of healthy eating patterns. Collaboration with the dairy community provides opportunity to demonstrate leadership and leverage Dairy Council of CA's resources and expertise.

Examples:

World School Milk Day: To help raise awareness around milk's important role in schools to nourish students in the United States and around the globe, Dairy Council of California helped launch the IDF World School Milk Day, which included presenting on the webinar *The Contribution of School Milk Programmes to the Nutrition of Children Worldwide Summary Report 2020*. This webinar highlighted California school milk programs and engaged 106 international attendees.

Dairy Nutrition Research Summaries: Dairy Council of California translates nutrition and dairy science to support industry partners at the local, national and international levels. These science-based summaries include important milk and dairy nutrition messages supported by consensus research and data. Key summary reports include *Milk and Dairy Foods Support Children's Optimal Growth and Development*, *Dairy's Role in Healthy, Sustainable Eating Patterns*, *The Impact of Diet Quality on Overall Health and Disease Risk*, and *Supporting Access to Nutritious Foods like Milk and Dairy Foods Support Health*.

Elevated News: Dairy Council of California monitors, tracks and elevates timely and relevant news via *Elevated News*, an email communication that provides the dairy community with information, resources and updates to help dairy leaders make informed decisions.

Outcomes:

- With increased dialogue around climate-friendly school meals in California, Dairy Council of California provided several dairy advocacy organizations with the nutrition science information to aid in their discussions about the valuable contribution of milk and dairy foods to students' health as part of school meal programs. **Milk and Dairy's Important Role in Healthy Eating Patterns' Science Summary* included in appendix.
- California Cattle Council and California Beef Council utilized Dairy Council of California's dairy nutrition science messages in preparing talking points for a beef farm tour event with the lieutenant governor.



4. Leveraging Dairy Council of California Staff Expertise to Support the Dairy Community, Elevate the Value for Dairy Foods and Advance Dairy Advocacy

- Dairy Council of California was highlighted in the *2020 US-IDF Achievements Report* for providing contributions of nutrition expertise to position papers such as Front of Pack Nutrition Labeling and WHO/FAO nutrient requirements for children ages 0–36 months.
- The California Air Resource Board (CARB) received a request by an academic expert to for information on how milk and dairy foods support public health, specifically vulnerable populations like children and older adults. Dairy Council of CA provided Dairy Cares with a comprehensive research summary to utilize as a resource in addressing this important topic.



2020 US-IDF ACHIEVEMENTS REPORT

FOCUS ON NUTRITION

FAO/WHO nutrient requirements for children aged 0 – 36 months

In 2020, the FAO Nutrition and Food Systems Division (ESN) and the WHO Department of Nutrition and Food Safety (NFS) kicked off work to update WHO guidance on complementary feeding, including updating recommendations on nutrient requirements for children aged 0 – 36 months. The first nutrients to be reviewed were Calcium, Vitamin D and Zinc. IDF submitted a position paper and comments in support of dairy's role in meeting the nutritional needs of young children. US-IDF members Ashley Rosales, DCC and Michelle Slimko, NDC contributed numerous key points to the document, drawing strongly upon work done to help inform the development of the U.S. Dietary Guidelines.



Ultra Processed Foods (UPF)

A lot of what US-IDF does on behalf of the dairy industry is to watch for emerging issues that could negatively impact dairy and its nutrient dense contributions to a

healthy diet. New guidelines and ranking systems focusing on "ultra-processed" foods is one of those issues. Given concerns with policymakers promoting dietary guidance that ranks foods based on their degree of processing, US-IDF secured agreement within IDF to develop a position paper for policymakers outlining that this approach is overly simplistic and not supported by robust scientific evidence. US-IDF member Nick Gardner, USDEC, with support from New Zealand, drafted the subsequent position paper that was published in 2020. Nick, in addition to US-IDF members Bill Graves, NDC, and John Allan, International Dairy Foods Association (IDFA) also served on a related IDF Task Force tackling "ultra-processed foods" and were instrumental in drafting a more detailed technical paper on processing technologies, food additives and nutrition which will be posted on the IDF website this year.



FOCUS ON STANDARDS

Front of Pack Labeling

The overarching objective of Front of Pack Nutrition Labeling (FOPNL) should be to deliver accurate, science-based and transparent nutrition information on the principal display panel to enable consumers to make informed, balanced and mindful product choices that support positive public health outcomes. However, some would like to use FOPNL and related nutrient profiling to stigmatize certain products and warn against their consumption due to fat, salt or sugar levels which could discourage consumption of nutrient-dense dairy products.



US-IDF members Nick Gardner, U.S. Dairy Export Council (USDEC); Michelle Slimko, National Dairy Council (NDC) and Ashley Rosales, Dairy Council of California (DCC) played a significant role within the Joint IDF Standing Committee on Nutrition and Health (SCNH)/Standing Committee on Standards of Identity and Labeling (SCSIL) Action Team (AT). The AT developed the IDF position paper on guiding principles

for FOPNL and multiple responses to consultations during the Codex discussion on FOPNL and Nutrient Profiling Models (NPM) that are used to classify the nutrient content of foods. The bottom line is that IDF engagement in this work helps to protect and accurately represent dairy's contribution to healthy diets. This work is made even more urgent as more and more countries are considering implementing FOPNL and NPMs and look to Codex for guidance.

IDF Bulletin - Codex General Standard for the Use of Dairy Terms

From "soy yogurt" to "oat milk" to "vegan cheese", the use and misuse of dairy definitions, designations and sales descriptions is taking place in numerous markets around the world. To make it clear what international standards call for in this area, an IDF Action Team crafted [Bulletin 502](#) to address the Protection of Dairy Terms and published that guidance document in 2020. Numerous US-IDF members contributed to the Action



Elevated News:

Subject: Elevated News: An Update on Dietary Guidelines and Looking Ahead

Elevated News From Tammy Anderson-Wise, CEO

January 7, 2021

Dear Friend,



At Dairy Council of California, we believe that all children and their families deserve access to nutrition education and healthy foods like milk and dairy foods, which provide essential nutrients children need to grow healthfully and reach their full potential. That is why we are pleased to see the newly released [2020-2025 Dietary Guidelines for Americans](#) have expanded their recommendations to invite influencers in health, education and policy to help educate and encourage Americans to “[make every bite count](#)” by shifting to healthier, nutrient-dense food and beverage choices at all stages of life.

As promised, we have developed two resources—a [Dietary Guidelines blog](#) and a [Dietary Guidelines Messaging Overview](#)—to share the findings of the Dietary Guidelines with the dairy community in a meaningful way. The blog provides a high-level review of the new dietary recommendations, including changes and specific recommendations related to milk and dairy foods. The overview provides key messages, distilling the Dietary Guidelines into digestible messaging that can be used by the dairy community.

Evidence continues to show that diet quality remains low for many children and families in California and across the United States, which is why Dairy Council of California continues to prioritize this as an area of opportunity for improvement. The Dietary Guidelines’ four overarching recommendations, as [outlined in the graphic below](#), closely align with our key priority topic areas, adding tremendous value and validation to the work we do on behalf of the dairy community. Additionally, leveraging the high-level recommendations of the Dietary Guidelines to our programs will help reaffirm that our efforts are being correctly focused in areas where we can make the greatest impact to improve community health.

This foresight is made possible through our proprietary Trends process. Spearheaded by Dairy Council of California’s Nutrition Science team, we actively track, aggregate and elevate top nutrition trends on a biannual basis, enabling us to identify key shifts in the environment and anticipate opportunities and potential impacts for milk and dairy foods, insights we proudly

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share with the dairy community. This process is also what helps us focus the work we do on behalf of the dairy industry, giving us unique insight to determine our priority topic areas, which inform how we engage and collaborate with our partners in education, health, school foodservice, policy and the dairy community.

We know that nutrition and access to healthy foods like milk and dairy foods play an important role in protecting the health of people across the life span. The Dietary Guidelines serve as a catalyst to spark collaborative action, nutrition policy and educational efforts, which can increase access to healthful foods and beverages like milk and dairy and support the adoption of healthy eating patterns for people of all ages.

Collaboration is vital to drive change, successfully prioritize children's health and build healthier communities. With this understanding, we invite you to join the Let's Eat Healthy movement to empower healthier communities through nutrition. Learn more at HealthyEating.org/Join.

Healthy regards,

Tammy Anderson-Wise, CEO
Dairy Council of California
tammya@dairycouncilofca.org

**New Guidelines for Americans
Align with Dairy Council of
California's Priority Topics**

Dairy Council of California **Let's Eat Healthy**

The Guidelines

Make every bite count
with the *Dietary Guidelines for Americans*. Here's how:

1. Follow a healthy dietary pattern at every life stage. **Priority Topic #2, 5**
2. Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations. **Priority Topics #1, 5**
3. Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits. **Priority Topics #1, 3, 4**
4. Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages. **Priority Topics #4, 5**
5. **Priority Topics #4, 5**

Our Priority Topic Areas

Informed throughout the work we do, our priority topic areas inform how we engage and collaborate with our partners in education, health, school foodservice, policy, the dairy industry and thought leadership. In fiscal year 2020-2021, our five priority topic areas focus on:

1. Positioning milk, yogurt and cheese as daily healthy food choices that are included in plant-based, sustainable eating patterns.
2. Prioritizing the nutritional needs of children to support optimal growth, development, academic success and lifelong health.
3. Expanding the understanding of dairy foods for their unique health and functional benefits.
4. Emphasizing the importance of overall diet quality in healthy eating patterns for chronic disease prevention and health.
5. Elevating the nutritional needs of vulnerable populations to emphasize solutions needed to address disparities that impact health outcomes.

Appendix

Subject: Elevated News: The Healthy Eating TABLE and Spring Trends

Elevated News From Tammy Anderson-Wise, CEO

March 16, 2021

Dear (name),

March is National Nutrition Month, making it the perfect time to share the release of two important Dairy Council of California publications: [The Healthy Eating TABLE](#) and [Trends Spring 2021](#). Developed by our Nutrition Science team, these publications help bridge research with trending issues to inform, empower and support thought leadership and education, as well as provide relevant and actionable findings for our stakeholder audiences.

[The Healthy Eating TABLE](#) is a scientific review that Translates, Amplifies + Bridges the Latest Evidence in nutrition and dairy science. Published annually, it is intended to spark dialogue and invite health professionals, educators and thought leaders to the table to find ways to elevate the health of children, families and communities through nutrition.

The field of nutrition science is still relatively young, and it is continuously evolving as our understanding of nutrition expands in response to new research and the needs of people. With rising rates of chronic disease and an ever-changing environment, nutrition science is shifting its focus to the health-promoting aspects of whole foods and the connection between diet quality and overall health, including disease risk. This is increasingly demonstrated as dietary recommendations embrace food-based guidance rather than focusing solely on individual nutrients.

The latest issue of [The Healthy Eating TABLE](#) further explores the importance of overall diet quality, providing evidence for why eating high-quality, nutrient-dense foods is the basis for healthy eating patterns throughout the life span. Topics include eating patterns at critical life stages, the role of milk and dairy foods in a healthy eating pattern, factors that influence food choices, and food insecurity and access.

[Trends Spring 2021](#) is developed as part of Trends, a proprietary process that involves tracking, aggregating and elevating top nutrition trends. These important nutrition trends are provided to key stakeholders such as the dairy community, educators and health professionals and include ideas for action. This process also serves as a critical foundation of our strategic planning, providing us with a unique lens to focus on efforts that maximize our intended impacts



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and inform how we engage and collaborate with our partners in education, health, school foodservice, policy and the dairy community. The newest issue of Trends addresses:

- Food-based dietary guidelines
- The connection between diet, inflammation, immune function and gut health
- The role of personal life experience in reducing barriers to health equity
- Shifts in consumer food purchasing and eating behaviors
- Sustainable nutrition as part of climate change mitigation efforts

In addition to helping inform our work in the coming months, these publications will be presented at a variety of events such as health conferences, meetings and presentations, and community forums, creating new opportunities to influence, build advocacy and thought leadership, and ignite a passion for dairy foods.

We invite you to read both publications and share them as evidence-based resources that demonstrate the important role milk and dairy foods play in healthy eating patterns, nourishing people and supporting health. Please let me know if you have questions, concerns or feedback about [The Healthy Eating TABLE](#) or [Trends Spring 2021](#).

Healthy regards,

Tammy Anderson-Wise, CEO
Dairy Council of California
tammya@dairycouncilofca.org



Milk and Dairy's Important Role in Healthy Eating Patterns



Key Messaging and Research Summaries that Highlight Why
Dairy Foods are Critical to Supporting the Health of Children,
Families and Communities



Milk and Dairy Foods Support Children's Optimal Growth and Development

Adequate nutrition is a critical part of the health and development of children, and establishing healthy eating patterns in the earliest stages of life can positively impact lifelong health. Consuming the daily recommended servings of dairy foods provides essential nutrients needed for optimal growth and development, many of which are typically underconsumed in the American diet. All children deserve access to healthy food and nutrition education to support optimal growth and development and help improve their overall health.

- Evidence continues to show that dairy foods like milk, yogurt and cheese offer a unique package of nutrients that work together to provide multiple health benefits, including optimal growth and development in children and reduced risk of developing chronic diseases such as type 2 diabetes and heart disease.^{1,2} The wide variety of milk and dairy foods available provides many options to meet personal needs, tastes and preferences.
- Children who do not meet the daily recommended servings of dairy milk, yogurt or cheese may have inadequate intakes of important nutrients and protein necessary for optimal growth and development.³
- Milk is an important source of essential nutrients that contribute to overall health in children's eating patterns, but by age 6, most children are not meeting the recommended daily servings from the Dairy food group.⁴ Poor eating patterns, especially in early childhood, can continue as habits in adulthood, increasing the risk for becoming overweight and developing chronic conditions such as heart disease.
- With early intervention and nutrition education, children are more likely to develop healthy eating habits. Establishing healthy eating patterns in early childhood are more likely to continue into adulthood, helping to reduce the risk of chronic diseases associated with poor diet quality and eating habits.
- Milk, cheese and yogurt provide many essential nutrients needed for good health. Consuming the recommended amount of dairy foods can help close the gap on some nutrient intakes, including nutrients of concern such as calcium, vitamin D, magnesium and vitamin A.⁵
- Milk, yogurt and cheese are important for children's health, growth and development, and are included in the first-ever healthy eating patterns recommended for infants and toddlers in the Dietary Guidelines for Americans.
- From the very start, nutrition plays a critical role in brain growth and development, laying the foundation for cognitive abilities, motor skills and socio-emotional development. By ensuring children are able to access healthy foods like milk and dairy foods, they are better supported for achieving success in school and economic opportunities later in life.⁶



Milk and Dairy Foods Support Children's Optimal Growth and Development

- Leading health experts agree water and plain milk are the only recommended beverages for children 1 to 5 years of age. Plant-based alternatives are not recommended as a suitable replacement for dairy milk due to their wide variability in nutrient content, limited evidence of bioavailability and impact on diet quality and health outcomes.⁷



Dairy's Role in a Healthy, Sustainable Eating Pattern

Healthy eating is a pattern of nutritious and wholesome food choices that people make over time. A healthy, sustainable eating pattern focuses on consumption of whole and minimally processed, nutrient-dense foods while preserving finite environmental resources and supporting communities. Nutrition research continues to demonstrate the benefits of dairy foods as an affordable and sustainable way to address the nutritional needs of a growing population.

- Eating patterns are increasingly being evaluated for their impact on both individual and planetary health. Sustainable nutrition is a topic with international importance as countries around the world look for solutions to address the triple burden of malnutrition, obesity and micronutrient deficiencies while also preserving finite natural resources for future generations.
- Sustainable nutrition means ensuring wholesome, nutrient-dense foods are accessible, affordable and culturally relevant while also preserving finite environmental resources and supporting local communities.
- Evidence consistently shows that a healthy eating pattern, which includes low-fat milk and dairy foods, is associated with beneficial outcomes for all-cause mortality, cardiovascular disease, overweight and obesity, type 2 diabetes, bone health and certain types of cancer (breast and colorectal).⁸
- The 2020-2025 Dietary Guidelines for Americans continue to recognize dairy as a distinct food group. To support healthy eating patterns, three daily servings of dairy foods are recommended in the 2,000-calorie Healthy U.S.-Style and Healthy Vegetarian dietary patterns for Americans 9 years and older. Two servings are recommended as part of the 2,000-calorie Healthy Mediterranean-Style Dietary Pattern for American adults (ages 19+).
- Most Americans are not consuming enough dairy to meet their nutritional needs. Dairy foods continue to be recognized as a nutrient-rich food, providing people with three of the four nutrients of public health concern, specifically potassium, calcium and vitamin D, as well as iodine for pregnant women.⁸
- The Dairy food group includes milk, yogurt, cheese, milk-based desserts and fortified soy milk and yogurt. Other plant-based products are not included within the Dairy food group because they are not nutritionally to dairy.⁹
- Dairy milk, in comparison to plant-based alternative beverages, offers the most balanced distribution of energy from carbohydrates, protein and fat; and coupled with its unique nutrient package, dairy milk can be difficult to replace in a healthy dietary pattern.¹⁰



Dairy's Role in a Healthy, Sustainable Eating Pattern

- Dairy foods offer unique health and wellness benefits, playing a critical role in supporting proper nutrition and overall health.¹¹
- When viewed holistically, dairy foods nourish and provide health benefits greater than the sum of their individual nutrients, supporting overall good health.¹²
- The interrelated public health issues of obesity and chronic disease, undernutrition and food insecurity will require a broad range of collaborative actions. Fostering nutrition equity should be at the heart of evidenced-based recommendations that support the health of people and the planet.
- California dairy farmers and food processors are committed to employing and continually enhancing sustainable practices now and in the future, taking into account social, economic, nutritional and environmental impacts.
- The dairy agricultural community takes sustainability and improving food and nutrition security very seriously; they are committed to being part of the solution by continually improving sustainable production and facilitate access to essential, nutrient-rich dairy foods worldwide.
- Sustainably feeding a growing global population that is expected to reach 10 billion people by 2050 will require collaboration and innovative solutions across the entire global food system, and we believe U.S. dairy will play a vital role in developing the solution.



The Impact of Diet Quality on Overall Health and Disease Risk

Focusing on a variety of nutrient-dense foods, while being mindful of portion sizes, should be the foundation of any eating pattern. Eating patterns that are associated with beneficial health outcomes include a higher intake of whole and minimally processed foods, as well as lower consumption of processed meats, sugar-sweetened foods and drinks, and refined grains.

- Evidence continues to show that diet quality is low for many children and families in California and across the United States. Today, more than half of adults have one or more diet-related chronic diseases.⁸
- The Dietary Guidelines define nutrient-dense foods and beverages as those that provide vitamins, minerals and other health-promoting components and have little added sugars, saturated fat and sodium. Vegetables, fruits, whole grains, seafood, eggs, beans, peas, lentils, unsalted nuts and seeds, fat-free and low-fat dairy products, and lean meats and poultry—when prepared with no or little added sugars, saturated fat and sodium—are nutrient-dense foods.
- Dietary choices built on nutrient-dense foods, such as milk and dairy foods, provide a foundation for healthy eating patterns that support optimal health for all populations.⁹ Healthy eating patterns established early in life are ideal, as they can be carried throughout the lifespan.
- People eat different combinations of foods over time, rather than nutrients in isolation, which is why choosing foods based on overall nutrient density has a greater impact on health than choosing foods by focusing on a single substance such as a vitamin, calories or sugar. Foods that make up an eating pattern have interactive, synergistic and cumulative relationships that better predict health beyond individual foods or food groups.⁹
- Food insecurity is more than just experiencing hunger. Food insecurity, which can range from moderate to severe, is also tied to poor-quality diets. Access, availability and costs of healthy foods can lead food-insecure families to compromise on diet quality, which may lead to numerous health issues such as undernutrition, resulting in nutrient deficiencies; impaired immune function; and overweight, obesity and other chronic diseases.¹³



Supporting Access to Nutritious Foods like Milk and Dairy Foods Support Health

Dietary Guidelines serve as a catalyst to spark collaborative action, nutrition policy and educational efforts, which can increase access to healthful foods and beverages and support adoption of healthy eating patterns for all ages and in all places where people live, learn, work, play and gather.

- Supporting access to nutrition education and nutrient-dense foods, including milk and dairy foods, is critical to ensuring children are supported to grow healthfully and reach their full potential.
- Although individuals ultimately decide what and how much to consume, their socio-economic circumstance, which includes personal relationships, community and environment settings, financial means and other factors such as access to healthy and affordable food, strongly influence their food and beverage choices.
- Where families and children live, learn, work and play has a profound impact on the food and beverage choices available to them. Millions of Americans rely on the critical federal nutrition assistance programs such as the National School Lunch and Breakfast Programs, the Child and Adult Care Food Program, USDA Nutrition Assistance Program and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). These programs help to ensure children, families and communities are able to access nutritious foods, like milk and dairy foods, they need to grow healthfully.
- Experts agree that school feeding programs have a positive effect on child and adolescent nutrition and health outcomes. Programs such as the National School Lunch Program and School Breakfast Program have been shown to increase diet quality among those who participate.^{14,15}
- Research suggests that eating school breakfast every day is associated with healthier dietary intakes among US schoolchildren, particularly increased intakes of fruits and vegetables, whole grains and dairy.¹⁶
- In addition to improving overall nutrient intake, consumption of dairy foods, fruit and vegetables made readily available in school meal programs is linked with improved academic success and health among children and adolescents.¹³
- Many children are currently overweight and undernourished, especially within marginalized communities. Federal meal programs, which provide access to nutritious and wholesome foods including milk and dairy foods, fruits, vegetables, whole grains and high-quality plant and animal protein sources, is essential to helping children grow healthfully and reach their full potential.



Supporting Access to Nutritious Foods like Milk and Dairy Foods Support Health

- Dietary recommendations and guidelines for the public that restrict or eliminate animal-sourced protein without consideration towards the whole food matrix or healthy eating patterns could unintentionally limit access to high quality, nutrient-rich foods like milk and dairy foods, disproportionality impacting socio-economically disadvantaged communities. Ensuring public health nutrition guidance is evidenced-based is critical to ensuring children and families are able to easily access nutritious foods like milk and dairy in the communities where they live, learn, work and play.
- School meal programs help improve the nutritional status of children, especially children living in marginalized communities. School meal programs, which provide children with access to nutritious foods like milk and dairy, fruit and vegetables, protein and whole grains, are part of the solution to addressing a broad range of issues, from hunger reduction to helping close the gender divide, from health to improve the ability to succeed in school and life. In fact, school meal programs are supported as a key solution to scale-up within the United Nations Food System Summit as a way to achieve the Sustainable Development Goals targets by 2030 as a result of their positive impact in supporting the growth and development of school aged children. The continued inclusion of milk and dairy foods within these programs are important in ensuring children are supported to grow healthfully.
- Food hardship is as a growing challenge that has been exacerbated by the pandemic and continues to disproportionately impact marginalized and underserved communities throughout the country,¹⁷ which is why ensuring access to high, quality nutritious foods like milk, cheese and yogurt is so important.
- Before COVID-19, an estimated two million California children lived in food-insecure households. The pandemic has exacerbated rates of food insecurity, with current data showing more than 1 in 5 California families with children currently experiencing difficulty accessing food.¹⁸
- Nationally, Feeding America reported that 17 million more Americans are struggling with food insecurity than before the pandemic, and that number is expected to grow. Children are particularly vulnerable to the long-lasting negative effects of the pandemic, and it is estimated that one in four children—an equivalent of 18 million—may need food aid this year.¹⁹
- During challenging times, it is even more important to meet children’s most basic needs, including access to nutritious foods, in order to bridge opportunity gaps that disproportionately impact students living in socio-economically disadvantaged communities and communities of color, particularly among Black and Latinx children.¹⁸
- The dairy community is proud to continue its longstanding commitment to fostering healthier communities, with a legacy of supporting food access programs and nutrition education to help nourish and teach children the skills they need to grow and develop optimally.

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Nutrition in early childhood sets the stage for lifelong health

Dairy processors have an opportunity to showcase the benefits of dairy foods for children's early life stages and for children overall.



Early food preferences influence later food choices, and diet quality impacts health throughout each subsequent stage of l:



February 3, 2021

Tammy Anderson-Wise

The foundation for healthy eating starts early, as research continues to show nutrition during the first 1,000 days of life has far-reaching impacts on children's ability to succeed in both school and life. What's more, what a mom eats and drinks during pregnancy affects both her health and the health of her children over their lifetimes.

For these reasons, urgency is being placed on ensuring optimal nutrition during pregnancy and the first 24 months of life. These time periods are key to supporting optimal growth and development, as well as preventing diet-related chronic diseases such as obesity, hypertension and diabetes.

Dairy producers and processors have an opportunity to showcase the benefits of dairy foods for both these life stages and for children overall, who have nutritional needs that differ from the overall population. While doing so, the dairy industry could emphasize the variety of milk and dairy foods available to meet a range of personal needs, tastes and preferences.

By embracing the rich diversity of cultural cuisines present in our nation, milk and dairy foods remain a part of healthy, culturally diverse eating patterns. Additionally, these solutions help foster nutritional equity for vulnerable populations, including pregnant women, infants and children, who benefit from the essential nutrients dairy foods provide.

Children's health is at risk

Childhood overweightness and obesity continue to create lifelong health risks for far too many children. We have learned that obesity and malnutrition are actually linked, and that early influences and even intergenerational factors can increase the risk for overweightness and obesity. Such influences have contributed to a growing health crisis.

The American Academy of Pediatrics says failure to provide adequate nutrition during the first 1,000 days of life could lead to lifelong deficits in brain function. In addition, according to a report by UNICEF, two-thirds of children between the ages of 6 months and 2 years do not get adequate nutrition for growth and development, while one-third of about 700 million children under age 5 around the world are undernourished or overweight.

In the United States, childhood obesity rates remain historically high, putting millions of young people at greater risk for serious health conditions, including high blood pressure, type 2 diabetes, heart disease and asthma. According to the Robert Wood Johnson Foundation’s “State of Childhood Obesity” report released in October 2019, the United States spends \$14 billion annually on childhood obesity alone. Obesity rates rise with age, and there are significant differences in obesity prevalence, with Black and Hispanic youth having a higher obesity prevalence than non-Hispanic whites.

For many children, access to nutrition education, nutritious foods and supports for optimal nutrition are severely limited, which puts them at a disadvantage and compromises their ability to grow up healthy. With widening socioeconomic gaps and inequities, efforts to fully support the nutritional needs of children have their challenges but also present unique and imperative opportunities.

New recommendations

For the first time, the Dietary Guidelines for Americans, released in late December 2020, include recommendations for pregnant women, infants and toddlers. Previous recommendations focused solely on Americans ages 2 and older. This new focus results from a growing body of evidence showing that lifelong health is shaped by how well individuals are nourished starting in pregnancy and then into these early years.

The guidelines also emphasize the importance of tailoring recommendations using a life-stages approach, recognizing nutritional needs vary based on age. Early food preferences influence later food choices, and diet quality impacts health throughout each subsequent stage of life.

The guidelines also acknowledge the unique package of nutrients dairy contributes to the American diet, including calcium, vitamin D, potassium and more, which work together to provide multiple health benefits. Due to underconsumption, these nutrients were previously identified to be of concern in the 2015–2020 Dietary Guidelines. Young children who do not meet the daily recommended servings of milk, yogurt, cheese and other dairy foods may have inadequate intakes of these important nutrients, negatively impacting health in the short and long term.

Nutrition and access to healthful foods, including milk and dairy foods, play an important role in protecting the health of people across their lifespans, which is why the Dietary Guidelines are more relevant than ever. With overall diet quality being low for many children and families, especially those in marginalized communities, there will be ample opportunities to position milk and dairy foods as high-quality foods that are an essential part of healthy eating patterns.

Beverages choices important

Before age 2, beverages make up a large part of dietary intake. With a variety of beverage options available, some parents and caregivers may be unsure which beverages constitute healthful options for infants and toddlers.

In September 2019, the Academy of Nutrition and Dietetics, the American Academy of Pediatrics, the American Academy of Pediatric Dentistry and the American Heart Association collaborated to produce “Healthy Beverage Consumption in Early Childhood.” This report provides clear beverage guidance for children ages 0–5 to support optimal physical and cognitive growth, as well as to prevent future diet-related chronic diseases.

The report recommends water and milk as the go-to beverages after children’s first year of life and acknowledges dairy milk at different fat levels plays an important role for children as they grow and develop. The recommendations support the consumption of whole milk for children ages 12–24 months and fat-free or low-fat milk for children ages 2 years and older.

The report also categorizes plant-based alternative beverages (except for fortified soy beverages) as “not recommended” for children ages 0–5. Due to the wide variability of nutrient profiles among plant-based alternatives, the panel agreed these beverages are not nutritionally equivalent to dairy milk and thus should not be exclusively consumed in place of milk.

Collaboration needed

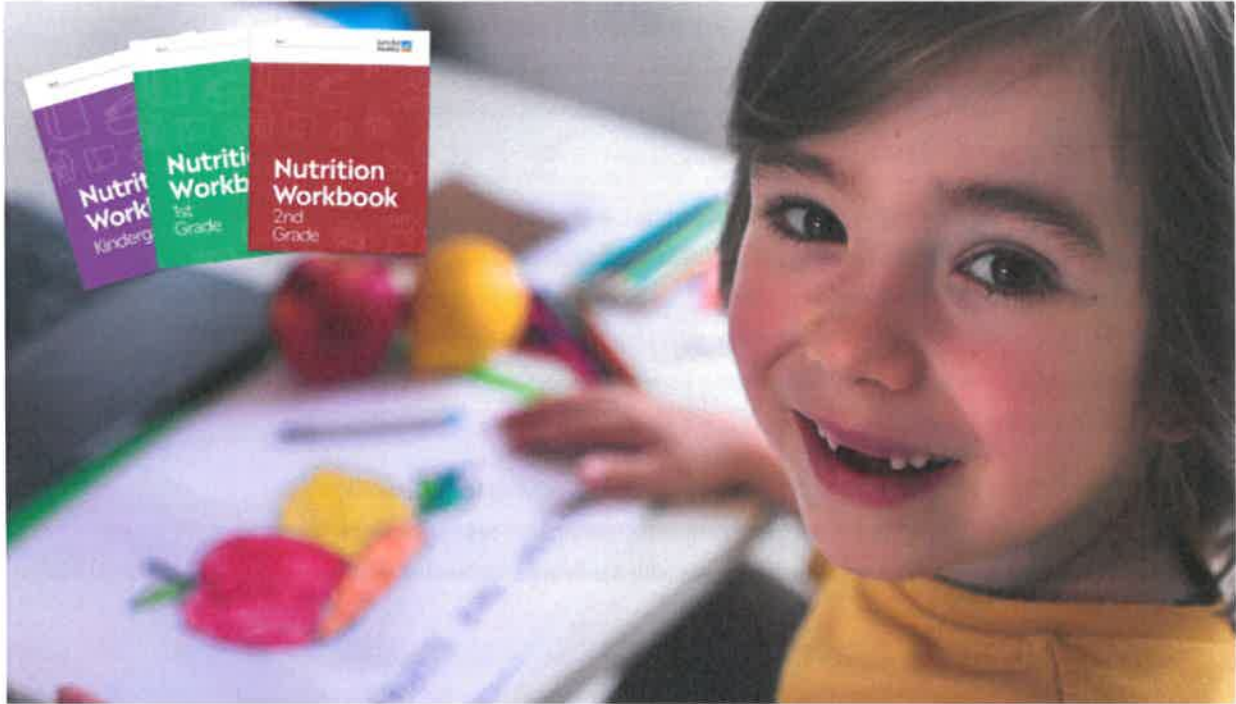
Collaboration is vital to prioritizing children’s health and building healthier communities. With this understanding, Dairy Council of California launched the Let’s Eat Healthy movement and invites all members of the dairy community to join the effort.

Let’s Eat Healthy strives to ensure children have reduced incidence of obesity and are supported to grow and be healthy, and dairy is valued as a solution to optimal health. In addition, the movement empowers stakeholders to champion community health through nutrition, including teaching and inspiring healthy eating habits and finding solutions to make nutritious foods such as milk and dairy foods accessible and affordable to all.

The makers of dairy foods can also support children’s health by amplifying and sharing research and recommendations that reaffirm dairy’s important role in children’s growth and development.

We invite fellow members of the dairy community to come together, join the movement and collectively enable change that is far greater and more impactful than what any single organization can do on its own. Learn more at HealthyEating.org/Join.

Let's Eat Healthy Nutrition Curriculum Released For K-2



Available online and in print, a new Dairy Council of California age-appropriate nutrition curriculum teaches students how to make informed, nutritious food choices and build agricultural literacy. Photo Courtesy Of Dairy Council Of California

Updated: Feb 10, 2021, 11:01 AM



Dairy Council of California, a nutrition education organization, recently announced the release of Let's Eat Healthy K-2 Nutrition Curriculum, its newly refreshed, grade-specific resources designed to teach students about nutrition and build skills to establish healthy eating habits.

Let's Eat Healthy K-2 Nutrition Curriculum is part of a K-12 nutrition program that provides educators with instructional resources developed using the latest in nutrition science, Common Core State Standards and behavior change theory. Engaging and flexible, the grade-specific curriculum is designed as standalone educational lessons that can be taught sequentially, helping to build and enhance student knowledge and skills in each subsequent year. The lessons cover a variety of topics, such as teaching students how to make healthier food and beverage choices, the connection between food and health, and where food comes from. Available online and in print, the age-appropriate nutrition curriculum teaches students how to make informed, nutritious food choices and build agricultural literacy.

"Nutrition education provides students with the knowledge and skills they need to build healthy eating habits for lifelong health," said Tracy Mendez, registered dietitian nutritionist and nutrition education program director at Dairy Council of California. "When students make the connection between food and health starting at an early age, they are better supported to achieve optimal health outcomes."

The kindergarten through second grade resources feature fun, memorable food-group characters that guide children through nutrition concepts as they learn, play and grow. Social and emotional learning, SEL, skills are also highlighted and embedded throughout the updated curriculum, helping students identify, learn and practice social awareness, relationship skills and responsible decision-making. Intentionally weaving in SEL competencies supports students for academic success as well as mental and physical health. Teaching SEL skills early and building on them each year, students learn to practice and master these competencies to build their social and emotional intelligence.

Each class set includes a food group poster, food picture cards with relevant food facts, educator guide, student workbooks, Brain Break videos to encourage physical activity, pre- and post-assessments, and access to online resources that integrate with existing platforms like SeeSaw, Google Classroom and Zoom. The curriculum also features a Going Deeper section, allowing educators to extend learning with reading suggestions, cafeteria connections and project-based learning.

"The educational landscape is changing," continued Mendez. "Updating the K-2 nutrition curriculum is just one of the ways we are innovating and creating new resources that will enable our partners to continue to teach nutrition education with confidence, improving the health of students and families."

Let's Eat Healthy Nutrition Curriculum and resources are always free for California-based educators and health professionals. Explore the available resources today at HealthyEating.org/K-2.

Advocates for healthier children, families and communities through nutrition education are invited to join the movement to improve community health at HealthyEating.org/Join.

For over a century, Dairy Council of California has empowered stakeholders, including educators, health professionals and community leaders, to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Funded by California's dairy farm families and local milk processors and under the guidance of California Department of Food and Agriculture, Dairy Council of California's free science-based nutrition education resources, Mobile Dairy Classroom assemblies, training programs and online resources educate millions of students and families in California and throughout the United States. Learn more at HealthyEating.org.


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Guest Columns

Perspective:
Dairy Nutrition

Sustainability should be people-focused and planet-smart

Tammy Anderson-Wise

Tammy Anderson-Wise, CEO of Dairy Council of California, is a guest columnist for Cheese Market News®.

What do you think about when you hear the word “sustainability?” For some, it evokes concern about the environment, protecting natural resources and climate change. For others, sustainability is more complex and also includes considerations on how to nourish a growing population. As the lens of sustainability broadens, there is greater opportunity for makers of cheese, milk and other dairy foods.

Health experts, advocates, policymakers and consumers are increasingly talking about sustainable nutrition, which is a way to support the health of people through nutrition while also protecting planetary health. In fact, the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO) already use this broader lens to talk about sustainable healthy diets.

“Sustainable healthy diets are dietary patterns that promote all dimensions of individuals’ health and well-being; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable,” according to FAO and WHO.

The topic of sustainable healthy diets is important internationally and domestically, and it is evolving. In fact, sustainable nutrition will be explored more at the United Nations Food Systems Summit, slated to take place September 2021.

• Cheese and Other Dairy Foods Support the Health of People

Dairy foods like cheese, milk and yogurt are affordable, nutrient-dense foods that play an important role in nourishing people. The unique package of nutrients found in dairy foods work together to provide multiple health benefits, including optimal growth and development in children and reduced risk of developing chronic diseases such as Type 2 diabetes and heart disease.

Unfortunately, most Americans are still not consuming enough dairy to meet their nutritional needs, which is why the recently released 2020-2025 Dietary Guidelines for Americans’ continued recognition of dairy foods as a distinct and important food group with daily serving recommendations is so important. Evidence continues to show that diet quality is low for many American children and families. Encouraging consumption of dairy foods like cheese, milk and yogurt supports both the dairy industry and healthier people, helping to close intake gaps for three of the four nutrients of public health concern in the United States, specifically potassium, calcium and vitamin D, as well as iodine for pregnant women.

Additionally, dairy foods offer a wide variety of options to meet personal needs, tastes and preferences, making it easy to include in healthy, daily eating patterns. Dairy foods also have a legacy of cultural relevance with diverse products to meet personal needs and values.

• Health Is at Risk Globally

Globally, we are faced with addressing the triple burden of malnutrition, which includes overweight and obesity, undernutrition and micronutrient deficiencies. Organizations like the FAO are predicting increased rates of undernourishment worldwide — a forecast made before the pandemic.

In the United States, food insecurity is also an issue, and it is exacerbated by the COVID-19 pandemic. According to Feeding America, due to the pandemic, millions of people are newly at risk of experiencing food insecurity. This is alongside more than 37 million people — including 11 million children — who lived in food-insecure households prior to the pandemic.

People need support accessing healthful foods, and in the U.S. that means supporting food access programs like food banks and school meal programs, a role the dairy community and its partners in agriculture are actively filling. Ensuring children, families and communities are able to access nutritious foods like dairy foods, especially during these difficult times, is more important than ever because increasing consumption of nutrient dense foods as part of healthy eating patterns plays a key role in improving diet quality and supporting optimal health for people throughout life.

• A Positive Environmental Story is Emerging



With views on sustainability broadening and the dairy community continuing to improve its environmental stewardship, there is a powerful and positive story to tell. In California, the dairy agricultural community is taking bold steps to help find realistic solutions in the fight against climate change by participating in innovative climate-smart programs such as the cap-and-trade program designed to drastically cut down on greenhouse gas emissions.

California's dairy farmers are also making progress in reducing the amount of methane emissions released into the environment by installing anaerobic digesters and deploying alternative manure management practices. According to the California Department of Agriculture, California dairies are implementing projects that will result in a 25% reduction in manure-related methane emissions compared to 2013. These improvements and innovations are no accident.

• Opportunities to Reaffirm Dairy's Role in Health

While global leaders pursue realistic solutions to address climate change, consumers will continue to look for foods that are good for them, their communities and the planet. Consumer demands are evolving, and it is critical for the dairy community to work together to ensure the nutritional needs of people are part of the conversation when talking about sustainability.

Dairy producers, processors and marketers have an opportunity to advocate for dietary recommendations and policy based not only on the environmental aspect of sustainability — an area the industry is making great strides in improving — but also on considerations about the nutritional needs of people, economics, culture and other sociological factors.

By emphasizing the nutritional needs of people, the dairy community has an even greater opportunity to elevate the role of dairy foods like cheese, milk and yogurt in healthy daily eating patterns. And by intentionally broadening conversations about sustainability to also include nutrition, the dairy industry is well-positioned to be part of the solution to create a sustainable food system that supports healthy people and a healthy planet.

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Opinion: The Dietary Guidelines provide opportunity for collaboration

03/01/21 11:56 AM By Tammy Anderson-Wise

[KEYWORDS](#) [DAIRY COUNCIL OF CALIFORNIA](#) [DGAS](#) [DIETARY GUIDELINES FOR AMERICANS](#) [FOOD ACCESS PROGRAMS](#) [NUTRITION](#) [NUTRITION EDUCATION](#)

TAMMY ANDERSON-WISE



While those in food and agriculture eagerly awaited the newly released 2020-2025 Dietary Guidelines for Americans, the guidelines should not be viewed as an end to a process, but rather the beginning of new opportunities. Using the guidelines as a foundation, those of us in food, agriculture and health can help people make healthier food and beverage choices by supporting nutrition education and programs that increase access to healthy foods.

To do this, all of us should look beyond the guidelines' implications on the foods and commodities we produce or promote and instead focus on a shared goal of improving health. In fact, the guidelines encourage people of all ages to consume a variety of nutrient-dense foods, which are the foundation to building a healthy dietary pattern. With so many Americans consuming low-quality diets, there is opportunity for everyone to work together to promote healthy eating across the life span.

The guidelines also emphasize that while people ultimately decide what and how much to consume, other factors strongly influence their food choices. These factors include people's relationships; the settings in which they live, learn, work, play and gather; and the ability to consistently access healthy and affordable foods. With so many factors to consider, improving the health of Americans will require multisector collaboration to ensure children, families and individuals are supported to lead healthy, active lives.



Because policy's influence on agriculture keeps expanding, so does our coverage.

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At Dairy Council of California, we believe that access to healthy foods and nutrition education is critical at all life stages, and that early childhood provides an opportunity to establish healthy dietary patterns that support growth and development in the short and long term. For that reason, we launched Let's Eat Healthy, a movement to elevate the health of children and families through the pursuit of lifelong healthy eating habits.

Through multisector coordination, collaboration and co-creation, Let's Eat Healthy aims to empower stakeholders to champion community health through nutrition education and finding ways to make nutritious foods accessible and affordable to all. We invite you to join the movement at HealthyEating.org/join.

As the pandemic continues, supporting nutrition education and food access programs remains critically important as families face added challenges. With many schools across the country still providing instruction through distance and hybrid learning models, Dairy Council of California innovated to support distance learning by creating a robust portfolio of online resources, including virtual farm tours that teach agriculture literacy and how to make healthy food choices.

Accessing healthy food is also an ongoing challenge amid the COVID-19 pandemic for many families. Fortunately, the situation has prompted members of agriculture and food systems to work together in new ways to get food supplies redirected to the people and places where they are needed most, such as schools and food banks. We are proud to see the multisector collaboration taking place, helping millions of families across the country access healthy food.

With the 2020-2025 Dietary Guidelines for Americans now in place, the agricultural community has an opportunity to support people not only by producing healthy foods, but also by advocating for nutrition education that teaches healthy eating and by supporting vital food access programs that nourish children and families. With ongoing pandemic-related challenges, this support has never been more important and will elevate the health of children and families for years to come.

Tammy Anderson-Wise serves as CEO of Dairy Council of California.

For more news, go to www.agri-pulse.com.

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Subject: Elevated News: The Healthy Eating TABLE and Spring Trends



Dairy Council of California®

Elevated News From Tammy Anderson-Wise, CEO



March 16, 2021

Dear Tammy Anderson-Wise,

March is National Nutrition Month, making it the perfect time to share the release of two important Dairy Council of California publications: [The Healthy Eating TABLE](#) and [Trends Spring 2021](#). Developed by our Nutrition Science team, these publications help bridge research with trending issues to inform, empower and support thought leadership and education, as well as provide relevant and actionable findings for our stakeholder audiences.

[The Healthy Eating TABLE](#) is a scientific review that Translates, Amplifies + Bridges the Latest Evidence in nutrition and dairy science. Published annually, it is intended to spark dialogue and invite health professionals, educators and thought leaders to the table to find ways to elevate the health of children, families and communities through nutrition.

The field of nutrition science is still relatively young, and it is continuously evolving as our understanding of nutrition expands in response to new research and the needs of people. With rising rates of chronic disease and an ever-changing environment, nutrition science is shifting its focus to the health-promoting aspects of whole foods and the connection between diet quality and overall health, including disease risk. This is increasingly demonstrated as dietary recommendations embrace food-based guidance rather than focusing solely on individual nutrients.

The latest issue of [The Healthy Eating TABLE](#) further explores the importance of overall diet quality, providing evidence for why eating high-quality, nutrient-dense foods is the basis for healthy eating patterns throughout the life span. Topics include eating patterns at critical life stages, the role of milk and dairy foods in a healthy eating pattern, factors that influence food choices, and food insecurity and access.



[Trends Spring 2021](#) is developed as part of Trends, a proprietary process that involves tracking, aggregating and elevating top nutrition trends. These important nutrition trends are provided to key stakeholders such as the dairy community, educators and health professionals and include ideas for action. This process also serves as a critical

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our partners in education, health, school foodservice, policy and the dairy community. The newest issue of Trends addresses:

- Food-based dietary guidelines
- The connection between diet, inflammation, immune function and gut health
- The role of personal life experience in reducing barriers to health equity
- Shifts in consumer food purchasing and eating behaviors
- Sustainable nutrition as part of climate change mitigation efforts

In addition to helping inform our work in the coming months, these publications will be presented at a variety of events such as health conferences, meetings and presentations, and community forums, creating new opportunities to influence, build advocacy and thought leadership, and ignite a passion for dairy foods.

We invite you to read both publications and share them as evidence-based resources that demonstrate the important role milk and dairy foods play in healthy eating patterns, nourishing people and supporting health. Please let me know if you have questions, concerns or feedback about [The Healthy Eating TABLE](#) or [Trends Spring 2021](#).

Healthy regards,



Tammy Anderson-Wise, CEO
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Dairy Council of California Celebrates National Nutrition Month With Release of 'The Healthy Eating TABLE'



SACRAMENTO, Calif. — In celebration of National Nutrition Month®, Dairy Council of California, a nutrition education organization, is proud to announce the release of [The Healthy Eating TABLE](#), a scientific review that translates, amplifies and bridges the latest evidence in nutrition and dairy science. The 2021 edition emphasizes the important role of nutrition across the life span and why improving diet quality is critical to achieving optimal health.

The theme of this year's National Nutrition Month, developed by the Academy of Nutrition and Dietetics to elevate the importance of good nutrition, is [Personalize Your Plate](#), which aligns with larger national efforts to "Make Every Bite Count" with the latest [Dietary Guidelines for Americans](#).

Let's Eat Healthy



"Dietary recommendations are expanding to be more realistic and practical. People eat different combinations of foods over time, rather than single nutrients in isolation," said Ashley Rosales, registered dietitian nutritionist and director of nutrition science at Dairy Council of California. "That is why encouraging people to focus on the overall healthfulness of food choices has a greater impact on health than choosing foods based on individual components such as vitamins, calories or sugar."

The Healthy Eating TABLE is designed to educate, inform and create dialogue among health professionals and changemakers, inviting them to the table to find ways to elevate and support the health of people through nutrition. The topics captured in each annual publication combine the latest in nutrition research and trends in the broader environment to create timely and relevant summaries that can be applied to real-life situations.

Key topics addressed in this issue:

- The Evolution of Nutrition Science
- Nutrition Across the Life Span
- Linking Food Insecurity and Diet Quality
- The Impact of Processing on the Food Matrix
- The Dairy Matrix and Health Outcomes
- Food-Based Dietary Guidelines

“Health professionals, educators and community leaders all play a role in fostering optimal health, whether that is through education, policy or access to nutritious foods,” said registered dietitian nutritionist Kristal Shelden, project manager at Dairy Council of California and lead writer of the publication. “Creating healthier communities will require multisector collaboration, and having resources to lean on like The Healthy Eating TABLE will support those efforts.”

For over a century, Dairy Council of California has elevated the health of children and families through the pursuit of lifelong healthy eating habits. The organization believes that collaboration is vital to prioritizing children’s health and building healthier communities, which is why it launched Let’s Eat Healthy, a movement that aims to empower stakeholders to champion community health through nutrition. Advocates for healthier children, families and communities through nutrition education can join the movement to improve community health at [HealthyEating.org/Join](https://www.healthyeating.org/join).

The Healthy Eating TABLE, in its entirety, is available at [HealthyEating.org/TABLE](https://www.healthyeating.org/table).

About Dairy Council of California

For over a century, Dairy Council of California has empowered stakeholders, including educators, health professionals and community leaders, to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Funded by California’s dairy farm families and local milk processors and under the guidance of California Department of Food and Agriculture, Dairy Council of California’s free science-based nutrition education resources, Mobile Dairy Classroom assemblies, training programs and online resources educate millions of students and families in California and throughout the United States. Learn more at [HealthyEating.org](https://www.healthyeating.org).

HOARD'S DAIRYMAN

Health begins early in life

March 22 2021

By Tammy Anderson-Wise, CEO of Dairy Council of California



With a heightened focus on health and wellness, establishing healthy eating patterns is more important than ever. Good health begins during pregnancy, and research is emphasizing the role nutrition plays even in the earliest days of life.

The *Dietary Guidelines for Americans, 2020-2025* expansion to include recommendations for pregnancy and early childhood affirms the importance of these key life stages, identifying them as opportunities to address unique nutritional needs. In addition, the American Academy of Pediatrics says failure to provide adequate nutrition during a child's first 1,000 days could lead to lifelong deficits in brain function.

Eating patterns established during childhood will influence food and beverage choices made throughout life. These habits can impact health outcomes in adulthood such as risk for obesity, hypertension, and diabetes. With greater focus on nutritional needs during pregnancy and early childhood, there is opportunity to reinforce the important role of milk and dairy foods in daily food choices and overall eating patterns for these life stages, providing a foundation for healthy eating habits.

Milk and dairy foods provide essential nutrients needed to nourish growing bodies and support optimal growth and development. Dairy foods' unique package of nutrients work together to create health benefits for people of all age groups, especially young children who need adequate nourishment to ensure they can grow optimally and reach their full potential. Milk and dairy foods are a nutritious, widely available option that positively contribute to overall dietary patterns, supporting long-term health and well-being.

Milk and dairy foods play an important role in healthy eating patterns across the lifespan. By emphasizing the critical role dairy foods play during pregnancy and the earliest years of life, the dairy community has an opportunity to support children from the very beginning, creating a foundation of good health that will continue for a lifetime.

To comment, email your remarks to intel@hoards.com.

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March 22, 2021



Virtual Farm Day brings agriculture to state's students

Issue Date: March 24, 2021

By Ching Lee

Thousands of elementary students from California learned about the state's 10 most valuable farm commodities during a virtual event that brought farmers and other agricultural representatives to computer screens in classrooms.

An estimated 200 teachers and 5,000 students in third to sixth grades registered for the two-hour event, California Farm Day, which was streamed live last week from Silt Wine Co. in Clarksburg, according to Judy Culbertson, executive director of the California Foundation for Agriculture in the Classroom, which hosted the event.

The program, moderated by California Bountiful TV host Tracy Sellers, featured the commodities during talks by farmers and commodity group representatives.

CFAITC hosted two previous Farm Days—in 2018 and 2019—in which students gathered outside the California Farm Bureau building in Sacramento.

Noting that the 2020 Farm Day was canceled due to the pandemic, Culbertson said CFAITC decided to produce a virtual event this year because the organization "didn't want to go another year without this important outreach."

"The advantage of going virtual is that we could accommodate more than 5,000 students rather than limiting it to 1,000," she said.

Culbertson said CFAITC developed a downloadable workbook so students could follow along during the webcast as they learned about commodities. CFAITC sent a backpack and snacks—donated by commodity groups and businesses—to the first 1,000 students who registered.

California Secretary of Food and Agriculture Karen Ross opened the virtual event by highlighting the state's diverse agricultural production—and the different employment opportunities in the field.

"When you learn about agriculture, I hope you'll think about the jobs that are there for you," she said, noting that the state Department of Food and Agriculture employs scientists, chemists, entomologists, veterinarians, technicians, writers and others.

Each presentation incorporated science, nutrition, cooking, even art.



Rebecca Bailey from the Almond Board of California makes her presentation during California Farm Day, which was streamed live to thousands of elementary students across the state.
Photo/Charles Williams

For example, Mary Madera, a plant biologist at the University of California, Davis, demonstrated how to extract DNA from strawberries using common household ingredients. Janelle Seebeck of Tanimura and Antle in Salinas used the stumps of romaine lettuce, dipped in paint, to create images of flowers. Alec Wasson of the Tomato Products Wellness Council made English muffin pizzas with tomato sauce. David Ogilvie of Wilson Vineyards showed how he measures brix in grapes using a refractometer. Brooke Bachmann of Henderson Farms in Arbuckle shared her recipe for walnut trail mix, and Sonia Fernandez of the Dairy Council of California showed students how to make homemade butter.

In other presentations, Marty Espe from Flora Fresh created a flower bouquet; Lee Smith of Liberty Pistachio showed students where pistachios originated; Jill Scofield of the California Beef Council talked about the nutrients in beef; and Rebecca Bailey from the Almond Board of California described the growing cycle of almond trees.

CFAITC will hold a virtual gala Friday featuring Silt Wine Co. winemaker David Ogilvie and chef Patrick Mulvaney of Mulvaney's B&L in Sacramento. Registration for the free event is [available at learnaboutag.org/specialevents](https://www.learnaboutag.org/specialevents).

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Guest Columns

Perspective:
Dairy Nutrition

Industry collaboration essential to achieving nutrition equity

Tammy Anderson-Wise

Tammy Anderson-Wise, CEO of Dairy Council of California, is a guest columnist for Cheese Market News®.

Health starts in our communities and means more than the foods we eat and whether we are staying active. Factors such as the conditions in which people live, learn, work, play and gather also contribute to overall health and quality of life. This partially explains why some Americans are healthier than others and why some Americans are not as healthy as they could be. Called social determinants of health, these environmental conditions contribute to health outcomes and must be addressed to support healthier children, families and communities.

No single solution or organization can enable the change needed to adequately support the health and wellness of all people because environmental conditions are multifaceted. Rather, new thinking, collaboration at all levels and systemic change will be required to ensure all people can reach their full potential.

Fortunately, as awareness grows about the interconnectedness of social determinants of health and health outcomes, more focus is being placed on broader factors to achieve nutrition equity, meaning barriers are identified and resources are allocated so all people are supported to access healthful foods and gain nutrition knowledge.

Dairy Council of California is proud to be part of the solution, bringing this larger vision of identifying barriers and providing resources to life through two big efforts. First, we've launched Let's Eat Healthy, a movement to empower healthier communities. Second, we are spearheading Well-Nourished, Brighter Futures, a statewide initiative that brings together community leaders and experts in nutrition, health and education to collaborate, coordinate and co-create realistic solutions to achieve nutrition equity and healthier communities.

A nutrition education organization, Dairy Council of California has educated, supported and empowered millions of children and families over the past century. We recognize that achieving nutrition equity is beyond what a single organization can do. By bringing together community leaders, experts and advocates across industries and at all levels to share knowledge and find solutions to support healthier people, we believe there are opportunities to positively position dairy foods like cheese, milk and yogurt as an important part of the solution to achieving nutrition equity.

- Dairy foods are much-needed quality foods

Dairy foods like cheese, milk and yogurt are nutrient-rich, affordable, accessible and culturally relevant. As conversations expand from looking at individual nutrients to overall food quality as drivers of health, the dairy community — including makers of cheese, milk, yogurt and other dairy foods — has a strong story to tell.

Dairy foods offer a unique package of nutrients that work together to provide multiple benefits, including optimal growth and development in children and reduced risk of developing chronic diseases such as type 2 diabetes and heart disease. Access to dairy foods as part of a healthy eating pattern is especially important in underserved communities and during early childhood, since nutrition and diet quality can positively impact lifelong health. Unfortunately, many children and families, especially those living in marginalized communities, live with food insecurity.

According to Feeding America, an estimated 42 million Americans are struggling with food insecurity, and that number is expected to grow. Children are particularly vulnerable and impacted, with one in four — roughly 18 million children — expected to need food aid this year. During these challenging times, it is more important than ever to meet children's most basic need, which is access to nutritious foods.

- Federal meal programs are a critical safety net

Millions of Americans rely on federal nutrition assistance programs for nourishment. WIC, National School Lunch and School Breakfast programs and other similar programs provide children, families and communities with access to nutritious foods like milk and dairy foods, which are needed to grow healthfully.

School meal programs, which provide students with access to nutrient-rich foods like milk and dairy foods, are an essential safety net because they help ensure children are able to access the nutrients they need to grow, learn and be healthy. Eating school meals every day is associated with healthier dietary intakes among U.S. schoolchildren and particularly with increased intakes of fruits, vegetables, whole grains and dairy. School meal programs are part of the solution to achieving healthier, brighter futures for children. For these reasons,

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It's critical that the dairy community continue to educate, inform and elevate dairy's important role in daily eating patterns and as a crucial part of school meals.

- Nutrition education + collaboration are vital

Nutrition education is another important piece of achieving nutrition equity. Today more than ever, people need evidence-based nutrition education to combat the misinformation around us. In addition, the educational environment is changing. To continue to be impactful, nutrition education opportunities must extend beyond the classroom.

At Dairy Council of California, we're continuing to innovate and expand our robust portfolio of nutrition resources to support a broader range of learning environments, including online learning and non-traditional education models.

Through Well-Nourished, Brighter Futures, an initiative of the Let's Eat Healthy movement, we are collaborating, coordinating and co-creating to find realistic, actionable solutions that will help reduce food insecurity, achieve optimal growth and development, and prevent childhood obesity and other chronic diseases through increased access to nutrition education, nutritious foods like milk and dairy foods, and safe and active environments for all.

The world is rapidly changing, and we need realistic solutions to sustainably and fairly support healthier people and a healthier planet. We believe in creating healthy communities by promoting nutrition equity for optimal growth, health and well-being is part of this larger solution to global health, and we know we cannot do it alone. We must work together, across disciplines, to leverage each other's knowledge, experience, resources and creative thinking.

To that end, we invite leaders in the dairy community in California and beyond to join us as we continue to gain momentum behind the Let's Eat Healthy movement and build on the findings from the Well-Nourished, Brighter Futures initiative. By working together, we can create a future where all children have access to healthy foods like dairy foods, along with other supports to reach their full potential. Learn more at HealthyEating.org/Join.

CMN

The views expressed by CMN's guest columnists are their own opinions and do not necessarily reflect those of Cheese Market News®.

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California Dairy Farmers, Processors Assist With Continuation of Feeding Programs at California Schools



TRACY, Calif./SACRAMENTO, Calif. – California dairy farmers and processors, with the support of the California Milk Advisory Board (CMAB) and Dairy Council of California (DCC), are aiding schools in the central and southern regions of the Golden State through a pilot program that supplies California schools with portable insulated milk cooler bags to keep milk cold and remain part of school meal service.

When the pandemic forced California schools to close their doors, many schools switched to a drive-thru service model to continue to provide meal service to students and families in their community. Drive-thru meal service is continuing despite schools opening back up, and as the weather warms, a growing concern shared by many school foodservice professionals center around challenges keeping milk cold. Milk is an important part of school meals and daily eating patterns, nourishing students and providing essential nutrients that support optimal growth and development, academic success and health.

To solve this challenge, CMAB created and sourced custom portable cooler bags, which are heavily insulated and able to hold up to two crates of milk. Highly portable, these cooler bags can be easily moved and stored, making them ideal for in-classroom, drive-thru and outdoor meal service. Beyond the pandemic, the cooler bags will also be able to support Summer Meals, helping California schools nourish children with fresh, cold milk as part of school meal service offered during warmer summer months. The cooler bags are being distributed to schools in need to help ensure milk can stay on the daily menu.

“School meals are an essential resource to promote healthy growth and development and support academic achievement. With the disruption of Covid, vulnerable students have faced limitations on access to healthy foods,” said Mike Gallagher, Business and Market Development Consultant for the CMAB. “By supplying California schools with cooler bags to help solve the problem of keeping milk cold, we can help ensure all children are able to access milk with their school meals.”

“Dairy foods like milk offer a unique package of nutrients that work together to provide multiple benefits, including optimal growth and development in children and reduced risk of developing chronic disease such as type 2 diabetes and heart disease,” said Shannan Young, RDN and Program Director of Food Systems and Access at DCC. “Access to milk and dairy foods as part of a healthy eating pattern is especially important in underserved communities and during early childhood, since nutrition and diet quality can positively impact lifelong health.”

Three California processors took part in the test –Producers Dairy Foods, Crystal Creamery and Hollandia Dairy – to help fund and distribute approximately 5,000 cooler bags for schools in the central and southern part of the state. Distribution by these processors will continue until the supplies are exhausted in the districts of the pilot program.

California is the nation's leading milk producer and is responsible for producing more butter, ice cream and nonfat dry milk than any other state. The state is the second-largest producer of cheese and yogurt. California milk and dairy foods can be identified by the Real California Milk seal, which certifies they are made exclusively with milk from the state's dairy farm families.

###

About Real California Milk/California Milk Advisory Board

The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture, is funded by the state's dairy farm families who lead the nation in sustainable dairy farming practices. With a vision to nourish the world with the wholesome goodness of Real California Milk, the CMAB's programs focus on increasing demand for California's sustainable dairy products in the state, across the U.S. and around the world through advertising, public relations, research, and retail and foodservice promotional programs. For more information and to connect with the CMAB, visit RealCaliforniaMilk.com, [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About Dairy Council of California

For over a century, Dairy Council of California has empowered stakeholders, including educators, health professionals and community leaders, to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Funded by California's dairy farm families and local milk processors and under the guidance of California Department of Food and Agriculture, Dairy Council of California's free science-based nutrition education resources, Mobile Dairy Classroom assemblies, training programs and online resources educate millions of students and families in California and throughout the United States. Learn more at HealthyEating.org.



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Milk Cooler Bag Initiative Keeps Milk on the Menu at CA Schools Affected by COVID Changes

 Posted on 04/21/2021



SharShar





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HOARD'S DAIRYMAN

Sustainability is a double dose of health

April 22 2021

By Tammy Anderson-Wise, CEO of Dairy Council of California



Just days into his administration, President Biden signed an executive order to rejoin the Paris Agreement in a move that exemplifies a ramping up of climate change mitigation efforts at the international, federal, and state levels. Stakeholders in global food systems — including the dairy community — are being asked to collaborate to meet sustainability targets. As part of these efforts, it's critical to broaden the definition of sustainability beyond protecting planetary health to also address the health of people and communities.

Consider sustainable nutrition

Many health experts, advocates, policymakers, and consumers are already moving in the direction of “sustainable nutrition,” a

framework for thinking about the health of both people and the planet. By broadening the lens of sustainability to include nutrition, there is opportunity for the dairy community to highlight the value of dairy foods as part of healthy and sustainable daily eating patterns.

The reality is, most Americans are still not consuming enough high-quality, nutritious foods to meet their nutritional needs. Encouraging people to consume the recommended daily servings of dairy foods like milk, cheese, and yogurt will help close existing nutrient gaps.

Additionally, when sustainable nutrition is coupled with nutrition security — defined as having consistent access, availability, and affordability of foods and beverages that promote health — dairy foods are well-positioned to be part of the solution to creating nutrition equity so that children, families, and communities are supported to thrive.

The dairy community also has a positive story to tell in terms of improvements in environmental stewardship. California's dairy farm families are world leaders in sustainable farming practices and are participating in innovative climate-smart programs such as the cap-and-trade program to drastically cut down on greenhouse gas emissions.

Nationally, the dairy industry is aiming to become carbon neutral, optimize water usage, and improve water quality by 2050. Sharing the dairy community's ongoing commitment to innovation and continuous improvement toward planet-smart practices can go a long way toward building trust with a public that is increasingly aware of the connection between the food they eat and its impact on the environment.

Moving forward, it's critical for the dairy community to work together to broaden the definition of sustainability to include the nutritional needs of people as well as economics, culture, and other sociological factors. By doing so, dairy foods can be part of sustainable food systems that support healthy people and a healthy planet.

To comment, email your remarks to intel@hoards.com.

(c) Hoard's Dairyman Intel 2021

April 22, 2021



Nutrition education goals are a requirement of your school wellness policy mandated by the USDA but is it really happening in schools? Join us for a panel discussion to learn what **nutrition education resources** you can access for free, how nutrition education builds support for your meal program and hear about the **innovative ways** school foodservice is bringing nutrition education to their students, teachers, parents and staff. This will be a **panel discussion** where you will have the opportunity to ask questions of the panelist to personalize how this information can help you.

Speakers:

Holly Thaw, MS, RDN, LD
Farm to School Specialist
Georgia Department of Education

Anne Gaffney, RDN, SNS
Nutrition Specialist
Elk Grove Unified School District

Tracy Mendez, RDN
Program Director, Nutrition Education
Dairy Council of California

Meiani Duffrin, PhD, RDN
Creator and Director of the FoodMASTER Initiative

Webinar Details

Nutrition Education for All Students: Building support for your meal program with free, accessible and science-based resources

Date: Friday, April 23, 2021
Time: 1 - 2 pm ET

Cost:
Free to all SNS DPG Members
\$24 Academy Member (non-DPG Member)
\$54 Non-Academy Member



From Farm Road

48th DAA Schools' Agriculture and Nutrition Program Spring 2021 www.agfair.org

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Mission

To increase the understanding, appreciation and participation of urban teachers and students in agriculture and nutrition through cooperative involvements of the California agricultural industry, educational institutions and community partners

2021 Schools' Agriculture and Nutrition VIRTUAL Fair

Theme: *Ag ~ Yesterday Today and Tomorrow*

"We want to be the BEST part of your year!"

I would like to begin by thanking you for your support while facing the many challenges that COVID-19 has presented to teachers, parents and the educational system.

The 2021 Fair will be Virtual! Virtual Fair dates: June 21–25 Fair Theme "Ag ~ Yesterday Today and Tomorrow" emphasizes the various technological advancements in Agriculture.

Online Entry is now available on the home page at www.agfair.org.

The Exhibitor Handbook and Instructions for Online Entry are also available at www.agfair.org.

Deadline for Virtual Fair entries: May 14, 2021. We will be updating information as needed. Please check your email or visit www.agfair.org.

We look forward to your participation in the 2021 Virtual Fair! Good luck!

CA Farm Day, Top 10 CA Commodities

In celebration of National Agriculture Week, CA Foundation for Ag in the Classroom presented *CA Farm Day*, a

YouTube presentation on the *Top 10 Commodities of California* that included an excellent workbook for teachers to share with their class. The workbook is aligned to California Content Standards for 3–6th grades, and they hope will help your students continue to LearnAboutAg! Click on YouTube link below to view the Top 10 Commodities presentation: <https://youtu.be/zi0dPjuY7To>.

This presentation/workbook on Commodities will give you fresh ideas for entering into the 2021 Virtual Fair!

We watched the Top 10 Commodities presentation and really enjoyed it!

Contact the 48th DAA office for a copy of the workbook to share with your students, 909-865-4633 or daa48th@aol.com. (Courtesy of CA Foundation for Ag in the Classroom)



The Healthy Eating TABLE – Dairy Council of CA. Courtesy of Tammy Anderson-Wise, CEO, Dairy Council of CA March is National Nutrition Month, making it the perfect time to share the release of two important Dairy Council of California publications:

The Healthy Eating TABLE and Trends Spring 2021. Developed by our Nutrition Science team, these publications help bridge research with trending issues to inform,

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empower and support thought leadership and education, as well as provide relevant and actionable findings for our stakeholder audiences.

The Healthy Eating TABLE is a scientific review that Translates, Amplifies + Bridges the Latest Evidence in nutrition and dairy science. Published annually, it is intended to spark dialogue and invite health professionals, educators and thought leaders to the table to find ways to elevate the health of children, families and communities through nutrition.

The field of nutrition science is still relatively young, and it is continuously evolving as our understanding of nutrition expands in response to new research and the needs of people. With rising rates of chronic disease and an ever-changing environment, nutrition science is shifting its focus to the health-promoting aspects of whole foods and the connection between diet quality and overall health, including disease risk. This is increasingly demonstrated as dietary recommendations embrace food-based guidance rather than focusing solely on individual nutrients.

The latest issue of The Healthy Eating TABLE further explores the importance of overall diet quality, providing evidence for why eating high-quality, nutrient-dense foods is the basis for healthy eating patterns throughout the life span. Topics include eating patterns at critical life stages, the role of milk and dairy foods in a healthy eating pattern, factors that influence food choices, and food insecurity and access.

Trends Spring 2021 is developed as part of Trends, a proprietary process that involves tracking, aggregating and elevating top nutrition trends. These important nutrition trends are provided to key stakeholders such as the dairy community, educators and health professionals and include ideas for action. This process also serves as a critical foundation of our strategic planning, providing us with

a unique lens to focus on efforts that maximize our intended impacts and inform how we engage and collaborate with our partners in education, health, school foodservice, policy and the dairy community. The newest issue of Trends addresses:

- Food-based dietary guidelines
- The connection between diet, inflammation, immune function and gut health
- The role of personal life experience in reducing barriers to health equity
- Shifts in consumer food purchasing and eating behaviors
- Sustainable nutrition as part of climate change mitigation efforts

In addition to helping inform our work in the coming months, these publications will be presented at a variety of events such as health conferences, meetings and presentations, and community forums, creating new opportunities to influence, build advocacy and thought leadership, and ignite a passion for dairy foods.

We invite you to read both publications and share them as evidence-based resources that demonstrate the important role milk and dairy foods play in healthy eating patterns, nourishing people and supporting health. Please let me know if you have questions, concerns or feedback about The Healthy Eating TABLE or Trends Spring 2021.

https://www.healthyeating.org/nutrition-topics/nutrition-science/the-healthy-eating-table/the-healthy-eating-table-march-2021?utm_campaign=elevated%20news_031521_het+trends&utm_source=CNTMRK&utm_medium=email&utm_content=HE%20Table

Contact the 48th DAA office for lessons and materials 909-865-4633 or daa48th@aol.com.

(Courtesy of Dairy Council of CA)

Join SCAN!

The Southern California Agriculture and Nutrition Foundation (SCAN) is a 501(c)3 public charity that has provided support to the State of California's 48th District Agricultural Association for over 30 years. Contact the 48th DAA if you are interested in serving on the SCAN board of directors.

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Water Education, Lessons for Life



Teachers! Unique field trip opportunities (virtual) are available for teachers and students within Metropolitan Water District of

Southern California's service area. The field trips correlate to various California Content Standards, including Common Core and Next Generation Science Standards; they are offered at no cost.

- Virtual Field Trip: Colorado River Aqueduct, Grades 4 – College
- Virtual Field Trip: State Water Project, Grades 4 – College
- Water Journeys: Regional Recycled Water Advanced Purification Center, Grades 4 – College

For information and to register, visit:

http://www.mwdh2o.com/DocSvcsPubs/Education_Site/outreach/field-trips.html

(Courtesy of Metropolitan Water District of Southern California)

School Garden Support Organization

Join the School Garden Support Organization for their best practices webinar series (virtual) that focus on bridging the gap between distance learning and your school garden. Upcoming webinar topics include Sustaining School Garden Programs, Finding and Sequencing High Quality Lessons and more!

Next Event Dates: April 7, April 14.

Visit <https://www.sgsonetwork.org/webinars> for information and to register.

(Courtesy of CA Foundation for Ag in the Classroom)



AgExplorer's Virtual Field Trips

Teachers, Home Schools, FFA and 4-H community leaders! Check out AgExplorer's Virtual Field Trips, ongoing <https://www.discoveryeducation.com>.

National FFA and Discovery Education have teamed up to create career resources to help explore careers within agriculture. Utilize these virtual field trips to have your students gain a firsthand account of the diverse career opportunities within the agricultural industry.

(Courtesy of CA Foundation for Ag in the Classroom)

New Resource! Farm to You: Table Grapes



Explore the journey of Table Grapes from Farm to You with this newly-developed

resource. Agriculture surrounds us in California and it all starts with the sun. Today, 99 percent of U.S. table grapes are produced in California's warm, dry climate that is ideal for grape growing.

This featured resource, courtesy of CA Ag in the Classroom, illustrates the Farm to You process while including two lesson plans about grape production.

<https://cdn.agclassroom.org/ca/resources/farmyou/grape.pdf>

Contact the 48th DAA office for lessons and materials; call 909-865-4633 or email daa48th@aol.com.

Virtual Field Trips, Fun Activities You Can Do at Home!

by AGRIScapes, Cal Poly Pomona



There are six AWESOME lessons (plus a bonus lesson) you can do right at home and

you just might learn something new!

Visit <https://www.cpp.edu/~agriscapes/field-trips-virtual.html> to participate in these educational and fun activities.

Click on each lesson button to access the activities. Complete all the activities including the Quiz to earn a Badge. Once completed, you will receive a badge for each lesson that you can print out and place on your Junior Farmer Certificate; there will be six badges in all. Once you have received all six badges, you will be a certified Discovery Farm Junior Farmer! For extra incentive, be sure to check out the Bonus Lesson, "My Own Farm!"

(Courtesy of AGRIScapes, Cal Poly Pomona, Huntley College of Agriculture)



Did You Know?

The following are **Common Core Lesson Plans** available at the 48th DAA (Materials courtesy of CA Foundation for Agriculture in the Classroom)

Fruits & Vegetables for Health Grades 4–6

"Steer" Toward STEM, Careers in Animal Agriculture

Grades 3–5

Chemistry, Fertilizer and the Environment Grades 8–12 S

California Educator's Guide to Fun with the Plant Nutrient Team Grades K–3

Edible Plant Parts Grades 2–3

From "STEM" to Plate: Careers in Food Science Grades 6–8

Too Much? Too Little? Grades 5–8
What do Plants Need to Grow? Grades 2–4

Stem Connections, Energy and Agriculture: Careers in Sustainable Energy, Grades 9–12

California Walnuts: A Walnut Orchard Through the Seasons, Grades 2–3

Food Safety: From Farm to Fork Grades 5–7

Alien Invader Detectives Grades 3–5

Bon à la Beef Grades 3–12

California Almonds: An Almond Story Grades 3–5

California Walnuts: The Importance of Grafting Grades 4–5

From Genes to Jeans II Grades 6–12

Come into the office or call us at **909-865-4633**. Lessons are free of charge; equipment, books, DVD's and videos can be borrowed.

The 48th also has Cotton's Journey Kits; Bread making kits; Trout in the Classroom supplies, and incubators to hatch chicks. Visit www.agfair.org for additional available lessons and materials.

The materials furnished by the 48th DAA are **free of charge** to teachers, in exchange for participation by teacher/students in the annual Schools' Agriculture and Nutrition Fair. Submit a minimum of one entry for each of the materials (projects) checked out from the 48th DAA office.

The 48th DAA is open year round and works with teachers from Pre K to 12th Grade. Teachers and parents – we look forward to meeting you!

The office is open Monday to Thursday; 8:30 a.m. to 5 p.m. (closed 12 to 1 p.m. for lunch). Friday, please call ahead at **909-865-4633**.

HOARD'S DAIRYMAN

California Dairy Farmers, Processors Assist With Continuation of Feeding Programs at California Schools

April 26 2021

Milk Cooler Bag Initiative Keeps Milk on the Menu at Schools Affected by COVID Changes

The information below has been supplied by dairy marketers and other industry organizations. It has not been edited, verified or endorsed by Hoard's Dairyman.

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To solve this challenge, CMAB created and sourced custom portable cooler bags, which are heavily insulated and able to hold up to two crates of milk. Highly portable, these cooler bags can be easily moved and stored, making them ideal for in-classroom, drive-thru and outdoor meal service. Beyond the pandemic, the cooler bags will also be able to support Summer Meals, helping California schools nourish children with fresh, cold milk as part of school meal service offered during warmer summer months. The cooler bags are being distributed to schools in need to help ensure milk can stay on the daily menu.

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Dairy groups provide cooler bags to help schools serve milk

Issue Date: April 28, 2021

California dairy farmers and processors, with the support of the California Milk Advisory Board and Dairy Council of California, are providing schools in the central and southern regions of the state with portable, insulated cooler bags to keep milk a part of school-meal service.

When the pandemic forced California schools to close for in-person learning, many continued to provide meals via a drive-through service. The service continues despite schools reopening and, as weather warms, the CMAB said, many school food-service professionals expressed concern about keeping milk cold.

To address the issue, the Milk Advisory Board created and purchased custom, portable cooler bags that can insulate and hold up to two crates of milk. The cooler bags are being distributed to California schools through a pilot program to help ensure milk can stay on the daily menu, CMAB said.

"School meals are an essential resource to promote healthy growth and development and support academic achievement. With the disruption of COVID, vulnerable students have faced limitations on access to healthy foods," said Mike Gallagher, business and market development consultant for CMAB. "By supplying California schools with cooler bags to help solve the problem of keeping milk cold, we can help ensure all children are able to access milk with their school meals."

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Permission for use is granted, however, credit must be made to the California Farm Bureau Federation when reprinting this item.



Dedicated school food service professionals providing grab-and-go meals for children.

School Meal Programs Help Reduce Food Insecurity and Support Student Mental Health

By Alyson Foote, RDN, Dairy Council of California

It should go without saying, but all school nutrition employees who have been working non-stop to ensure that students are fed deserve to be called heroes. The last year has changed many things about school meals, solidifying the vital role that school meals play in supporting students and communities. Serving meals during a pandemic has come with its own set of challenges, and school nutrition professionals have met every challenge that has come their way.

The pandemic has also highlighted the value of school meals in the community. School meals have always been a critical access point for healthy food for children, but during the pandemic and the economic hardships many families are facing, these meals are more important now than ever before. Millions of people are experiencing food insecurity for the first time, and when coupled with those who were experiencing food insecurity before the COVID-19 crisis

began, food insecurity is at an all-time high. California is home to one of the highest populations in the country. As such, the state is projected to have both the largest absolute increase in the number of children living in food-insecure households and the largest total number of children living in food insecure households, with as many as 2.2 million children impacted.

Food Insecurity and Mental Health

Research shows that food insecurity influences mental health outcomes in children and teens. Having limited or uncertain access to food negatively affects the social, emotional and behavioral development of children and adolescents, which also gets in the way of their ability to learn. Additionally, food insecurity may inhibit a student's social skills development and increase their risk for additional mental health challenges. Specifically, food insecurity impairs a child's ability to develop relationships, maintain self-control and opportunities



to learn. Food insecurity is also connected with higher levels of anxiety and irritability in children.

Stressors like the pandemic add emotional strain on top of the stress of food insecurity. Participating in school meal programs during these critical times helps families feed their children and offset the challenges they are experiencing. The *Journal of Nutrition* reports that mental disorders among both children and adolescents in the U.S. rise with increasing severity of household food insecurity. This suggests that improving household food security has the potential to reduce mental disorders among U.S. youth. Access to school meals allows families to feed their children, reducing added stress and supporting mental health.

School Nutrition Programs Are Serving Free Meals

The pandemic has had a huge impact on the school nutrition environment, and we admire all school nutrition staff across the nation who are working hard to make sure all students have continued access to safe and healthy school meals, whether they are attending class in-person or via distance learning. In addition to helping reduce food insecurity, school meals are healthy and designed to meet federal nutrition standards. Studies show that students who participate in school meal programs consume more milk, whole grains, fruits, and vegetables during mealtimes, resulting in better overall diet quality than students who don't participate in the meal programs.

Unfortunately, due to a variety of factors, school meal participation rates are down across the nation. This is a concern because school meal programs help both families and schools, as increased participation means more children

are able to access healthy foods while helping schools keep their much-needed funding. The familiarity of seeing school nutrition professionals also provides children and families with comfort, giving them a sense of routine as they pick up meals.

During these difficult times, supporting the mental health of children and families by providing them with food security through federal nutrition programs is more important than ever. The work you are doing is vital to supporting students, helping them access the nutritious foods they need to live, learn and thrive. For more information about food access programs, visit HealthyEating.org/FoodAccess. Advocating for the health and well-being of students now and beyond the pandemic will require a community effort. We invite passionate individuals to join the Let's Eat Healthy movement to empower healthier communities through nutrition. For more information about how to join the movement, visit HealthyEating.org/Join. ■

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A Message From the CEO

Health Begins Early in Life



Elevating children's health through nutrition continues to be a priority for Dairy Council of California. With research showing just how critical it is to establish lifelong healthy eating habits in early childhood, emphasizing nutrition's role in supporting healthier

people can begin earlier in life.

Eating patterns established at an early age influence food and beverage choices made throughout life, impacting health outcomes such as risk for obesity, hypertension and diabetes in adulthood. With evidence suggesting the path to good health may begin as early as pregnancy, ensuring women have access to healthful foods like milk and dairy foods during this key life stage is critical to helping them create a healthy foundation for their children even before birth.

The Dietary Guidelines for Americans' expansion to include recommendations addressing pregnancy and early childhood reaffirms this belief, identifying key life stages as opportunities to address unique nutritional needs. Recommendations continue to include milk and dairy foods as part of daily eating patterns thanks to their unique package of nutrients, which provides vital nourishment while supporting optimal growth and development and better health outcomes.

Healthy Regards,

Tammy Anderson-Wise

The First 1,000 Days and Beyond

Nutrition during the first 1,000 days of life has far-reaching impacts on children. In fact, the American Academy of Pediatrics says failure to provide adequate nutrition during this time could lead to lifelong deficits in brain function.

Children have unique nutritional needs that differ from the general population, especially during infancy, early childhood and adolescence, which are key growing years for physical and mental development. That is why encouraging children to consume milk and dairy foods in daily food choices is so critical.

Milk and dairy foods play a key role in children's diets by providing essential nutrients needed to nourish their growing bodies and support optimal growth and development. Dairy foods' unique package of nutrients works to create health benefits for people of all age groups, especially young children and adolescents who need adequate nourishment to ensure they can grow optimally and reach their full potential. Milk and dairy foods are nutritious, widely available options that positively contribute to overall dietary patterns, supporting long-term health and well-being.

Undernutrition: stunting and underweight

- Perinatal complications
- Prematurity and low birth weight
- Chronic diseases for child in later life

Hidden hunger: deficiencies in micronutrients

- Maternal mortality and morbidity
- Neural tube defects in newborns
- Prematurity, low birth weight and impaired cognitive development in newborns

Overweight (including obesity)

- Gestational diabetes and pre-eclampsia
- Obstetric complications
- Overweight and chronic disease for child in later life



Source: UNICEF

Dairy Foods Support Health Throughout Life

The 2020–2025 Dietary Guidelines for Americans reinforce the important role of dairy foods for people across their life span. Dairy foods are included in the first-ever healthy eating patterns recommended for infants and toddlers. Daily recommendations of dairy foods remain the same for all age groups, including pregnant women.

When viewed holistically, dairy foods are nutrient-dense foods that provide vital nourishment and health benefits greater than the sum of their individual nutrients, supporting overall good health at every phase of life. Additionally, dairy foods are highly palatable and affordable, making them an ideal option for everyone.





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SCHOOL MILK CASE STUDIES

The smarter lunchrooms movement of California

Creating sustainable, research-based practices in the lunchrooms that guide students toward smarter choices in the school cafeteria.



LOCATION

California

NUMBER OF CHILDREN

400,000

AGE RANGE

Grades K-12

TIMING

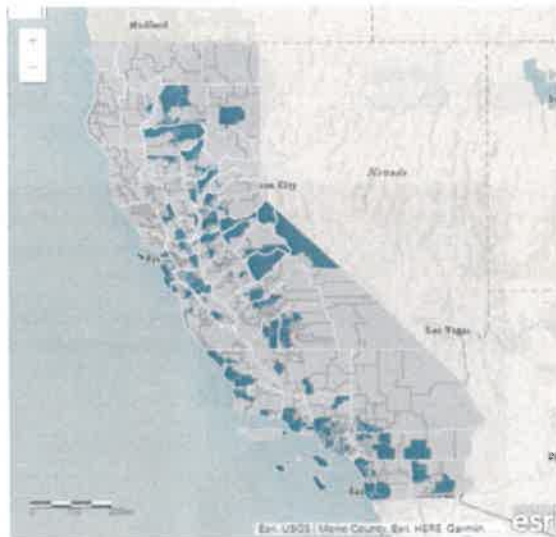
2013-present

Program overview

The Smarter Lunchrooms Movement (SLM) was founded in 2009 by the Cornell Center for Behavioral Economics in Child Nutrition Programs. Its goal was to create sustainable, research-based practices in the lunchrooms that guide students toward smarter choices in the school cafeteria.

Over 500 schools have received direct intervention for improving the school food environment including milk and dairy foods. The Smarter Lunchrooms Movement of California (SLM of CA) map highlights school districts where certified Technical Advising Professionals (TAPs) partnered with school nutrition departments to empower students to make healthy eating choices.

The map to the right reflects scorecards completed by TAPs at partnering agencies throughout California during the 2014-2019 school years and demonstrates the wide range of school districts that are engaged in the Smarter Lunchrooms Movement.



TYPE OF PRODUCTS

STAKEHOLDER ENGAGED

School meals including fluid milk and dairy foods

School districts, school food service departments, community partners, students

Additional details

SLM is a national movement that uses evidence-based strategies that are low-cost or free of charge to nudge students to make healthier choices on their own. Strategies include changing the way food choices are presented including positive positioning of milk in school food environments. The SLM is based on behavioral economics theory and is successful in increasing student selection and consumption of healthier foods in schools across the nation.

Currently, partner organizations provide in-kind services including support by technical advising professionals, free nutrition education resources and leadership through participation in the SLM of CA collaborative. Since the intent of the program is to use low-cost or free of charge strategies to nudge students to make healthier choices, any cost incurred in implementing SLM is typically absorbed by the school district.

The California Department of Education (CDE) was awarded a Team Nutrition (TN) grant by the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture for federal fiscal year 2015-17. With this funding, the CDE expanded the successful Smarter Lunchrooms Movement of California (SLM of CA) delivery model, which was launched in 2013 by the SLM of CA collaborative.



Organization

Smarter Lunchrooms Movement of California member organizations



Monitoring & impact

Individual schools are assessed using the Smarter Lunchrooms Movement scorecard to identify possible interventions the schools can implement and to monitor ongoing implementation of Smarter Lunchrooms Movement practices. When these scorecards are completed by Certified Technical Advising Professionals (TAPs) the scorecard data is entered into an online portal and collectively analysed at the end of each school year to identify how schools are implementing Smarter Lunchrooms Movement strategies. This data also informs the Smarter Lunchrooms Movement of California map, which highlights school districts where scorecards were completed by TAPs.



Dietary guidelines

School meals are required to meet the Dietary Guidelines for Americans. To receive federal reimbursements, school meal programs must offer meals that meet strict federal nutrition standards. These standards require schools to offer students specific amounts of fruits, vegetables, low-fat or fat-free milk, whole grains and lean protein with every meal. Smarter Lunchrooms Movement strategies encourage consumption of school meals.

For additional information about federal nutrition standards in the US, visit the United States Department of Agriculture Food and Nutrition Service's website

Further links

- [The Smarter Lunchrooms Movement \(SLM\) California Department of Education](#)
- [Discover the Smarter Lunchrooms Movement - Dairy Council of California](#)

[READ MORE](#)

[BACK TO CASE STUDIES](#)

Resources

[Smarter Lunchrooms Scorecard](#)

[The 4 Step Path to Building a smarter Lunchroom](#)

[The SmarterLunchrooms Movement California Success Stories](#)



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Dayle Hayes, MS, RD



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Chef Brenda Wattles, RDN



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Subject: Elevated News: Preparing for June Is Dairy Month



Elevated News From Tammy Anderson-Wise, CEO



May 24, 2021

Dear Kendall,

The 2020–2021 school year is coming to a close, and as we prepare for summer and the start of June Is Dairy Month, we want to share an update on Mobile Dairy Classroom and provide resources that support the role of dairy foods in healthy eating patterns.

With the pandemic continuing to impact how schools operate, [Mobile Dairy Classroom Virtual Field Trips](#) were offered in lieu of in-person assemblies, educating and engaging 185,829 students and families on the important role of dairy foods in healthy eating patterns and on dairy farming practices. Due to the highly accessible online format of the Virtual Field Trips, which combine a live assembly and a farm tour in a virtual format, Mobile Dairy Classroom instructors extended their reach to engage with 394 new elementary schools and 15 new high schools based in California, including schools typically “out of zone” due to remote locations. Beyond the state, Mobile Dairy Classroom Virtual Field Trips took place in 20 U.S. states and 15 countries. The Virtual Field Trips received an average 4.7 rating out of 5 stars, emphasizing the value of adapting and innovating our Mobile Dairy Classroom assemblies to an online format to reach students throughout California and beyond.



To kick off June Is Dairy Month, Dairy Council of California invites you to join us for a [Taste and Teach livestream Facebook event](#) to highlight milk and dairy foods and drive awareness of our nutrition education curriculum. This event is being developed in partnership with [The California Foundation for Agriculture in the Classroom](#), a nonprofit organization dedicated to increasing awareness, understanding and appreciation of the importance of agriculture among educators and students through education. Slated to take place on June 1 to support World Milk Day, the event will highlight dairy milk tastings and dairy’s role in sustainable eating patterns, as well as support educators who will be using Dairy Council of California resources in the classroom.

Sustainability is the theme for June Is Dairy Month this year, and we are excited to do

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or our activities. In the meantime, here are new resources that support dairy's role in healthy eating patterns; these resources may be of interest to you and your customers as you celebrate June Is Dairy Month:

- [Milk + Dairy tip sheet](#) (also available in [Spanish](#))
- [Healthy Eating for Your Family](#) booklet (also available in [Spanish](#))

Thank you for your ongoing support, especially during this uniquely challenging school year. It has been different for everyone, but with the Centers for Disease Control and Prevention continuing to relax restrictions, we can see a light at the end of the tunnel and look forward to life going back to normal soon.

Healthy regards,



Tammy Anderson-Wise, CEO
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TammyA@DairyCouncilofCA.org



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Cheese Market News

40 YEARS
1981-2021

U.S. pursues dispute settlement measures over Canada's TRQs

WASHINGTON — U.S. Trade Representative (USTR) Katherine Tai this week announced that the United States has requested and established a dispute settlement panel under the U.S.-Mexico-Canada Agreement (USMCA) to review Canada's allocation of dairy tariff-rate quotas (TRQs) that undermine the ability of U.S. dairy exporters to sell a wide range of products to Canadian consumers.

Specifically, the United States is challenging the percentage of each dairy TRQ that Canada sets aside exclusively for Canadian processors, claiming these measures deny the ability of U.S. dairy farmers, workers and exporters to utilize the TRQs and realize the full benefit of the USMCA.

"A top priority for the Biden-Harris administration is fully enforcing the USMCA and ensuring that it benefits American workers," Tai says. "Launching the first panel request under the agreement will ensure our dairy industry and its workers can seize new opportunities under the USMCA to market and sell U.S. products to Canadian consumers."

A TRQ applies a preferential rate of duty to an "in-quota" quantity of imports and a different rate to imports above that in-quota quantity. Under USMCA, Canada has the right to maintain 14 TRQs on dairy products: milk, cream, skim milk powder, butter and cream powder, industrial cheeses, cheeses of all types, milk powders, concentrated or condensed milk, yogurt and buttermilk, powdered buttermilk, whey powder, products consisting of natural milk constituents, ice cream and ice cream mixes, and other dairy.

In notices to importers that Canada published in June and October 2020 and May 2021 for dairy TRQs, Canada sets aside and reserves a percentage of the quota for processors and for so-called "further processors," contrary to Canada's USMCA commitments, USTR says. This restriction undermines the value of Canada's dairy TRQs for U.S. farmers and exporters by limiting their access to in-quota quantities negotiated under the USMCA, USTR adds.

The United States requested consulta-

tions with Canada on Dec. 9, 2020, and the parties held consultations on Dec. 21, 2020, but did not resolve the dispute. This is the first panel request ever filed under Chapter 31 (Dispute Settlement) of the USMCA, specifically Article 31.6.1. Under the timeline provided in the USMCA, the panel is expected to issue a report later this year.

The International Dairy Foods Association (IDFA) notes that it has joined other dairy organizations in repeatedly citing Canada's circumvention of its trade agreement obligations in several meetings with USTR officials and in an

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Dairy stakeholders applaud effort on school milk flexibility

WASHINGTON — A bipartisan group of more than 50 members of the U.S. House this week sent a letter to U.S. Agriculture Secretary Tom Vilsack urging USDA to address the underconsumption of dairy foods among American school-aged children, specifically by making permanent a current flexibility that allows schools to offer lowfat flavored milk.

The letter, led by Sens. Joe Courtney, D-Conn., and Glenn "GT" Thompson, R-Pa., cites the 2020 Dietary Guidelines Advisory Committee report, which found that 79% of children aged 9-13 who rely on the school meal programs to meet their nutritional needs are not meeting the recommended intake of dairy foods.

"Both the 2015 and 2020 editions of the Dietary Guidelines

for Americans (DGAs) amplified this concern, stating that beginning at a young age, average dairy consumption falls short of recommended amounts," the letter states.

"The DGAs state that adding limited amounts of sweeteners to nutrient-dense foods like milk can increase consumption," the letter adds. "Moreover, lowfat flavored milk is a nutrient dense option for improving the quality of children's diets, with only 20-40 more calories and only 0.6 gram more saturated fat than nonfat flavored varieties."

While current USDA flexibilities allow schools to offer lowfat flavored milk through the 2021-2022 school year, USDA has before it a proposed rule that would make these flexibilities permanent. This action would

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Dairy Month campaigns to reach new audiences across platforms

By Trina La Susa

MADISON, Wis. — Every June, national, state and regional dairy organizations come together to promote dairy farmers and the nutritious products they produce through events, activities and campaigns. With several National Dairy Month activities shifting to virtual platforms due to the pandemic, these organizations have found new ways to tap into new audiences and expand their reach using social media and digital marketing.

"This June, National Dairy Month, we are meeting Generation Z on the social platforms they love and spend a lot of time on to give them an unexpected look at dairy farming. Most Gen Zers spend at least three hours on social media, so that's a lot of time for us to make a connection with them," says Anne Warden, executive vice president of strategic integration,

Dairy Management Inc. (DMI).

"Thanks to amazing partnerships with our state and regional checkoffs, we're tapping into young dairy farmers across the country to get on platforms that Gen Z loves, like TikTok and Instagram, as well as introduce Gen Z to the next generation of dairy farmers who we know are just as innovative, resilient and funny as their audience, and meet the needs for the entertainment that they're craving," she says.

To kick off June, DMI will debut a new video on World Milk Day June 1 via the DairyGood social media channels to showcase the surprising side of millennial and Gen Z dairy farmers as well as their commitments to caring for cows and providing milk for products that consumers enjoy. Warden says the goal is to change Gen Z's perceptions around dairy farmers by sharing stories of young farmers while also amplifying

Turn to DAIRY MONTH, page 15

NEWS / BUSINESS

National dairy checkoff strategies to focus on driving dairy consumption during gaming

By Trina La Susa

MADISON, Wis. — Barbara O'Brien, president of Dairy Management Inc. (DMI), this week announced that the national checkoff's 2021 unified marketing plan is focusing more intensely on the next generation, Generation Z, who encompass the 10-23 age range and hold spending power of an estimated \$100 billion. O'Brien says that according to research, the most effective way to connect and communicate with Gen Z is through two-way communication platforms, such as gaming and social media, that provide authentic exchanges and ways to engage with content.

"Generation Z has mostly grown up online and they have information at their fingertips. They are digitally savvy and are willing to share their data in exchange for a more personalized experience, personalized content and experiences meant just for them," O'Brien says. "We are actively testing new programs, new partners, new vehicles and new messages to ensure dairy is staying relevant and that our content is resonant."

On the heels of other videogame

activations launched by DMI in fall 2020 that brought dairy farming and dairy farmers' care for the environment to life through the videogame Minecraft, Anne Warden, executive vice president of strategic integration, DMI, says DMI now is partnering with YouTubers and gaming influencers Jordan Maron (a.k.a. Captain Sparklez) and Rosana Pansino to share how dairy helps them "Beat the Lag," by enlisting Gen Z to create a dairy-based gaming snack. The gaming influencers kicked off the campaign by creating their #BeatTheLag recipes and asking their audiences to create their own. To view the videos by Maron and Pansino, visit usdairy.com.

"Our research has found that some of our biggest opportunities to win with Gen Z is by positioning dairy as a food that will sustain their energy throughout the day or let them feel relaxed or recharged while doing the things they love," Warden says. "The Beat the Lag campaign shows how dairy foods and beverages can give gamers an energy boost or a tasty pick-me-up during a long stretch of gaming. The word lag, in gaming, is when a game slows down or the graphics can't load, and this re-

ally drives gamers crazy."

Warden says this effort also will help DMI set the larger stage with #BeatTheLag serving as a broader platform focused on how dairy can help gamers perform at their best. The contest goes through May 29 and participants enter by posting their gaming recipe featuring dairy on Instagram or TikTok using #beatthelagcontest and tagging @dairygood. In June, DMI will choose the top dairy recipes and fans will vote for the final winners to be announced during an online Twitch event hosted by the influencer duo and special guests.

"The campaign just started a week ago, and already, the contest had more than 3 million views," Warden says. "We are beating industry averages already in engagement rates with these videos thanks to our amazing partners and their cool content."

Considering about 90% of Gen Z is gaming and shows no sign of slowing, Warden says DMI also has partnered with GoNoodle to create an interactive game called Coach Terry's Touchdown that is designed for the younger members of Gen Z. With the goal of expanding reach be-

yond schools to drive healthy eating, including dairy, she notes that DMI will be tapping GoNoodle's database of 1 million parents and more than 16 million unique family users on their home platform.

"GoNoodle has become massively popular this past year when a lot of schools were closed and teachers and parents turned to it when they couldn't have real physical education classes when they got canceled," Warden says.

Using artificial intelligence technology, Warden says GoNoodle detects a child's movements and brings them into action. With the objective of scoring as many touchdowns as they can, Coach Terry's Touchdown is designed to get kids moving. Players will have to dodge obstacles that could "tackle" them as they run down the field and grab milk, smoothies and vegetables to "sustain their energy" and earn extra lives to stay in the game. This is GoNoodle's first game with a two-player option, which DMI hopes will encourage friendly competition.

The new game launched this week and can be accessed by downloading the GoNoodle Games App, free on iOS and Android. **CMN**



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TRADE

Continued from page 1

open letter to Tai on May 14 (see "As trade commission meets, groups condemn Canada's TRQs" in last week's issue of Cheese Market News).

"Our negotiators and our dairy companies work too hard for the market access obligations in these agreements to be ignored," says IDFA Trade Policy and International Affairs Vice President Becky Rasdall. "We're indebted to Ambassador Tai and the teams at USTR and USDA for their efforts to advance this dispute."

The U.S. Dairy Export Council (USDEC) and the National Milk Producers Federation (NMPF) also praised this week's announcement, noting that they have been calling for full enforcement of Canada's trade obligations given Canada's ongoing refusal to change how it handles dairy market access under USMCA.

"Canada has failed to take the necessary action to comply with its obligations under USMCA by inappropriately restricting access to its market. This needs to stop, and we are thankful that USTR intends to make that happen," says NMPF President and CEO Jim Mülhern.

"We have had long-standing and well-founded concerns that Canada undermines its trade agreements when it comes to dairy," adds USDEC President and CEO Krysta Harden. "Our trading partners need to know that failure to meet their agricultural trade commitments with the United States will result in robust

action to defend U.S. rights."

USDEC and NMPF have monitored Canada's actions regarding its USMCA dairy commitments and urged the administration and Congress to make this a priority as soon as USMCA entered into force. In a detailed filing submitted to the administration, the groups provided USTR and USDA with a specific review of the Canadian TRQ system and an explanation of the negative impacts resulting from it.

Edge Dairy Farmer Cooperative and FarmFirst Dairy Cooperative, which represent dairy farmers across several Midwest states, also applauded USTR's announcement this week.

"International trade is key to economic growth and stability for our dairy farmers and processors. That's why additional market access into Canada is an important part of USMCA," says Edge President and Wisconsin dairy farmer Brody Stapel. "Edge and our farmers appreciate USTR's commitment to holding Canada to the agreement and giving the U.S. dairy community greater export opportunities as intended."

FarmFirst General Manager Jeff Lyon also says U.S. dairy farmers and processors deserve to utilize the full market opportunities that were negotiated for them in the USMCA.

"Now is the time to make it very clear to Canada's trade leaders — that failure to meet their agriculture trade obligations will have consequences," he says. "Canada needs to stop building barriers in spite of the trade agreements they've signed and participate as a good trading partner." **CMN**

NEWS/BUSINESS

DAIRY MONTH

Continued from page 1

messages around all of dairy's benefits from functional to emotional.

"We are hoping more millennials and Gen Z farmers will spend that month getting in on the fun sharing their own stories on social media so we can show young consumers the future of dairy farming up close in a way they can relate to," Warden adds.

In addition, DMI in partnership with VOX, will host a virtual panel for media and consumers exploring sustainability through the eyes of farmers, chefs and more. Taking place on June 1, this virtual event serves as an opportunity to raise awareness about the sustainable side of dairy through panels and hands-on activities via an "unboxing" event. The event will be recorded and featured on Vox.com.

Fuel Up to Play 60 Homeroom also has new National Dairy Month resources available online, including a Virtual Farm Field Trip with Discovery Education called "Farming to the Future: People + Planet + Community."

Meanwhile, ADA North East, Syracuse, New York, a regional organization encompassing Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, is implementing digital campaigns to reach consumers this June. The organization's consumer-facing website, Savor Recipes, that offers dairy-centric recipes, how-to videos, podcasts, blogs and digital cookbooks will highlight National Dairy Month all month long. Additionally, the organization recently introduced a social media community called American Dairy ENGAGED that features shareable, visual and science-based content related to events and campaigns for farmers to share with the public year-round.

To add to its National Dairy Month celebration, ADA North East also is working with 348 stores at local retailers Shoppers Food & Pharmacy, Weis Markets and Price Chopper to promote Fill a Glass with Hope and with 113 Safeway stores to promote the Great American Milk Drive. Both programs involve in-store and digital components and ask shoppers to donate at checkout to benefit local food banks, who use the funds to purchase milk for families. Local dairy farmers will serve as spokespersons to support the retail campaigns with in-store promotion and media efforts.

ADANorthEast says the Fill a Glass with Hope campaign has distributed more than 21 million servings of milk since 2015, and the Great American Milk Drive, a partnership with the Milk Processor Education Program (MilkPEP), raised nearly \$400,000 to get about 96,000 gallons of milk to local families during last year's campaign at Safeway.

Dairy Farmers of Wisconsin (DFW), based in Madison, Wiscon-

sin, is inviting consumers to observe National Dairy Month this June by purchasing Wisconsin dairy products to support local farmers. Building on 2020's virtual and drive-thru events, the state's National Dairy Month activities will take place online and in-person.

The celebration will include socially distant events as well as ways to participate at home, such as taking virtual farm tours, viewing the "I'm A Wisconsin Dairy Farmer" documentary series, listening to the National Dairy Month 2021 playlist on Spotify and making Wisconsin recipes with local dairy products.

To encourage the purchase of Proudly Wisconsin Cheese or Proudly Wisconsin Dairy badge dairy products during June, DFW says there will be a large in-store and online dairy month presence in more than 250 retailers and restaurant chains across the state, as well as partnerships with key partners including Culvers, Kwik Trip, Toppers and Cousins. The organization also has partnered with the most prominent two to three broadcast stations in the top five Wisconsin markets and the NBC Minneapolis affiliate to share dairy farmer stories across television, web and social media.

"National Dairy Month is the time to shine an even brighter light on all that's special about Wisconsin's \$45.6 billion dairy industry and its hardworking dairy farmers," says Suzanne Fanning, senior vice president of DFW and chief marketing officer for Wisconsin Cheese. "Purchasing nutrient-packed dairy products with the Proudly Wisconsin Cheese or Proudly Wisconsin Dairy badge is an easy and impactful way to support Wisconsin dairy farmers."

On the West Coast, California Milk Advisory Board (CMAB), Tracy, Cali-

fornia, is kicking off National Dairy Month with its monthlong, California-based "Snack Happy" campaign that extends into July National Ice Cream month. The campaign features an integrated program with CMAB's four retail partners in 632 stores statewide.

"As consumers get out of the house and into the world — whether just the backyard or a long-postponed family road trip — they will be snacking," says Jennifer Giambroni, director of communications, CMAB. "We know all happy snacks, from healthy to indulgent, begin with California dairy foods like cheese, milk, yogurt and ice cream."

The "Snack Happy" campaign's in-store elements include ShelfPOPs, ShelfTalkers and FloorTalkers. Digital discounts, banner and social media ads also will continue to reach consumers when and where they shop. Giambroni adds that a full public relations surround sound campaign, including influencer integrations in the northern and southern part of the state, will round out the activation. On the farmer side, CMAB is mobilizing its

farmer social media team to amplify farm to table messages and tie into key moments in time like World Milk Day as well as conduct giveaways promoting California dairy for breakfast and snacking.

Additionally, Giambroni notes CMAB's Dairy Council of California partners are kicking off June Dairy Month with a "Taste & Teach" Facebook live event developed in partnership with the California Foundation for Ag in the Classroom. The event, scheduled for World Milk Day, will highlight dairy milk tastings, dairy's role in sustainable eating patterns and also support educators who will be using Dairy Council of California resources in the classroom.

"Working for dairy farmers, our job is to make the connection for consumers to where their food comes from. And with so much misinformation out there about dairy and the role it plays in a healthy lifestyle and healthy community, it's more important than ever to make that connection — not only in June but every month" Giambroni says. CMN

April cheese stocks down 1% from March

WASHINGTON — U.S. natural cheese stocks in refrigerated warehouses April 30, 2021, totaled 1.453 billion pounds, down 1% from March 31's 1.469 billion pounds and down 2% from April 30, 2020's record 1.479 billion pounds, according to data released this week by USDA's National Agricultural Statistics Service (NASS).

Natural American cheese stocks on April 30, 2021, totaled 830.8 million pounds, down less than half a percent both from 834.4 million pounds at the end of March 2021 and from 834.3 million pounds at the end of April 2020.

Swiss cheese in cold storage as of

April 30, 2021, totaled 21.2 million pounds, down 7% from the end of March, and down 18% from 25.7 million pounds at the end of April 2020.

The volume of other natural cheese in cold storage on April 30, 2021, totaled 601.2 million pounds, down 2% from March 31's 611.9 million pounds and down 3% from April 30, 2020's record 618.7 million pounds.

NASS reports total U.S. butter stocks on April 30 were 385.3 million pounds, up 8% from March 31's 357.4 million pounds and up 3% from 372.6 million pounds at the end of April 2020. CMN

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