

Our Vision Our Cause Our Values



**Dairy Council
of California®**

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.

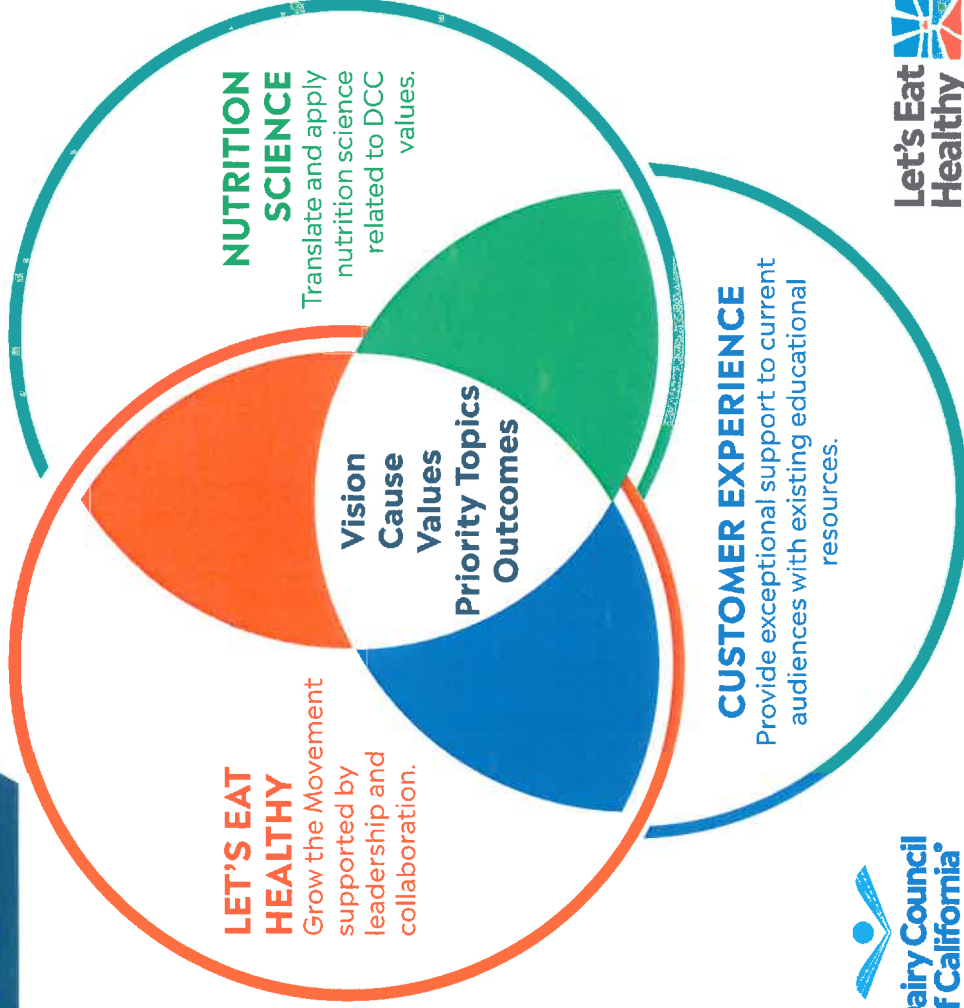
VALUES

- We believe in promoting nutrition equity for optimal growth, health and well-being, which contributes to healthy communities.
- We believe children and their families deserve equitable access to nutrition education and healthy foods.
- We believe milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.
- We believe collaboration is vital to ensure children are supported to grow healthfully.

Planning for Success

PRIORITY TOPICS

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



OUTCOMES

- Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.
- Dairy ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.
- Children and families value milk and dairy foods as part of daily healthy eating patterns.
- Stakeholders commit to increasing food and nutrition literacy of children and families through nutrition education.



LET'S EAT HEALTHY

Grow the Movement supported by leadership and collaboration.

Key Activities:

- Create a LEH Framework
- Build a collaborative of stakeholders
- LEH Staff Activation
- Grow the base of champions and amplify their stories
- Content development and amplification

NUTRITION SCIENCE

Translate and apply nutrition science related to DCC values.

Key Activities:

- Trends (internal process)
- Thought leader Publications (HET, Trends)
- Research Summaries
- Content/messaging (cross collaboration process)
- Industry Collaboration & Communications
- Milk Pilot Study

CUSTOMER EXPERIENCE

Provide exceptional support to current audiences with existing educational resources.

Key Activities:

- Help the end user get and utilize the resources
- Provide customer service and technical support (e.g. how to)
- Communicate messages and marketing to bring awareness and engagement
- Distribute resources **efficiently and effectively** (digitally and physical)
- Collect data and user feedback (surveys, assessments, CRM, relationships)

