

Annual Report

2017



DAIRY COUNCIL
of CALIFORNIA®
Healthy Eating Made Easier®



By the Numbers

Dairy Council of California by the Numbers

In 2016–2017, Dairy Council of California continued to have a powerful impact on the health of children and parents through multiple touch points, including nutrition education programs, partnerships with influential organizations and digital resources.

1,855,932

students educated through nutrition programs and Mobile Dairy Classroom assemblies

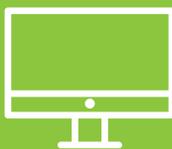


2,452,531

adults and parents educated through print programs

285,946

website visitors utilizing educational games and videos



28,006

website visitors using behavior change tools



11,854

community health and school foodservice leaders trained to positively position milk in their programs

2016-2017 Expenditures:

Your Money at Work



Dairy Council of California continues to increase education opportunities and impact, offering the dairy industry a solid return on investment.

84%
\$4,764,589

Program Services

13%
\$738,522

Administration

2%
\$134,319

Research & Industry

1%
\$72,860

Board of Directors

Expanding Impact to Educate More Kids, More Times, More Ways

Dairy Council of California is becoming the convener of a cause by working with influential partners to reach more children and parents with healthy eating messages that elevate their health.

Extending Reach Into Schools Through Wellness Policies

By assisting school officials as they draft and implement federally mandated wellness policies, Dairy Council of CA has been instrumental in ensuring nutrition education and access to nutritious foods, including milk and dairy, remain the cornerstones of school nutrition programs.

"School wellness policies are influential to student health, and Dairy Council of California's support has helped create programs with great impact."

Dareen Khatib, MPH, RDN, MCHES

Manager of Health, Nutrition and Wellness Services
Orange County Department of Education

Increasing Milk Consumption in L.A. Schools

By providing staff, time and talent to a Los Angeles Unified School District study, Dairy Council of CA helped return flavored milk as a lunchroom option. In addition to increasing overall milk consumption among 700,000 students, the study showed that by having flavored milk as an option, students waste less food and eat school lunch more often.

Raising Awareness of Free Summer Meals That Include Milk

By partnering with organizations to increase awareness of the USDA Summer Foods Service Program, Dairy Council of CA is helping ensure students have year-round access to nutritious meals that include milk and dairy foods. The program spreads awareness of the summer meals program to the nearly 2 million California children whose health and academic achievement may be at risk.



Board Chair



The Foundation of Our Success

Kimberly Clauss Jorritsma
Hilmar Cheese Company | Chair, Dairy Council of California

Few organizations have developed the kind of strong relationships Dairy Council of California has with teachers, students, parents and health professionals—and the foundation of it all is trust and credibility.

The core of our credibility is rooted in the fact that our programs are science-based and follow U.S. Department of Health and Human Services and U.S. Department of Agriculture dietary guidelines. Relying on this evidence-based nutritional foundation has earned us a unique position in California schools since 1919. It's also allowing us to expand our influence with other organizations that share our desire to elevate the health of children and parents in California.

While science is our foundation, we're also connecting with others through shared values, as a growing number of people are making food choices based not only on science but also on values that are important to them.

In addition, Dairy Council of CA programs have maintained modern relevancy. Video, digital content and social media are just a few ways. Our trends tracking system—which identifies issues likely to have an impact on milk and dairy—is yet another tool increasingly relied upon by industry and partner organizations, further earning trust.

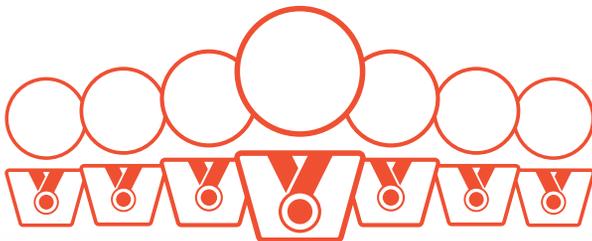
And, none of our work would be possible without an amazing Dairy Council of CA team. The passion, professionalism and deep commitment of team members makes me honored to join them in advancing our important cause of elevating the health of children and parents.

Empowering Teens Through Nutrition Education

Through Dairy Council of CA's partnership with The Los Angeles Trust for Children's Health, youth are empowered with nutrition education skills to help their peers adopt healthy eating behaviors.

"Dairy Council of California has shown us unique ways to engage our students in fun activities that have instilled much healthier habits."

Deborah Ebrahemi, MSW
Senior Program Manager
The Los Angeles Trust for Children's Health



Dairy Council of CA Partners & Champions



Kids & Parents



Stronger Together ... Partners Help Advance Dairy Council of California's Cause

For nearly 100 years, Dairy Council of California has been working with educators and health professionals to instill lifelong healthy eating habits among kids and parents. It could be called our original partnership strategy.

Today, we're engaging even more instrumental partners and organizations. By doing so, we're able to reach more kids and parents more times and in more ways. This also means we're able to better leverage the resources—time, talents and treasures—invested by dairy farm families and dairy companies. Most importantly, we're able to have an even greater impact on our cause of elevating the health of children and parents in our state by encouraging healthy eating habits that include milk and dairy foods.

Leadership During a Critical Time

Dairy foods have a strong nutrition portfolio with an irreplaceable package of nutrients; however, dairy is often left out of healthy eating conversations. Consumers also have more choices than ever, and flavored milk's position in schools continues to be a topic of lively discussion. All of this is contributing to an environment where working with influential stakeholders is critical.

Beyond the Classroom

In this report, you'll learn how your dollars are at work beyond Dairy Council of CA's classroom-based nutrition education curriculum. Through our work with school wellness programs, we're advocating that dairy foods maintain their position in schools. Our work with the USDA Summer Foods Service Program expands the opportunity to feed children who need nutritious food and beverages during summer vacation. And, we're working with student leaders as they advocate to peers about the importance of nutrition and exercise.

These are just a few examples of programs having an impact well beyond the classroom. By expanding our partnership strategies, we're increasing our impact and ensuring milk and dairy will continue as a cornerstone of a healthy diet for another 100 years.

Tammy Anderson-Wise

Tammy Anderson-Wise
CEO, Dairy Council of California





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Tammy Anderson-Wise, Chief Executive Officer

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Coming Soon

Dairy Council of California will soon launch DairyUp, a mobile app that will serve as a resource for the dairy industry when talking about milk and dairy products and their journey from the farm to the table. DairyUp will provide easily accessible information in six distinct categories: nutrients of milk and dairy foods, health, safety, animal welfare, environment and sustainability, and types of milk and dairy foods. Stay tuned for an announcement about the launch of DairyUp in November.



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