



# Let's Eat Healthy Community of Practice



*Thinking Outside the Classroom:  
Non-Traditional Partnerships to Amplify  
Nutrition Education & Agricultural Literacy*

**October 9, 2024**



# Welcome



**Sonia Fernandez Arana, MA**

Let's Eat Healthy Program Manager

Dairy Council of California



**Heather Reed, MA, RDN**

Nutrition Consultant

Dairy Council of California

# Housekeeping



- Audio connection is through your microphone & speakers of your computer or mobile device.
- If you're having audio difficulty, click on the arrow next to the MUTE button and select TEST SPEAKER AND MICROPHONE. Simply follow the prompts to connect to audio.



- **IMPORTANT:** Keep your microphone muted to eliminate background noise.



- Time has been reserved at the end of the webinar to address questions.
- Please use your chat box to submit questions or comments to the host.



- A link to the webinar recording and PDF copy of the presentation slides will be emailed.

# Introductions

**Please enter your name,  
agency and title in the chat.**

# Agenda

- **Community of Practice Overview**
- **Featured Presenters:**
  - *Evy Young, Director of Agricultural Programs, Orange County Fair & Event Center, Centennial Farm*
  - *Katy Young, Executive Director, ImagineU Children's Museum*
  - *Efrain Valenzuela, Director of Dairy Agricultural Education, Dairy Council of CA*
- **Let's Eat Healthy Champion Panel Discussion**
- **Resource Spotlight**
- **Evaluation & Closing Remarks**

# Objectives

- Describe the benefits of non-traditional partnerships to amplify nutrition education and dairy inclusive agricultural literacy.
- Explore strategies for fostering relationships with museums and fairs to engage in promotion of farm to you.
- Identify programs and resources to support nutrition education and agricultural literacy education with diverse audiences.



Dairy Council of California is a leading nutrition organization working in collaboration to elevate the health of children and communities through fostering lifelong healthy eating patterns.

Focusing on education and advocacy, dairy agricultural literacy, and collaboration, we advance the health benefits of milk and dairy foods in achieving nutrition security and sustainable food systems.

# Let's Eat Healthy Initiative Goals



## Nutrition Security

Support sustainable, equitable, safe & affordable nutritious foods including milk and dairy



## Nutrition Education

Ensure consistent, science-based nutrition messaging & education



## Collaboration

Elevate a network of collaborators & amplify champion contributions advancing milk and dairy across strategies



# Why Does Sustainable Nutrition Matter?



Consumers, including youth, have a growing interest to know where their food comes from and how it's made.

Teaching about food systems and nutrition is important because it can help people understand how food is connected to their health, culture, economy, and the planet.

# Poll Question

**Which of the following represents your experience with *nutrition education* outside of the classroom?**

1. Have partnered with libraries, fairs, museums, or other non-traditional partners to offer nutrition education
2. In the process of partnering to offer nutrition education
3. Am considering partnering to offer nutrition education
4. New to this type of partnering and want to learn more

# Poll Question

**Which of the following represents your experience *integrating agricultural literacy* outside of the classroom?**

1. Have partnered with libraries, fairs, museums, or other non-traditional partners to offer agricultural literacy
2. In the process of partnering to offer agricultural literacy
3. Am considering partnering to offer agricultural literacy
4. New to this type of partnering and want to learn more

# Innovative Collaborations: Strategies for Building Partnerships for Nutrition Education and Agricultural Literacy Beyond the Classroom



**Evy Young**

Director of Agricultural Programs

Orange County Fair & Event Center, Centennial Farm



# *Innovative Collaborations:*

*Strategies for Building Partnerships for  
Nutrition Education and Agricultural Literacy  
beyond the classroom*

*Presented by: Evy Young  
Director of Agriculture Programs  
[www.ocfair.com/farm](http://www.ocfair.com/farm)*



OC Fair & Event Center - Costa Mesa, CA

# Centennial Farm

- Established in 1989, Centennial Farm is a three-acre working farm created to educate youth about agriculture and its importance to daily life.



## Centennial Farm Report

2023 - 2024 Tour Season

### Impact Report

#### School Tour Program

##### Jr. Farmer Tours

- Total Tours: 1,567
- Total Students: 30,306



##### Discovery Days

- Total Events: 13
- Total Students: 13,028



##### Ranch After-School Program

- Total Sessions: 2
- Total Students: 41



##### Farm & Garden Classes

- Total Classes: 19
- Total Participants: 956



##### Total Community Impact

- Total Reach: 44,290



#### Volunteer Program

##### Docents

- Total Volunteers: 98
- New Volunteers Trained: 21
- Total Hours Donated: 5,015



##### College Corps Fellows (Vanguard U)

- Total Fellows: 5
- Total Hours Donated: 1,892



##### Volunteer Impact

- 6,907 Hours Donated



# Centennial Farm



- Centennial Farms hosts multiple programs, many of which are **FREE** of charge including:

- 🌸 **Jr. Farmer Tours** – offered throughout the traditional school year (late Sept. through early June). Guided tours lasting 1.5 hours are offered Monday – Friday.
- 🌸 **Discovery Days** – offered 1~2 times per month, from 9am to Noon. Self-guided tour.
- 🌸 **Ranch After-School Program** – two sessions offered (Fall & Spring), with one local school partner.
- 🌸 **Farm & Garden Classes** – offered 1~3 times per month. Fees vary depending on class topic.
- 🌸 **Special Events** – Imaginology (Youth Fair) and annual OC Fair.



# Centennial Farm



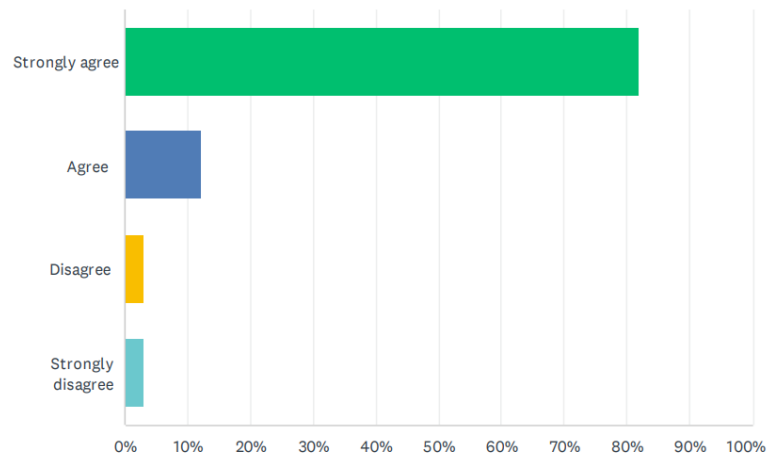


# Centennial Farm



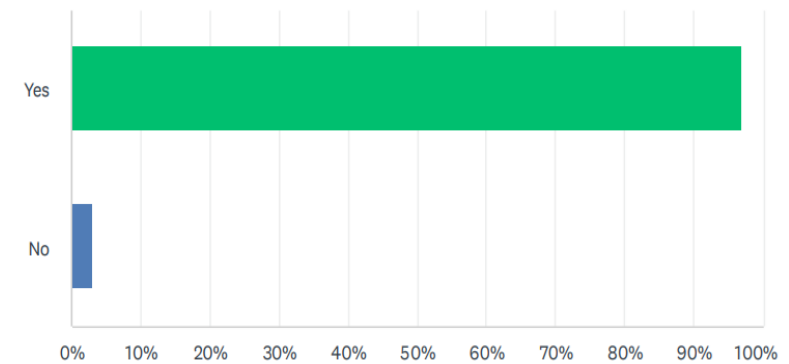
Q10 I think it is important for students to eat nutritious dairy foods like milk, yogurt and cheese every day.

Answered: 33 Skipped: 0



Q11 Did your Volunteer Farmer highlight dairy products such as milk, cheese, yogurt, cottage cheese, etc. and share some nutritional benefits?

Answered: 33 Skipped: 0



# Centennial Farm



- Over 90 volunteers.
- Trainings and field trip opportunities provided throughout the year.



# Centennial Farm



## *Resources for Educators*

- Local fair
- Farm Bureau
- UC Cooperative Extension (Master Gardeners, Master Food Preservers, Master Beekeepers)
- Local Universities, Colleges and Technical Schools (Orange Coast College, Cal Poly Pomona, etc.)
- Local Health Care Agency



*Orange County*  
**FARM BUREAU**



# Centennial Farm



## Resources for Educators

- 4-H
- FFA (Future Farmers of America)
- Other – California Foundation for Agriculture in the Classroom, Dairy Council, Students for Eco-Education and Agriculture (SEEAG), Commissions (e.g., Strawberry, Avocado, Olive Oil, etc.)



# Centennial Farm



# *Centennial Farm*



**Centennial Farm**  
at the OC Fair & Event Center

for more info visit

**[ocfair.com/farm](http://ocfair.com/farm)**

**(714) 798-1619**

***Thank you!***

# Share Your Thoughts



**Please type questions,  
comments and/or  
compliments in the chat.**

# ImagineU Children's Museum Building Connections for Agricultural Education



**Katy Young**

Executive Director

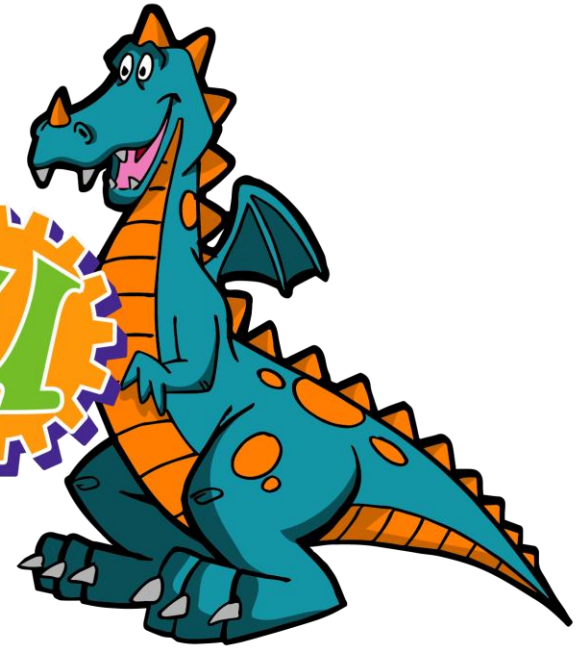
ImagineU Children's Museum







ImagineU



Katy Young  
Executive Director

ImagineU Children's Museum  
Visalia, California

# HISTORY

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Founded in August 2002

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Awarded a California Parks and Recreation grant

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Moved to new 13,000 sq. ft. facility in 2015

---

70,000+ visitors a year



## MISSION

Children's Imagination comes first:  
IMAGINE, EXPLORE, LEARN

## VISION

ImagineU strives to inspire our community to value imagination and play as tools for education and life.

## VALUES

1. Every child has an imagination and can learn through play.
2. Play can be collaborative, creative, and independent.
3. Playing is a distinctly educational and integral part of childhood, impacting that child's life for years beyond childhood.
4. ImagineU encourages imagination but allows the child to "complete the picture" with open-ended, hands-on activities.
5. We strive to provide a safe place for children play.
6. We love seeing children learn, play and have fun!
7. Children are the future—we invest in them today to create a better community tomorrow





**Imagine**   
CHILDREN'S MUSEUM

# WHAT MAKES US SPECIAL

New and interesting experiences

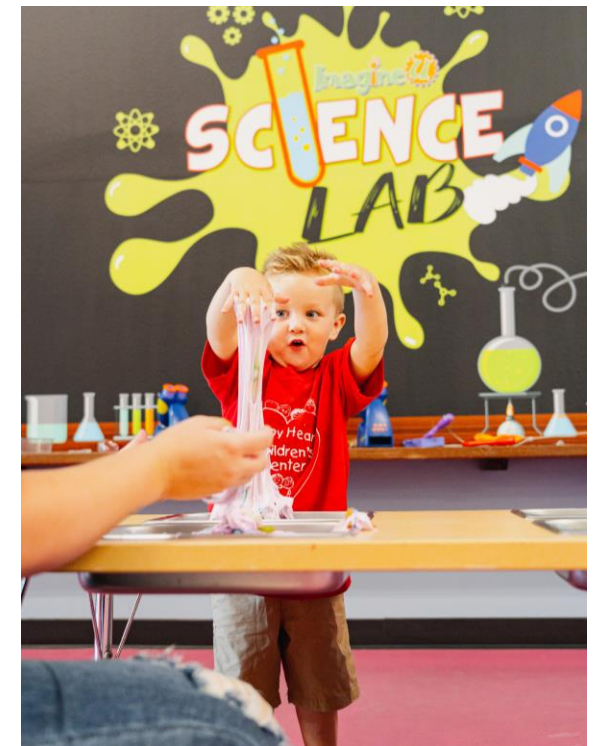
Exposure to different industries, opportunities, and abilities

Educational component with non-traditional methods

Teamwork and social interactions

Learn-by-play, hands-on

Sense of community



# THE IMPORTANCE OF RELATIONSHIPS...

Community Partners

Exhibit Partners

Volunteers

Fundraisers



# EXHIBITS



Industry Related



Engaging



Inspiring



# EXHIBITS



Industry Related



Engaging



Inspiring







Imagine

CHILDREN'S MUSEUM

# Share Your Thoughts



**Please type questions,  
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compliments in the chat.**

# Dairy Agricultural Literacy Beyond the Classroom



**Efrain Valenzuela**

Director of Dairy Agriculture Education  
Dairy Council of California





[DairyCouncilofCA.org](http://DairyCouncilofCA.org)



# Dairy Ag Education

Dairy Ag Literacy Beyond the Classroom



**Efrain Valenzuela**

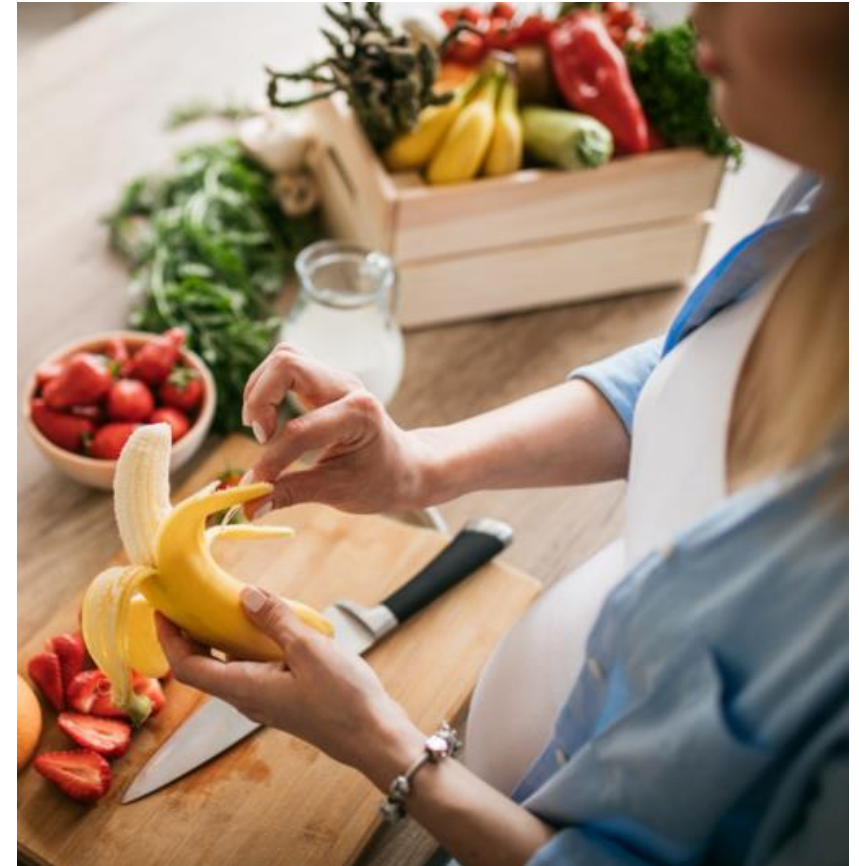
Director  
Dairy Ag Education  
Dairy Council of California



# Nutrition Education



- Farm to School Month
- Experiential Learning
- Dairy Ag Literacy



# Mobile Dairy Classroom





# Dairy Ag Literacy Display





# Dairy Display Banners



### California Dairy Farms

**Dairy Fun Facts**

99% of California's milk is produced on family farms.

1,300 Dairy Farms in California

1.7 Million Cows

#1 Dairy State in the Nation

#### California's Most Popular Dairy Breeds



**Holstein**

- Black and white
- Largest and most popular dairy breed
- Swiss cheese milk producers averaging 7 gallons a day



**Jersey**

- Smallest breed with a short udder
- Produces milk with 20% more butterfat
- Popular for cheese-making

**Did you know?**

- 46% of California milk is used to make hard cheese
- 7 in the number of minutes it takes to make 1 gallon of milk
- 100,000,000 gallons of milk are produced in California every day

DAIRY COUNCIL OF CALIFORNIA

### California Dairy: Something Bigger Than Itself

**Dairies Give Back**

Dairies support food banks with donations and through programs like the Great American Milk Drive.

Dairies provide over 190,000 jobs in California

Many professions are involved in the dairy community:

- Truck Driver
- Farmer
- Food Safety Inspector
- Milk Processing Technician
- Dairy Nutritionist

#### Dairy Sustainability

83% of cow feed is made by products produced in the United States.

Dairy farms are leaders in water conservation, using less water to produce more milk.

Water Smart

California dairy leaders are the most water-efficient and strongest water quality regulators in the nation.

DAIRY COUNCIL OF CALIFORNIA


### Milk and Dairy Foods

**Supporting Health Throughout Life**

Milk, yogurt and cheese are nutrient-dense foods that support many important health functions at every age:

- Strong Bones and Muscles
- Focus and Learning
- Healthy Immune System
- Reduced Risk of Chronic Disease
- Brain Development and Cognition

USDA's MyPlate.gov promotes the healthy benefits of eating all five food groups: Dairy, Vegetables, Fruits, Grains and Protein.



The Dietary Guidelines for Americans recommends 3 servings of dairy foods every day.

DAIRY PRODUCTS SUCH AS MILK, YOGURT AND CHEESE CONTAIN NUMEROUS ESSENTIAL NUTRIENTS, INCLUDING CALCIUM, POTASSIUM, PHOSPHORUS, MAGNESIUM, PROTEIN AND MORE.

DAIRY COUNCIL OF CALIFORNIA

### California Dairy: Farm to You

**Start**

DAIRY FARM

MILK TRUCK

**Day 1**

CREAMERY

**Day 2**

FRESH MILK

MILK & YOGURT

Did you know it takes 2 days for milk to go from farm to you?

DAIRY COUNCIL OF CALIFORNIA



# Virtual Field Trips



- At a Dairy Farm
- Live Presentation
- Interactive
- Q&A Session at the end



# Dairy Farm Tours





# Engaging Schools Beyond the Classroom



Nutrition in School Cafeterias

After School Programs and Clubs

School Community Events and Outreach

# Building Partnerships



- Identify Potential Partners
- Establishing Clear Goals and Shared Values
- Maintaining Communication and Collaboration



Thank you!



# Share Your Thoughts

**Please type questions,  
comments and/or  
compliments in the chat.**



# Let's Eat Healthy Champion Panel Discussion





# How will you celebrate?

**Please share how you will celebrate  
National Farm to School month?**

Share takeaways gained from today's webinar  
that will support your plans.

# Dairy Agricultural Literacy Resources

**Dairy Agriculture  
+ Nutrition Unit  
K-12**



**Mobile Dairy  
Classroom  
Program**



**Virtual Farm Tour**



**Video Series**

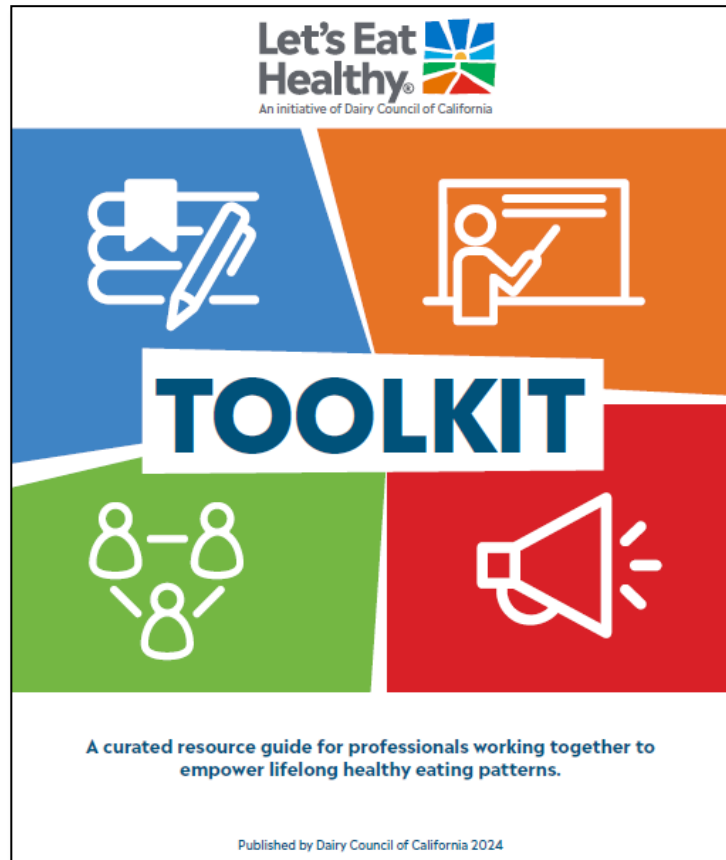


Let's Eat Healthy  
**TOGETHER**



[HealthyEating.org/Together](https://HealthyEating.org/Together)

# Resource Spotlight



## Educate

### Suggested Activities

- Stay up to date with [Nutrition Trends](#) for health professionals and educators.
- Share science-based nutrition resources with target audiences:
  - Use [Let's Eat Healthy Tip Sheets](#) with turnkey activities to build on nutrition knowledge and reinforce healthy eating patterns.
  - Relay [California WIC nutrition and health content materials](#), which support families of young children.

# Resource Spotlight

**Highlighting promising practices and resources to inspire the Let's Eat Healthy community!**



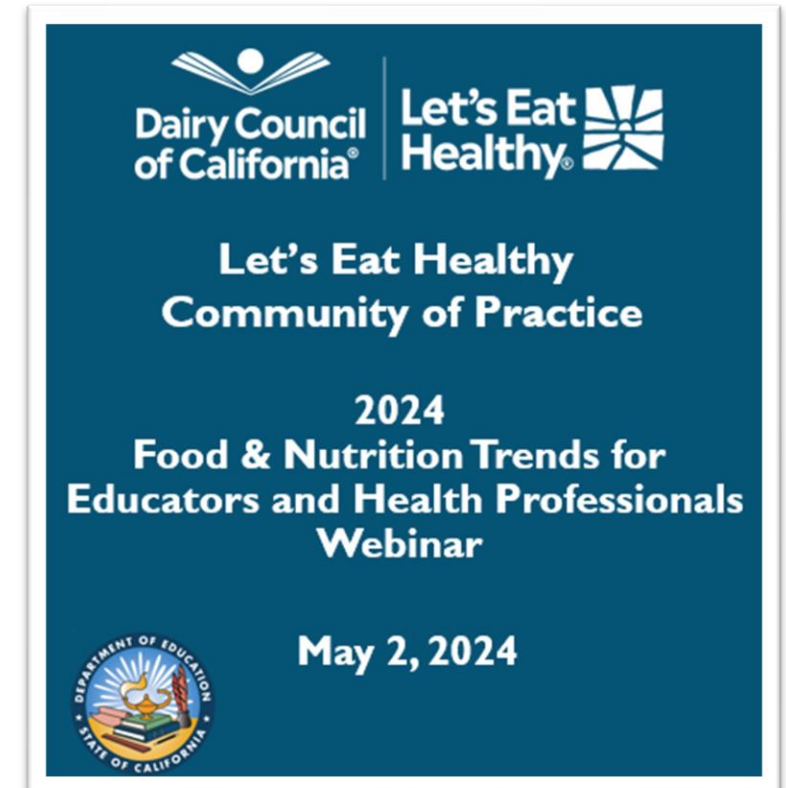
**Dairy Council of California®** | **Let's Eat Healthy®** 


**Let's Eat Healthy Community of Practice**

**Savor the Science:  
Functional Health Benefits of  
Everyday Foods Webinar**

**March 6, 2024**




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

**Let's Eat Healthy Community of Practice**

**2024  
Food & Nutrition Trends for  
Educators and Health Professionals  
Webinar**

**May 2, 2024**



# Closing Remarks

- Survey
- Certificate of Attendance
- *Stay tuned for the upcoming CoP (Spring 2025)*

**Thank you for joining us!**

**Survey  
QR code**





## Certificate of Attendance

### Let's Eat Healthy Community of Practice

#### Thinking Outside the Classroom: Non-Traditional Partnerships to Amplify Nutrition Education & Agricultural Literacy

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Participant Name

Date: 10/9/24

Location: Webinar

**Professional Standards Crediting Information for School Nutrition Programs**

Key Area: Communications & Marketing (4000)

Topics: Communications & Marketing (4100)

Learning Objectives: Develop plans that include involvement with school and community members (4100); Communicate within the school and to the community through multiple approaches to inform and educate stakeholders (4150)

**Total Continuing Education/Instructional Hours: 1.5 hours**

This institution is an equal opportunity provider



## Certificate of Attendance

### Let's Eat Healthy Community of Practice

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# Contact Information

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