

June 2024 Written Board Report

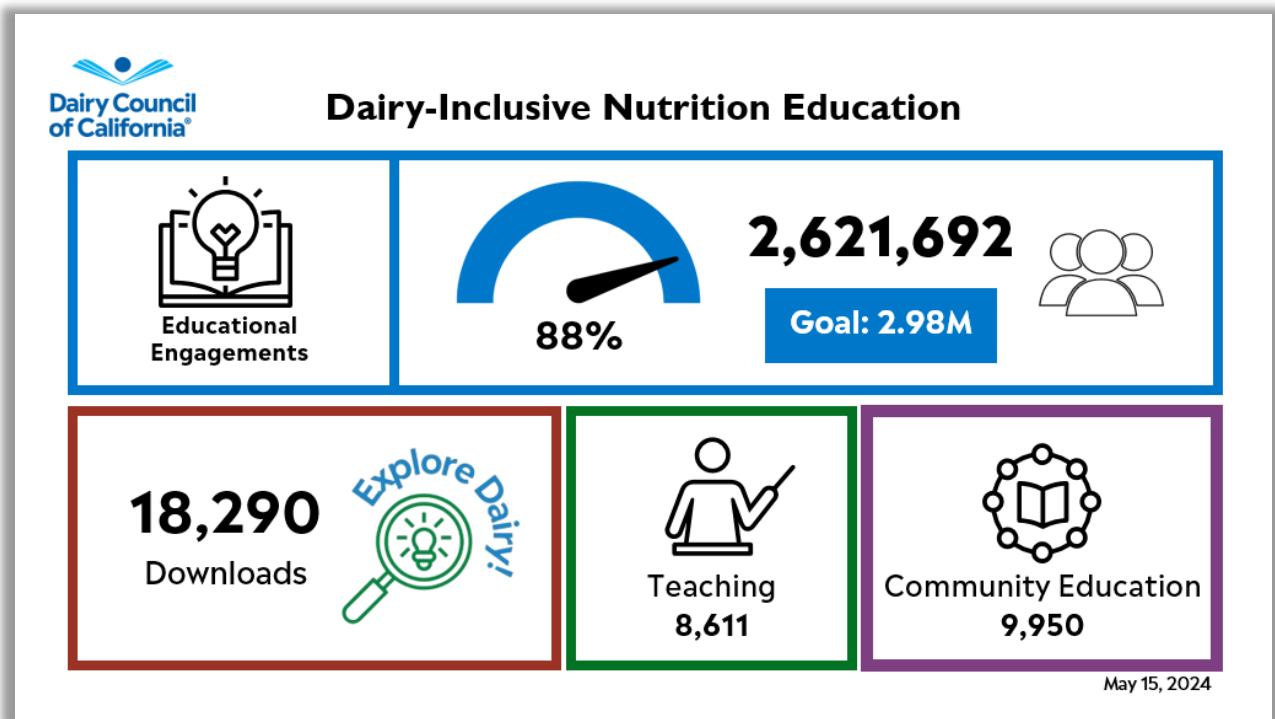
HIGHLIGHTS FROM FEBRUARY 1, 2024, THROUGH MAY 15, 2024

Dairy-Inclusive Nutrition Education

Outcome: Partners include dairy-inclusive nutrition literacy to children and communities.

Value for Educational Resources

Partners continued to value nutrition resources, with educators representing 90 percent of ordering contacts. Online digital content usage exceeded print resource usage, supporting a shift to less print content.



Community Education

Achieved dairy-specific nutrition education during grocery store tours through a partnership with Northgate Market. As part of the retail partnership, bilingual talking points by trained health educators engaged students and families at the dairy station. Information included why dairy milk is nutritionally superior to alternative products.

Continued strong partnership with Orange County Health Care Agency, whose commitment to dairy nutrition education included a presentation to nutrition professionals and community partners on the value of dairy foods throughout the life span, plus ways to effectively use the information with the community. The partnership expanded beyond the agency to educate Head Start professionals who provide over 600 meals per day to children. Over 87 percent of Head Start survey respondents strongly agree that there's value in educating on the importance

of healthy eating patterns, which include milk and dairy foods. *“Milk is a well-balanced source of nutrition.”*

Through external funding from Legacy Health Endowment, enrolled 108 participants in the Central Valley in the My First 1,000 Days: A Dairy Initiative pilot program, providing monthly digital dairy-inclusive nutrition education specific to the age of participants’ children. Families can expand the dairy foods provided to their young children through retail digital vouchers to purchase a range of culturally relevant and age-appropriate dairy options. Participant feedback includes:

“Thank you for the information, this whole process has been extremely helpful. I am extremely grateful for what you guys do. Thank you.”

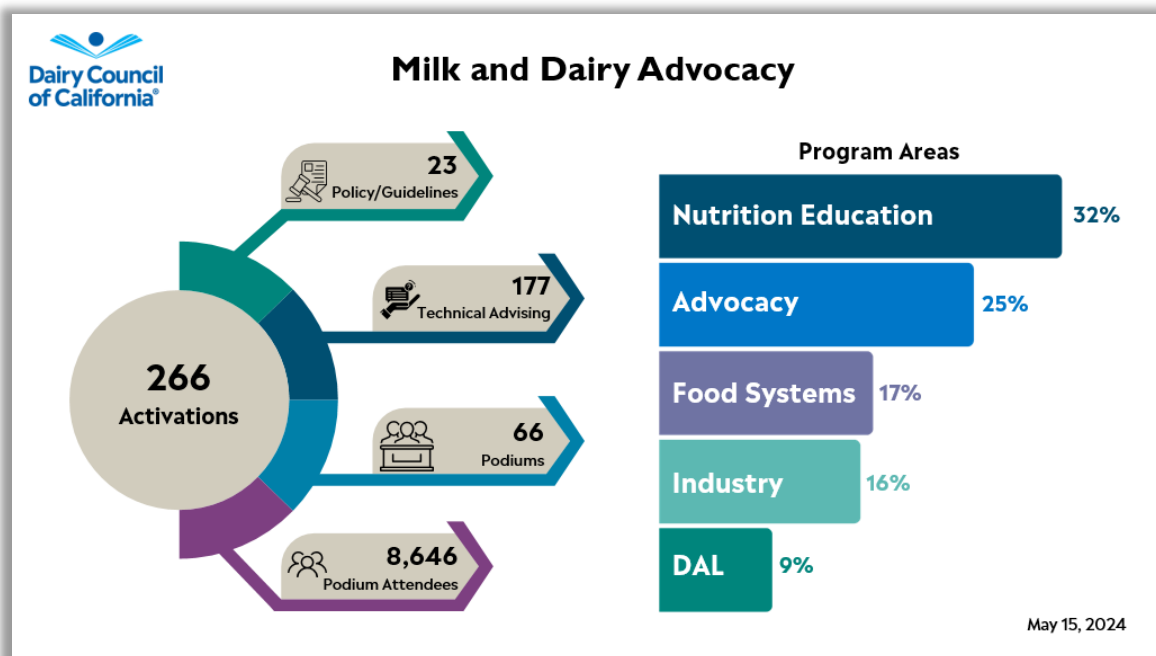
“Thank you very much for this help. This help greatly benefits us, my 3 kids and me.”

Supporting Milk + Dairy Advocacy

Outcome: Participants value milk and dairy foods as part of sustainable nutrition.

Advocacy

Hosted pre-conference events at the California Dairy Sustainability Summit. Thought leaders in regulatory/policy, public health, agriculture and industry engaged in tours of the University of California, Davis milk processing lab and bovine on-farm sustainability facility followed by facilitated discussions at the Nourishing People and Planet dinner by Roots of Change. Forty-six participants discussed dairy’s contributions to sustainable food systems through the four pillars of environment, health/nutrition, culture and economics to capture opportunities and



challenges within the dairy industry and recommendations to advance sustainable nutrition through dairy foods. A generated report will be disseminated.

Engaged with international stakeholders to advance dairy's global contribution to healthy, sustainable food systems through the following:

- Presented on nutrition trends and organizational initiatives at the Global Dairy Platform and International Marketing Promotion (GDP/IMP) annual meeting in Chile.
- Led the International Dairy Federation (IDF) Action Team on Dairy in Food-Based Dietary Guidelines, comprised of 18 members representing their respective countries and organizations. A virtual presentation at IDF Nutrition and Health Symposium 2024 announced the new Dairy's Role in Food-Based Dietary Guidelines fact sheet.

Policies and Guidelines

Provided dairy industry updates and education on scientific information of the vegan-type dietary pattern that omits animal-sourced foods within the proposed Dietary Guidelines for Americans and the final revisions to the food package for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

Submitted public comment to the Dietary Guidelines Advisory Committee regarding vegan-style pattern modeling, sharing science-based information on the risks of omitting animal-sourced foods, specifically dairy foods, during critical life stages.

Provided the dairy community and champions with information and messaging related to key regulatory updates, WIC revisions and USDA's School Meals Final Rule.

Podiums

Engaged in thought leadership and the advancement of Let's Eat Healthy with registered dietitians at the California Academy of Nutrition and Dietetics annual conference. Efforts included a sponsored dairy-focused breakfast for attendees, an in-person and virtual exhibit, a Let's Eat Healthy Award ceremony and two professional development sessions:

- Lorrene Ritchie, PhD, RD presented on the Milk Type in Toddlers Study and ways to further inform federal nutrition programs on milk fat types to best support children's optimal growth, development and health.
- Three Let's Eat Healthy Leadership Awardees participated in a panel discussing ways that RDNs can champion nutrition security and community health through collaboration.

Marketing, Social Media and Communications

Promoted dairy through National School Breakfast Week and National Nutrition Month campaigns:

- Received over 9,000 campaign web page views and had 41 toolkit downloads.
- Generated over 630 interactions with *How California Dairy Supports People and Planet* video, created in partnership with Dairy Cares with funding from California Cattle Council.
- Included the following campaign activations:

- San Diego Unified School District community grant school food pantry milk rescue program
- Harbor YouthSource presentation of nutrition for teens and young adults
- Community of Practice webinar Functional Benefits of Everyday Foods

Earned articles in seven dairy partner publications and podcast:

- “Whole Milk, Whole-Milk Dairy Foods Are Making a Comeback,” *Cheese Market News*
- “All the Latest about Animal-free Dairy” *Let’s Talk Dairy* podcast and “Dairy Foods Support Healthy Aging,” *Dairy Foods Magazine*
- “Artificial Intelligence Needs Accurate Science,” *Hoard’s Dairyman*
“Unique topic, and a good one!” —Katelyn Allen, Associate Editor, *Hoard’s Dairyman*
- Partnered with California Milk Advisory Board and its Ketchum consultants to develop content for an Associated Press article on the value of whole-milk dairy.
- Had two editorials accepted for California School Nutrition Association’s *Poppy Seeds* magazine:
 - Spring 2024: “Celebrating the 2024 Let’s Eat Healthy Leadership Awardees”
 - Winter 2024: “It’s More than a Meal: It’s a Legacy of Champions”

Distributed five press releases:

- Dairy Council of California Releases Culturally Responsive Nutrition Resource Available to the African American Community
- Dairy Council of California Awards over \$45,000 in Let’s Eat Healthy Community Grants
- Dairy Council of California Releases Culturally Responsive Nutrition Resource for the Hispanic Community; also distributed as first press release in Spanish
- Dairy Council of California Announces 2024 Let’s Eat Healthy Award Winners

Published 119 social media posts generating 1,218 interactions; 1,603 clicks; 9,817 engagements; and 33,180 impressions.

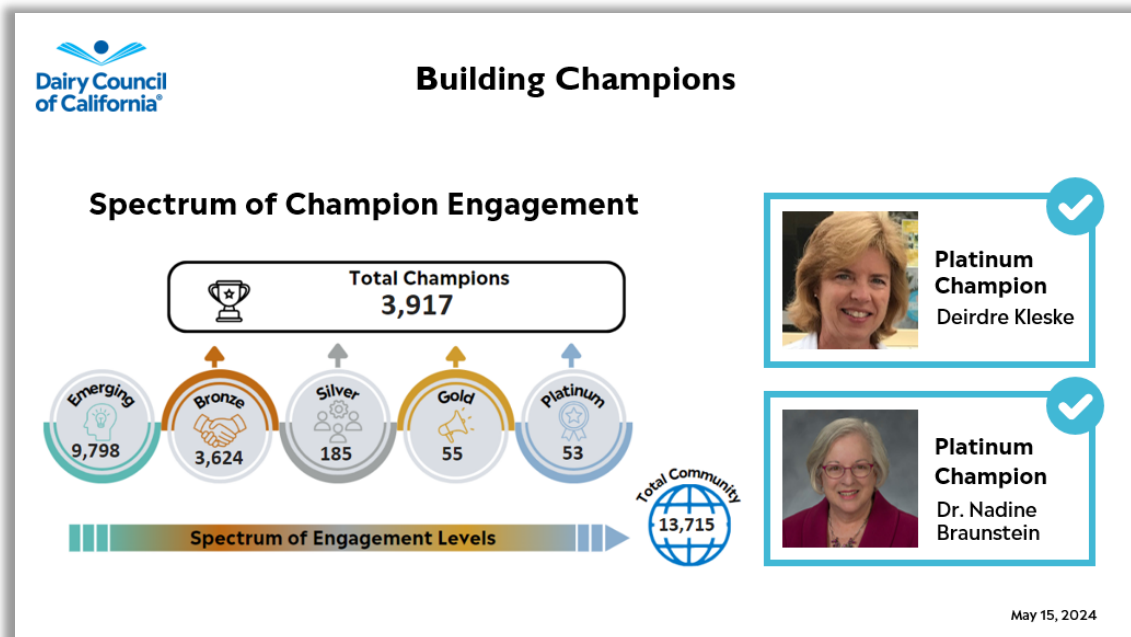
- **Facebook** – primary platform for social media ads to promote resources, services and campaigns; engagements: 8,380, +110%; new fans: 44, +47%
- **Instagram** – engagements: 437, +90%; profile views: 425, +41%; followers: 1,050, +7%
- **LinkedIn** – engagements: 1,000, +58%; page views: 587, +33%; new followers: 99, +27%



Partnership + Collaboration

Outcome: Champions engage in actions to advance access to milk and dairy foods.

- Co-hosted California Dairy Sustainability Summit with Dairy Cares, California Milk Advisory Board and California Dairy Research Foundation. Summit was attended by policy and regulatory leaders, academics, health professionals, processors and farmers. Key contributions included:
 - Premiered co-created sustainable nutrition video.
 - CEO moderated the nutrition security session highlighting a keynote address by the USDA Secretary of Nutrition Security and Lodi Unified School District Director of Child Nutrition Betty Crocker, DrPH, MPH, RDN, SNS who recognized that California's dairy sustainability efforts are ultimately working to ensure access to affordable and enjoyable milk and dairy foods that are critical to nutrition.
- Designed an eight-week nutrition education program in collaboration with Los Angeles Unified School District Beyond the Bell after-school program using Let's Eat Healthy resources, reaching 14,000 K-8 students across 143 after-school sites. The program provides students with knowledge and resources to foster healthy choices.
- Hosted a Winning at Wellness webinar for nearly 200 attendees through California Local School Wellness Policy Collaborative, sharing successes, challenges, impactful solutions and promising opportunities of Universal School Meals. Nearly 95 percent of participants agreed that their knowledge of the topic expanded after the presentation.
- Delivered two Let's Eat Healthy Community of Practice webinars. Savor the Science: Functional Benefits of Everyday Foods examined the functional health benefits of foods and how nutrients in food work synergistically to impact health. The second webinar presented the 2024 nutrition trends and featured a speaker from California Department of Education on artificial intelligence and its impact on education, nutrition and food; Let's Eat Healthy Initiative collaborated and co-created the webinars, with co-presenters reaching 164 participants.



Dairy Agricultural Literacy

Outcome: Partners include dairy ag literacy as a component of sustainable food systems.

Expanded Outreach

Continued innovations to reach children and communities with dairy agriculture through new and impactful experiences to expand beyond the traditional Mobile Dairy Classroom assembly.

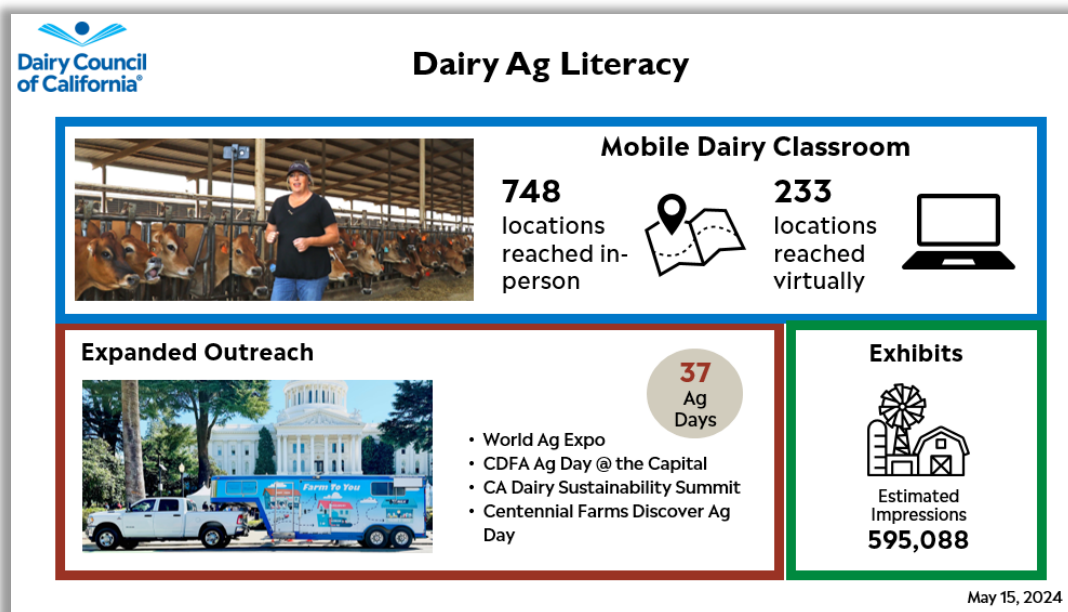
- Taught first grade students from Quail Valley Elementary the journey milk makes to the cafeteria at DeJong's Dairy in Wildomar. Post-survey results demonstrated that the students increased their knowledge of dairy foods by 10% after attending the dairy tour.
- Piloted a high school dairy ag presentation to determine acceptability and feasibility. The teacher was pleased with the presentation, saying, *"They [students] were able to answer some of the questions, but they all felt like they learned something new and were interested in learning more.... Overall great experience!"*
- Expanded educational efforts by attending two San Bernardino County library events with Mobile Dairy Classroom instructor and cow to reach about 4,500 community members.

Mobile Dairy Classroom

Continued to receive overwhelmingly positive feedback through survey responses and outstanding comments from attendees of school assemblies.

Received comments from educators about observed changes in students' knowledge and behaviors after Mobile Dairy Classroom assemblies.

"They learned about the importance of eating healthy and including dairy products in their diet. They also learned about how hard farmers work daily to help their community. They were particularly interested in learning about the digestive system of the cow and how it works." —Teacher, 1st grade




Value for Milk and Dairy Foods

Outcome: Participants value milk and dairy foods as part of healthy eating patterns.

Expanded nutrition education that is dairy-specific has increased knowledge and value of dairy in the diet.


- Provided professional development training to 831 nursing staff with Los Angeles Unified School District on the importance of nutrition for school-age children, why dairy is an important part of a healthy eating pattern and available nutrition resources. Of 256 post-training survey results over 90 percent agree that dairy is part of a healthy eating pattern and over 95 percent agree that there is value in educating others on the importance of healthy eating patterns, which include milk and dairy foods. Nurses educate over 17,000 Los Angeles students in a school year, expanding the dissemination of dairy messages.
 - *“The presentation was really informative, and it really explained the nutrients provided by dairy. I gained greater insight on dairy and to help me help children and teens understand the importance of dairy consumption.”*
 - Most likely messages nurses would share with students included:
 - How dairy is a crucial part of a balanced diet.
 - The difference between a dairy allergy vs. lactose intolerance.
 - The facts about dairy and how important it is for child development.
 - Importance of milk products and the matrix of milk.
 - The importance of consuming fermented dairy products for gut health.
 - The benefits of dairy on decreasing risk of chronic health conditions.
- Launched school food pantry milk rescue program in two San Diego schools by retrieving milk from the school lunch program to distribute through the school pantry. Let’s Eat Healthy grant funds helped recover and redistribute over 2,000 cartons of milk to improve nutrition security.
 - *“I am grateful for the milk provided by the Hoover Market. It helps support my family.”*




Building Value for Milk and Dairy Foods

Los Angeles School Nurses Increase Value for Dairy Foods

831 nurses
Educating 17,000+ students

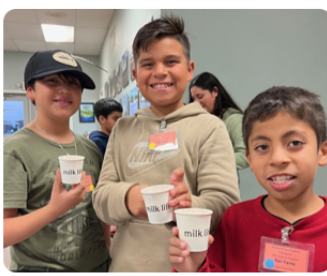


95%
of nurses **agreed** there is value in educating others on the importance of healthy eating patterns that include milk and dairy foods, post-presentation



n=256

Teens Value Dairy Foods



“This lesson...is making me more confident to eat more dairy...I definitely need more dairy in my life, I may be lactose intolerant but I should still have a healthy dose of dairy everyday.”

—Let’s Eat Healthy Student
May 15, 2024

Thriving Organization

DCC has continued to advance strategies to support a thriving organization for staff and reduce operational costs to be more efficient and effective.

- Prioritized integration and use of digital technologies to enhance business processes, improve customer experiences and drive innovation.
 - Moving on-site physical servers to cloud-based Microsoft SharePoint.
 - Onboarded two new digital systems:
 - HubSpot consolidates email and social media for efficiency and will allow better partner engagement individually.
 - Canto digital asset (video, imagery) management tool will help better organize and collect digital assets used by the organization.
 - Transitioning resources to digital, retirement or revisions, as appropriate. Transitioned three educator guides (3rd–5th grades) to digital-only, with additional transitions happening in fiscal year 2024–2025.
- Signed contract for new office space for the Sacramento office relocation in November 2024. There will not be warehouse space in the new building, saving an estimated \$170,000 per year.
- Contracted with a third-party fulfillment vendor to house, pack and ship all resources beginning in the new fiscal year. The vendor will also store and ship promotional materials.
- Signed a contract with a consultant to support the move, including services to finalize the floor plan, procure furniture and obtain bids for other moving expenses.
- Conducted two Diversity, Equity, Inclusion and Access training courses for all staff: Psychological Safety training and Unconscious Bias in a Multigenerational Workforce.





DAIRY FOODS, BEVERAGES, CHEESE, MILK

Dairy Foods Support Healthy Aging

Emerging research is showing the benefits of dairy foods across the life span, including with older adults.

By Amy DeLisio
March 12, 2024

A peek at a best-seller list or a trip to the local bookstore reveals a plethora of books on aging. Their prevalence reflects considerable interest in longevity and healthy aging during a unique time in our country's history. The U.S. population is older than it has ever been.

According to the U.S. Census Bureau, the median age in the United States was 38.2 in 2022, which is a record high. Additionally, the bureau reports the number of persons ages 65 and older will reach 80.8 million by 2040 (up from 54.1 million in 2019), and the 85-and-older population is projected to more than double to 14.4 million by 2040 (up from 6.6 million in 2019).

A growing population of aging adults will have significant impacts on many, if not all, facets of American life, including the health care environment, economy, consumer landscape, and family dynamics. At the same time, opportunities for dairy foods are presenting themselves as the "Food is Medicine" philosophy and resulting programs move into the mainstream, catching the attention, action, and dollars of the public health and health care community, food policy advocates and more. In addition, emerging research demonstrates the benefits of dairy foods across the lifespan, including with older adults.

“Food is Medicine” programs pose opportunity

At its core, Food is Medicine advocates see a connection between diet and disease treatment, management and prevention. Interventions are evolving and include everything from community pilot projects to public health programs and for-profit investments that provide healthy food or nutrition prescriptions as part of intervention plans.

The 2022 White House Conference on Hunger, Nutrition, and Health highlighted Food is Medicine as a key strategy. More recently, the federal government invested \$59.4 million into produce prescriptions and nutrition incentive programs and announced Medicaid benefits may soon be spent on certain food programs.

The Rockefeller Foundation and the American Heart Association are mobilizing \$250 million to build a national initiative to increase the understanding and use of Food is Medicine programs and make them part of the health care system. In the private sector, the Kroger Co., the largest supermarket operator by revenue in the United States, is responding through a Food is Medicine platform that features telenutrition with registered dietitian nutritionists and curated healthy food boxes.

Food is Medicine interventions can support healthy aging with a variety of curated foods, including dairy, that are culturally relevant, nutrient dense, and shown to benefit older adults.

Dairy foods can help manage disease, maintain quality of life

Most older adults have at least one chronic health condition and are at increased risks related to cognition. In addition, the growth of the older adult population may contribute to a rapid rise in type 2 diabetes cases, as well as millions of older cancer patients.

At the same time, emerging research is showing positive impacts of dairy foods on numerous conditions:

- **Chronic diseases:** Older adults have unique nutritional needs that support optimal health and enhance quality of life for healthy aging. Research shows milk and yogurt reduce the risk for obesity and inflammation, which are connected to chronic diseases. In addition, low-fat dairy foods and milk reduce risk for hypertension, while yogurt reduces risk for type 2 diabetes.
- **Bone and muscle:** Older adults are at greater risk for health conditions related to bone and muscle mass loss, including osteoporosis and sarcopenia. One study published in *The British Medical Journal* found

that nursing home residents who increased their intake of milk, yogurt, and cheese from an average of two servings per day to three and a half servings per day demonstrated a 33% reduction in all fractures after just six months and a 46% reduction in hip fractures, as well as an 11% reduction in falls. Nutrient-rich dairy foods also provide high-quality protein to help maintain muscle, as well as bone-building nutrients important during bone remodeling that takes place post-menopause.

- **Cognition:** Newly published research investigated the association between dairy intake and risk of incident dementia in older adults and found that daily yogurt consumers had a reduced risk for dementia and that yogurt intake might be inversely associated with dementia risk. Overall, evidence suggests that dietary patterns with higher variety may reduce the risk of dementia in older adults. However, more high-quality research is needed.

Interest in the changing needs of older populations isn't going away anytime soon. By working together to educate the public and private sectors — including policymakers, the health care community, and consumers — dairy advocates can help elevate the health of older populations and maintain dairy foods' position as an essential part of daily healthy eating patterns.

Note: Societal impacts of the growing aging population were recently included in the Dairy Council of California Trends report. To read about this and other trending topics, visit dairycouncilofca.org/trends



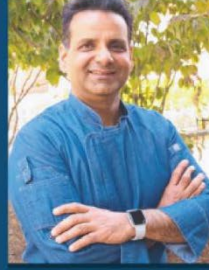
The Official Journal for the California Child Nutrition Professional – SPRING 2024



Let's Eat Healthy Leadership Award Recipients



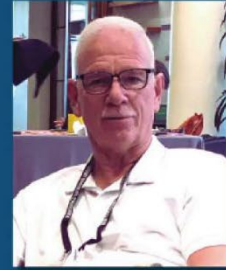
Elk Grove Unified School District Nutrition Services



Devinder Kumar Wonderful College Prep Academy



Patrick Kelly Shehadey Enterprise Solutions



Robert Schram Legacy Award Recipient

CELEBRATING THE 2023-2024 LET'S EAT HEALTHY LEADERSHIP AWARDS

By Shannan Young, Partnerships & Programs Officer, Dairy Council of California

Now in its fifth year, the Let's Eat Healthy Leadership Award, sponsored by Dairy Council of California, honors California nutrition champions that educate, inspire and empower children, families and communities to develop lifelong healthy eating patterns. The award recognition program is a flagship of the Let's Eat Healthy Initiative that engages champions like school nutrition professionals to improve equitable access of nutritious foods and nutrition education to make a positive difference in the health of children and California communities.

Schools are an integral part of childhood, and through the role of school nutrition, foodservice professionals ensure students are supported to achieve optimal growth and development and reach their full potential. Dairy Council of California is proud to acknowledge one outstanding school district and two school nutrition leaders, as well as present its first-ever legacy award.

“The Let's Eat Healthy Initiative exemplifies the essential collaboration required to bolster the health of children, families and communities. This year's leadership award winners are champions making a profound impact by enhancing nutrition education, promoting access to nutritious foods and engaging

in farm-to-school initiatives that educate on the vital contributions the California dairy community provides in supplying nutritious, local and sustainable foods.” – Karen Ross, Secretary of the California Department of Food and Agriculture

Elk Grove Unified School District's Food and Nutrition Services Department

For more than 30 years, the Elk Grove Unified School District has placed a premium on students' health and wellness. This commitment is exemplified through its comprehensive nutrition approach, spearheaded by the Food and Nutrition Services Department. Led by Director Michelle Drake, the department ensures that students not only receive nourishing meals but also embark on a flavorful journey of learning.

Robust nutrition programming turns education into a hands-on, fun and unforgettable experience. Thanks to partnerships with organizations like Dairy Council of California, teachers have access to top-tier nutrition education curriculum, making the learning process informative and engaging.

The food and nutrition team is on a quest to make every meal an opportunity for students to savor nutrient-rich dishes.

Continued on Page 48

CSNA - Poppy Seeds Magazine

From dairy to whole grains and local fresh fruits and vegetables, the National School Lunch and School Breakfast programs and the Child and Adult Care Food Program are avenues to reach students. The team collaborates with nearby farms, food hubs and procurement partners to reinforce the vital farm-to-fork link.

With the goal of nourishing students and instilling the importance of healthy eating patterns as building blocks to last a lifetime, Elk Grove Unified School District's Food and Nutrition Services Department fuels not just bodies but the potential within each student to achieve greatness every single day, one delicious bite at a time.

Devinder Kumar, Director of Student Health and Wellness, Wonderful College Prep Academy

Devinder Kumar is a multifaceted nutrition leader who is passionate about food, health and community. Born and raised in northern India, Devinder began as a pharmacist; however, he soon realized that food held the potential to nourish both body and soul just as effectively as prescriptions. With this epiphany, he traded in his lab coat for a chef's coat and joined a family-owned restaurant. Driven by an entrepreneurial spirit, Devinder successfully established three restaurants before taking on the role of executive chef for Stanford University Dining.

In 2020, Devinder joined the food services program at Wonderful College Prep Academy, a free public charter school serving TK-12 in the Central Valley. Devinder believes "a great education begins with a nurturing, engaging, community-centered school environment, built on top of a strong and well-rounded academic foundation." He is known for his commitment to quality and innovation through wellness and nutrition-centric meals and academic programs.

During the pandemic, Devinder also founded FreeMealsOnWheels.com, a nonprofit initiative to bring food equity to the growing homeless population in San Jose, Oakland, Richmond and other cities, with the help of more than 400 volunteers. Providing free hot meals to those in need exemplifies his dedication to serving the community.

His unique blend of knowledge in food and medicine allows Devinder to create enticing and nutritionally

balanced dishes, considering how food functions in both the kitchen and the body. Vibrant and delicious menus reflect this intentional approach. Devinder loves to say, "Come for the academics and stay for the food."

Patrick Kelly, Key Account Manager School & Food Service, Shehadey Enterprise Solutions

Patrick Kelly is dedicated to student health and wellness through his professional and volunteer work. As a member of CSNA and former industry representative, he gets involved in the whole process of ensuring students receive the nutrition they need through school meals, from the legislative side of the business to food procurement. He is truly a one-of-a-kind person and business partner who promotes nutrition education, engages communities, sources locally and collaborates with school foodservice partners to help ensure that students across California get the nutritious school meals, including dairy, they need to grow and thrive.

When holding health fairs for school sites Patrick comes with his A game. He is excited when talking to kids and families about the health benefits of eating a balanced diet. Patrick's drive and passion for school nutrition is unparalleled. He never wants students to go without their choice of milk, knowing that school meals might be some students' only options for a meal that day.

Patrick also champions sustainability, setting up tours of local dairy farms and collaborating with key stakeholders to ensure a steady supply of affordable and high-quality nutritious dairy foods to schools and communities.

Robert Schram, Let's Eat Healthy Legacy Award Recipient

Robert Schram, known as a dedicated school foodservice director, passed away in 2023. The Let's Eat Healthy Legacy Award pays tribute to Robert's exemplary contributions as a California nutrition leader who passionately empowered children, families and communities to cultivate healthy eating habits.

Robert has left an indelible mark by fostering sustainable nutrition, enhancing access to science-based nutrition education and ensuring access to wholesome foods. In addition, he was a cherished

mentor and leader in CSNA and a dear friend to everyone whose life he touched. His guidance and warmth will forever resonate with those fortunate enough to have known him.

With deep reverence, the legacy award honors and acknowledges Robert's enduring legacy in advancing the mission of the Let's Eat Healthy Initiative through his dedicated work in the field of child nutrition and school foodservice.

Congratulations to all 2023–2024 Let's Eat Healthy Leadership Award winners. All of these winners are working to provide much more than meals. They prepare students for success through health and wellness to last a lifetime.

All school nutrition professionals are invited to engage in the Let's Eat Healthy Initiative to advance nutrition security and education in local communities. Working together through the school environment can provide students with learning experiences that reinforce positive, healthy eating choices to establish lifelong habits. Learn more about no-cost educational resources and tools for school nutrition professionals and join the Let's Eat Healthy Initiative at HealthyEating.org/Join.

Do you know nutrition champions who are making a positive impact in their communities? You can share their story. Let's Eat Healthy Leadership Award nominations will be accepted starting August 2024 at HealthyEating.org/Award. Nominate a local champion and help to inspire others!

A Message From the CEO

Embracing Diversity Can Elevate Health and Educate About Dairy Foods



Diversity, equity, inclusion and accessibility (DEIA) initiatives and considerations are at the center of discussions for businesses, nonprofit organizations and public entities. For the dairy community, embracing

DEIA is a pathway to elevating health while also building a lifelong appreciation for dairy foods.

It is widely known that obesity and other chronic diseases disproportionately affect low resource communities, communities of color and other historically marginalized groups, which often have less access to nutritious foods and credible nutrition education.

At Dairy Council of California, we believe that all people deserve access to nutritious and culturally appropriate foods regardless of race, education, gender, employment, ability or community. We also believe that providing nutrition education that meets people where they are and in ways that are culturally appropriate is an important component of improving health for children and families. Dairy foods can be easily integrated into nutrition lessons because dairy is enjoyed in countries and cultures around the world. In addition to being affordable, milk and dairy foods support nutrition across the life span and fit into a variety of cuisines.

By appreciating the influence of ethnicity, culture, religion and education on food choices, and by providing tailored nutrition education messages, we can support healthier children and families who see dairy foods as an essential part of healthy, sustainable daily eating patterns.

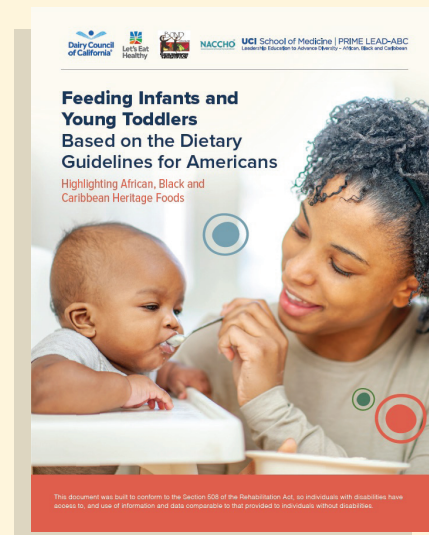
To Embracing Diversity to Elevate Health,

Amy DeLisio, CEO Dairy Council of California

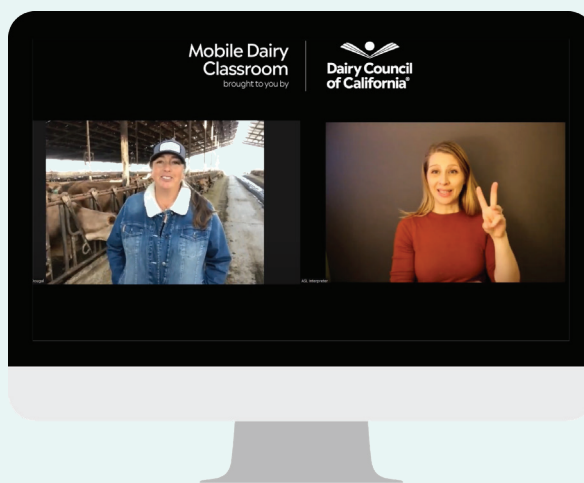
New Culturally Tailored Resources Available

Families that are Hispanic or of Black or Caribbean heritage have new culturally responsive nutrition education resources, developed by Dairy Council of California through funding from the National Association of County and City Health Officials. These digital resources are relevant and relatable using traditional foods, spices and beloved meals and are focused on babies' first foods.

“There are many environmental limitations to feeding a young black family, like affordability, healthy food access and education ... this handout addresses the education component and represents our culture in the foods we love and can offer to growing families,” said President Angela Brown of Boston Organization of Nutritionists and Dietitians of Color, which collaborated on the resource.

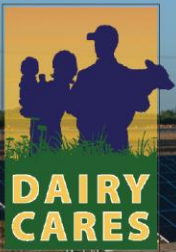


Virtual Dairy Farm Tours being Developed in Spanish and American Sign Language



When a parent asked for a virtual dairy farm tour presentation for their hearing-impaired child, Dairy Council of California saw an opportunity to meet the needs not only of that student but also of others. The virtual dairy farm field trips, which teach students how dairy foods get from the farm to their plate and about life on a dairy farm, is now offered in American Sign Language.

Later this spring, the virtual Mobile Dairy Classroom assembly will also be available in Spanish at DairyCouncilofCA.org.



Dairy Cares News, April 2024



Fourth California Dairy Sustainability Summit Marks Success

Dairy sector recognizes achievements and promotes progress in nourishing people and the planet.

The fourth California Dairy Sustainability Summit marked milestones in world-leading progress and highlighted important partnerships. Held at UC Davis on March 26, 200-plus stakeholders participated in person, with another 150 people watching live. Participants included many from throughout the dairy supply chain (farmers, processors, restaurants, and school nutrition leaders), in addition to academic researchers, NGOs, state and local regulators, policymakers, and technology and service providers.

“Our goals for the Summit have always been to recognize achievements and promote collaboration as we tackle significant challenges,” said Michael Boccadoro, Executive Director of Dairy Cares. “California’s dairy families serve as global leaders in advancing planet-smart dairy farm practices. A key ingredient to this success has been the state’s voluntary, incentive-based approach.”



The fourth California Dairy Sustainability Summit was held at UC Davis.

California’s dairy sector is on a path to achieving climate neutrality by as early as 2027, aiming to reach the state’s ambitious goal to reduce methane emissions by 40 percent by 2030. Progress has been made through decades of advancing production efficiency and animal health and nutrition, in addition to unprecedented, ongoing investments in improved manure management. The state’s dairy methane reduction programs have achieved a total of 2.7 million metric tons of annual emission reductions (CO₂e).

Over the past few years, California’s dairy methane reduction programs have been among the state’s most cost-effective efforts reducing climate emissions, and this progress is now expanding. With support from USDA Climate Smart Commodities grant funding and through industry efforts led by the California Dairy Research Foundation, the CDFA is now administering an additional Dairy PLUS program to support advanced manure management projects that better protect groundwater while also reducing methane emissions. Additionally, CDFA is beginning to create a new program to support the adoption of feed additives and other strategies to reduce enteric methane emissions from cows. The Summit highlighted these milestones, as well as other critical on-farm advancements being made to improve air quality, water quality, and water conservation.

Keeping the big picture in mind, several speakers recognized that California’s dairy sustainability efforts are ultimately working to ensure access to affordable and enjoyable milk and dairy foods that are critical to nutrition. Dr. Betty Crocker, Director of Child Nutrition Services at Lodi Unified School District, highlighted the value of dairy being included in each school meal, helping ensure children receive adequate nutrition.

More than 25 speakers shared expertise and insights during the one-day conference. Key takeaways included:

Dairy farmers are taking action today and using research to guide long-term success.

The Summit included research facility tours and a research poster session that highlighted some of the many ways in which researchers are guiding the advancement of dairy farming, as well as advancing the role dairy foods can play in promoting human health. While some promising environmental solutions are still being

proven for full-scale use, dairy farmers are taking meaningful action to address challenges today. For example, dairy farmers throughout the San Joaquin Valley are participating in their local, rural communities to ensure all residents have immediate access to safe drinking water. Meanwhile, a variety of long-term solutions are starting to be piloted and deployed on dairies, to better protect groundwater resources.

It is important to work with farmers toward sustainability goals.

California's leadership and success in dairy methane reduction stems from its collaborative approach—working with farmers to invest in the future. Environmental NGOs, leading food and beverage companies, and national, state, and local government agencies have also been working alongside dairy farmers to bring a broad range of sustainability solutions to life. Angela Anderson, Director of Sustainable Dairy for Starbucks, discussed how the company has been working with dairy farmers to identify opportunities that best fit the farm's environmental and economic sustainability needs, and to share in the costs of implementing projects. Partnering with California's largest dairy cooperative, California Dairies, Inc. and its farmer owners, Starbucks has developed its new model that continues to grow—bringing water conservation tools, electric tractors, and improved manure management technologies to farms.

Similarly, the environmental non-profit, Sustainable Conservation—in partnership with dairy farmers, Netafim, and the USDA Natural Resources Conservation Service—developed a new irrigation system for dairies, and they continue to promote its adoption. Today, 26 dairies in California have installed manure-effluent subsurface-drip-irrigation systems—improving water conservation and protection, while reducing greenhouse emissions, and improving yields. These are just a few of the examples in which partners are helping dairy farm families to quickly move the needle for environmental goals, while supporting long-term sustainability needs.

Cool technologies are coming to (and from) California dairies.

From high-tech, automated farm equipment to the use of manure-digesting worm beds, dairy farms are investing in some cool, new things. Energy captured by methane digesters is fueling more than 15,000 vehicles annually—by creating electricity, renewable natural gas, and now renewable hydrogen too. Innovative solutions are taking the dairy sector to new horizons, while helping transform the energy sector. The new frontier for California dairy sustainability will likely soon include the adoption of methane-reducing feed additives.

A global perspective is needed to truly protect people and the planet.

As Patrick Pulupa, Executive Officer of the Central Valley Regional Water Quality Control Board, shared during the Summit, “You have arguably *the* most sustainable dairy industry on the face of the planet, working toward sustainability, with the methane emissions, with the digesters, with manure management, with sustainable soils, support from CDFR, a locally sourced, healthy product.” While California dairy's sustainability journey continues, it's already an inspiring story, and the “ripple effect of that will be enormous,” as stated by Mary Ledman, Global Dairy Strategist for Rabobank. This means that California's efforts must prove to be economically viable and successful in the long-term *and* be replicated across the country and the globe. Approximately 80% of the global dairy sector's emissions are generated in countries with emerging economies, where dairy plays a critical role in improving human health and nutrition and improving livelihoods through economic growth. In these areas, pathways to reduce dairy's environmental footprint often begin with adopting more efficient practices and boosting animal nutrition. California dairy's history of achievement and ongoing commitment offer a lot to learn from—providing critical benefits to people, animals, and the planet.

California dairy farmers continue to lead the way, collaborating to sustainably nourish lives now and into the future.

Dairy Cares is a statewide coalition supporting economic and environmental sustainability and responsible animal care. Our members include Bar 20 Dairy Farms, California Dairies Inc., California Dairy Campaign, California Dairy Research Foundation, California Farm Bureau Federation, Dairy Farmers of America, Dairy Institute of California, F & R Ag Services, Hilmar Cheese Company, Joseph Gallo Farms, Land O'Lakes, Inc, Milk Producers Council, Valley Milk, LLC, Yosemite Farm Credit, Zenith Insurance Company, and others. For information, visit DairyCares.com. To subscribe to the newsletter, contact news@dairycares.com.

“You have arguably the most sustainable dairy industry on the face of the planet.”

-Patrick Pulupa
Executive Officer
Central Valley Regional Water Quality Control Board

NorCal Dairy Tour Provides Beef and Dairy Nutrition and Sustainability Insights



If you think school lunch begins in the cafeteria, you'd be mistaken. It starts back at its nutritional roots...on the farm. Recently, the California Beef Council (CBC), in partnership with the Dairy Council of California, took 55 future healthcare professionals, students, educators, and school nutrition professionals to DeSnayer Dairy in Lodi, California to learn about and see firsthand the critical role dairy farms play in sustainable agriculture and supporting school nutrition programs.

"We chose DeSnayer Dairy Farm for this tour because they operate sustainably, with practices that optimize resource use and reduce environmental impact," said Kori Dover, the CBC's Director of Food & Nutrition Outreach. "Attendees were able to engage with firsthand experiences and demonstrations that showcased the interconnectedness of food production, consumption, and sustainability."

Participants gained insights into the lifecycle of dairy production from feed management to milking, and learned how the dairy industry contributes to the beef supply chain. Most importantly, the group gained a deeper understanding of how these two agricultural sectors-beef and dairy-contribute to providing nutritious food options for school programs and consumers.

"Tours like this help foster an open dialogue about production practices," Dover said. "They go a long way toward dispelling myths, clarifying common misconceptions, and building trust. Our goal with events like these is to develop and nurture strong connections between agricultural sectors and educational entities."

So, how are these two agricultural sectors connected? Beef and dairy-both top agricultural commodities in California-are nutrient-dense foods that provide high-quality protein and other essential nutrients necessary at all stages of life. In addition, dairy cattle are a significant part of the U.S. beef supply, contributing between 18% and 24% to the total U.S. beef supply since 2002. This contribution equates to a larger amount of choice and prime cuts for consumers.

"Open dialogue about dairy and beef cattle farming and production practices goes a long way toward building trust between our beef and dairy producers, and educational stakeholders," Dover said. "It's an important partnership with significant benefits for all concerned."

For more information about food and nutrition outreach programs, contact Kori Dover at kori@calbeef.org. For more information on the CBC, visit calbeef.org.

About the California Beef Council

The California Beef Council (CBC) was established in 1954 to serve as the promotion, research, and education arm of the California beef industry, and is mandated by the California Food and Agricultural Code. The CBC's mission is

to amplify the voice of the California beef industry to strengthen beef demand through innovative promotions, research, and open communication. For more information, visit calbeef.org.

About the Beef Checkoff

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

About the Dairy Council of California

Dairy Council of California is a nutrition organization overseen by the California Department of Food and Agriculture. Funded by California's dairy farm families and milk processors, we are the dairy community's philanthropic contribution to community health, positively impacting countless lives advancing milk and dairy's unique and essential contributions to healthy, sustainable eating patterns.

Dairy Council of California also works to secure grant funding for community nutrition projects. We value collaboration and partner with organizations with shared values to extend our collective impact through collaboration and co-creation. For more information, visit dairycouncilofca.org.



PRESS RELEASE

Brussels, 15 May, 2024

The place of Dairy in Dietary Guidelines was the main focus of the IDF Nutrition and Health Symposium 2024, which included the publication of a new factsheet

On 15 May, IDF organised its fourth annual IDF Nutrition and Health Symposium 2024 with a focus on the role of dairy in dietary guidelines around the world within a comparative approach. “Healthy Today, Tomorrow and in the Future: the place of Dairy in Dietary guidelines” was the theme chosen for this edition. For the second year, the Symposium was broadcasted at two different times to allow audiences from different hemispheres to choose the hour that best suited their time zone and availability to attend. The event had over 1,100 registrants and 400 participants. During the symposium a new IDF Factsheet on the importance of dairy in dietary guidelines was released.

At her introductory remarks IDF Director General, Ms Laurence Rycken, said: “Food-Based Dietary Guidelines provide the backbone for government recommendations on achieving a healthy balanced diet, shaping nutrition education initiatives and food policies around the world. National guidelines are tailored to suit cultural preferences, food and nutrition security, and aim to reduce the risk of diet-related diseases.”

At his turn, the World Health Organization Director of the Department of Nutrition and Food Safety, Dr Francesco Branca, highlighted the importance of having healthy diets for the promotion of wellbeing and prevention of non-communicable diseases. He also stressed that, when composed of a diversity of foods, healthy diets provide adequate nutrients at all ages and in all physiological statuses.

Compliance with Food Based Dietary Guidelines is associated with a reduced carbon footprint in many countries; however, the carbon footprint could increase depending on which food groups are under or over consumed was one of the key messages of Dr Sinead McCarthy, Senior Research Officer at Teagasc Food Research Centre in Ireland. “To date, animal sourced foods have been the focus for reducing the carbon footprint of diets, however discretionary foods – which are not part of the core food groups in dietary guidelines, contribute similar amounts of CO₂ and provide little in terms of nutrition”, Dr McCarthy explained.

"The Food-Based Dietary Guidelines were first published in South Africa in 2003 and revised in 2012. The inclusion of a dairy guideline in South Africa's revised Food-Based Dietary Guidelines was motivated by the nutrient-dense profile of dairy, notably its low sodium content, high potassium and calcium ratio" highlighted Professor Corinna Walsh of the University of the Free State, during her presentation entitled "Dietary recommendations in South Africa versus consumption data".

Dr Stephan van Vliet, Assistant Professor of Nutrition Science, Utah State University highlighted the complementary nature of plant and animal-sourced foods to address micronutrient deficiencies and hidden hunger: "Plant-based foods are rich in certain micronutrients like vitamin C and dietary fiber, while animal-sourced foods provide highly bioavailable iron, zinc, vitamin B12, and essential fatty acids. By leveraging this complementary nature, we can reduce micronutrient deficiencies globally", he reasoned.

Focusing on the different characteristics of animal sourced and plant-based foods, Dr Natalie Ahlborn from Massey University in New said: "Compared to many other foods, the micronutrient availability in dairy is presented in a digestible form resulting in high levels of absorption, which contributes to high bioavailability. Milk does not contain anti-nutritional factors such as oxalate or phytate, which are common in plant-based products and can otherwise limit the absorption of micronutrients such as calcium, magnesium, and zinc".

Referring to the place of dairy in Chinese Dietary Guidelines, Professor Guansheng Ma from the Peking University in China explained: "While the initial version of the Chinese Dietary Guidelines released in 1989 did not include recommendations for dairy consumption, subsequent versions from 1997 to the latest edition in 2022 consistently advocate for increased dairy intake. The 2022 guidelines suggest a daily dairy intake of 300-500 grams for adults and 300 grams for children."

"The development of the latest Chinese dietary guidelines was guided by several principles, including the importance of basing guidelines on foods rather than nutrients, reliance on scientific evidence, prioritization of pressing nutrition and health issues, adoption of a balanced dietary pattern as the core concept, consideration of residents' nutritional needs and food culture, and a focus on food system sustainability", remarked Professor Guansheng Ma.

A new IDF Factsheet on the role of Dairy in Dietary Guidelines

During the Symposium, IDF published the Factsheet of the IDF Number 40/2024 "Developing Evidence-Based, Food-Based Dietary Guidelines: Critical Contributions of Dairy". The purpose of this factsheet is to provide context and rationale for addressing the evolving recommendations surrounding dairy in global Food-Based Dietary Guidelines. It highlights the importance of including nutrient-dense foods, specifically dairy foods, based on credible scientific evidence.

As Ms Ashley Rosales, leader of the IDF Acton Team on Dairy place on Food-Based Dietary Guidelines and Nutrition & Industry Affairs Officer at Dairy Council of California highlighted in her concluding remarks and presentation of the factsheet: "Food-Based Dietary Guidelines, established around the world by governmental authorities and health authorities need to comprise evidence-based recommendations for healthy eating patterns and lifestyle choices".

"Food-based dietary guidelines are powerful tools for promoting nutrition security and also for overall health and wellbeing at the population level. The absence of standardized dietary guidelines underscores a significant challenge, with substantial variability observed between countries in their recommendations regarding dairy consumption", she added.

Ms Ahsley Rosales concluded "the new IDF factsheet provides context and rationale for addressing the evolving recommendations surrounding dairy in global food-based dietary guidelines. Also, it highlights the importance of including nutrient dense foods and specifically dairy foods for their numerous contributions to healthy people and thriving communities."

The new IDF Factsheet can be downloaded [here](#).

<https://shop.fil-idf.org/collections/publications/products/factsheet-of-the-idf-n-40-2024>

About IDF (International Dairy Federation)

Helping nourish the world with safe and sustainable dairy. The IDF is the leading source of scientific and technical expertise for all stakeholders of the dairy chain. Since 1903, IDF has provided a mechanism for the dairy sector to reach a global consensus on how to help feed the world with safe and sustainable dairy products. A recognized international authority in the development of science-based standards for the dairy sector, IDF has an important role to play in ensuring the right policies, standards, practices, and regulations are in place to ensure the world's dairy products are safe and sustainable.

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Guest Columns

Perspective: Dairy Nutrition

Whole milk, whole-milk dairy foods are making a comeback

By: Amy DeLisio

May 29, 2024

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

For decades, dietary recommendations have focused on decreasing intake of dietary fat to reduce obesity, heart disease, diabetes and many other chronic diseases that impact health in the United States. As a result, dietary guidelines and recommendations adopted lowfat dietary patterns, yet chronic disease rates continued to grow at alarming rates. Now perceptions are changing as research shows fat consumption alone is an insufficient metric of diet quality, not all dietary fats are equal and some fats may even provide benefits.

Whole-milk dairy foods, which contain saturated and other fat types, are showing positive impacts on chronic disease risk. For example, dietary patterns higher in fruit, vegetables, legumes, nuts, fish and whole-milk dairy have been associated with reduced risk of cardiovascular disease. Cheese and yogurt, specifically, are not associated with adverse effects on cardiometabolic health regardless of saturated fat and sodium content. What's more, a recent large cohort study looked at the relationship between dairy consumption, including different types of dairy products, and risk of Type 2 diabetes and found protective associations for dairy foods with higher fat, whereas neutral associations were seen for lowfat dairy types.

Fermented dairy foods such as yogurt and certain cheeses also contain probiotics that are gaining attention for their positive impact on health. Eating fermented foods that include probiotics may also improve gut health, which research shows may help improve immunity and reduce inflammation.

- It's all about the dairy matrix

Misconceptions often stem from people evaluating the healthfulness of dairy foods based on single nutrients or components such as fat or sugar content, but that logic is flawed. Single nutrients do not work in isolation. Rather, all foods — including dairy foods — should be viewed through the lens of the food matrix.

A food matrix refers to the relationships between the nutrient and non-nutrient components of a food, including vitamins, minerals and bioactive components as well as physical structure, texture and form. This concept can explain how a food's nutrient and non-nutrient interactions impact digestion, absorption and physiological functions important for health.

Dairy foods contain nutrients and bioactive components that vary in amount and macro and micronutrient structure. These differences can change the way nutrients are absorbed and their health effects within the body. For example, cheese has been associated with lower levels of blood cholesterol when compared to other saturated fat-containing dairy foods. This difference may be because the physical structure of nutrients in cheese, particularly harder types of cheese, is more resistant to being broken down compared to other matrices, which impacts the way fat is digested and absorbed in the body. Furthermore, many cheeses are fermented products, which may provide additional protective benefits, in addition to containing beneficial nutrients such as calcium and protein.

It is also important to look at overall food groups and diet quality. Eating a variety of high-quality foods from different food groups will have a greater impact on health than any one food has alone.

- Whole milk back in schools?

The growing understanding of the dairy matrix and health benefits of dairy foods, regardless of fat content, is gaining traction among consumers, health professionals and public health officials. In fact, schools across the country could soon be serving whole milk again to children, should the Whole Milk for Healthy Kids Act, passed by the House of Representatives in December 2023, become law. The bill modifies

existing fat level restrictions for milk in the National School Lunch Program and would allow schools to offer students whole milk as well as reduced-fat, lowfat, fat-free flavored and unflavored milk.

In 2012, USDA updated school meal requirements to reflect the most recent Dietary Guidelines for Americans at that time. The update included limiting school milk choices to unflavored lowfat, flavored fat-free and unflavored fat-free.

All milk contains the same 13 essential nutrients. Milk, cheese and yogurt are important sources 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. Poor eating patterns, especially in early childhood and adolescence, can continue into adulthood, increasing the risk of becoming overweight and developing chronic conditions such as heart disease. Consuming the recommended daily servings of dairy foods can help close the gap on some nutrient intakes, including under-consumed nutrients like calcium, vitamin D, magnesium and vitamin A.

- The future of full-fat dairy

Beyond schools, dairy is being recognized for its role in a critical growth and development period by supporting the unique dietary needs of the first 1,000 days of life, a key life stage that includes pregnancy, birth and baby until age 2. Milk provides seven nutrients identified by the American Academy of Pediatrics as important for fetal brain development, as well as key nutrients such as high-quality protein, calcium, vitamin D, zinc and vitamin B12 that support bone and immune development to meet increased needs during this period of rapid growth.

Consumers and the dairy community may also benefit from increased focus on Food is Medicine interventions, which advocate a connection between diet and disease treatment, management and prevention. Interventions are evolving and include everything from community pilot projects to public health programs and for-profit investments that provide healthy food or nutrition prescriptions as part of intervention plans. Whole-milk dairy foods may have the opportunity to be a part of such programs as new research continues to emerge.

In addition, shifts in nutrition recommendations are on the horizon. The current 2020-2025 Dietary Guidelines for Americans recommends lowfat and fat-free dairy foods. Emerging evidence is being evaluated for more flexibility in future dietary

guidelines which may include dairy products at all fat levels to support health and provide options for honoring cultural foodways and personal preferences.

The dairy community continues to work together to educate about the role of dairy foods in healthy, sustainable eating patterns in schools, through Food is Medicine programs and as part of recommended guidelines for public health. To learn how you can support these and other efforts aimed at improving community health, visit DairyCouncilofCa.org.