

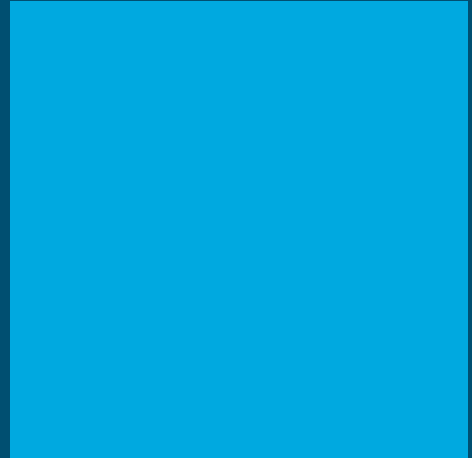


Dairy Council
of California®



DRAFT

Success Plan 2024-25



About Us

VISION

Milk and dairy are globally accepted as an essential solution to achieve nutrition security and sustainable food systems.

CAUSE

Elevating the health of children and communities in California by promoting lifelong healthy eating patterns **that include milk and dairy foods.**

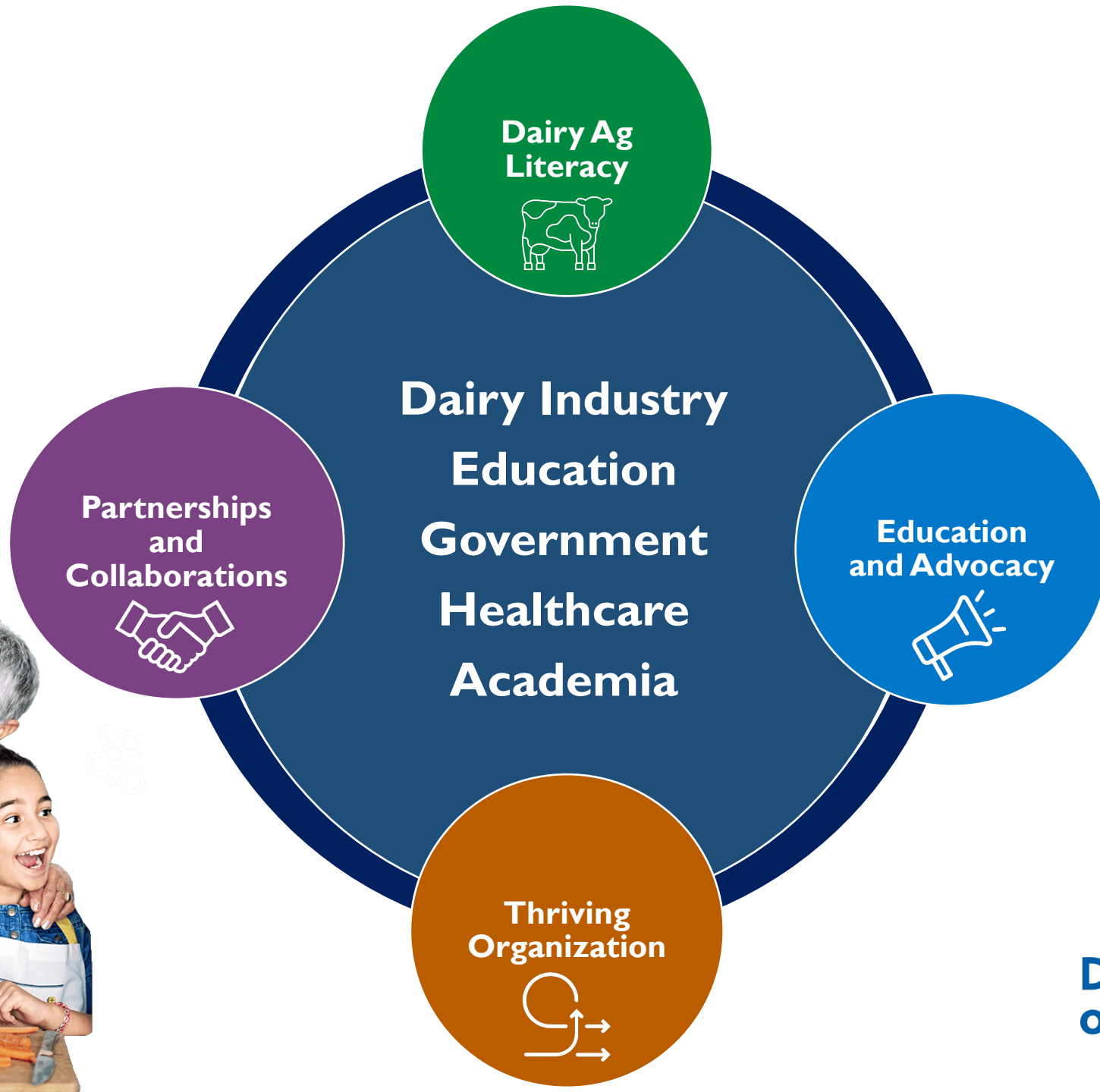
Organizational Statement

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 ag literacy and partnerships, we advance the health benefits of milk and dairy foods in achieving nutrition security and sustainable food systems.



2024-25 Strategies & Sectors



**Focus
Lenses:
Building Value
for Milk and
Dairy**

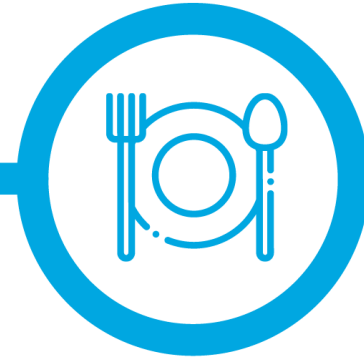
**Functional
Health
Benefits**



**Sustainable
Nutrition**



**Nutrition Needs
For Key Life
Stages**



**Nutrition
Security**



Key Audiences



PARTNERSHIPS BY SECTOR



Dairy Industry

Education



- School Nutrition Professional
- School Wellness Leads
- Farm 2 School Leads

Government



- CDFA
- CDE
- WIC, CalFresh Healthy Living

Healthcare



- Healthcare Providers
- Health Centers & Retail

Academia



- Dietetic Internships
- Research and Evaluation Partnerships

PRIORITY LIFE STAGES

First 1000 Days (Pregnancy + 0-2 years)

- Government
- Healthcare
- Academia
- Dairy Industry



School Age - Elementary, Middle & High School

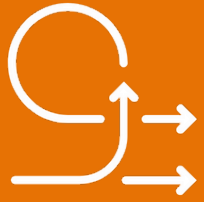
- Education
- Government
- Dairy Industry



Older Adults - Chronic Disease & Healthy Aging

- Academia-Thought Leadership
- Healthcare-Publications



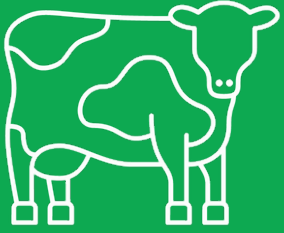


Thriving Organization

We aspire to achieve organizational excellence, maximize our resources and impacts while remaining human centered.

2024-2025 Priority Areas:

- Build an equitable organization
 - DEIA Investments
- Measure our impact
 - New Evaluation Metrics
- Strategic, focused marketing and messaging
 - Branding Rollout and Refinement
- Optimize fiscal stability
 - Office Move
 - Warehouse Transition
- Strengthen our infrastructure
 - Digital Solutions that include AI
- Strengthen our organizational structure
 - Functional Reorganization
- Invest in our team
 - Staff Development



Dairy Ag Literacy

We build value for the dairy agricultural community's innovation in sustainable nutrition and nutrition security.

- Sustain Mobile Dairy Classroom as a flagship program.
- Advance the integration of milk and dairy foods as part of farm-to-school.
- Identify key opportunities to showcase experiential farm tours and dairy exhibits.



Partnerships & Collaborations

We build and foster strategic partnerships to achieve collective nutrition goals for positive health impacts.

- Co-create tools, programs and resources to ensure dairy inclusion.
- Leverage independent research and local initiatives to address opportunities that support milk and dairy foods.
- Facilitate convenings with thought leaders that foster multi-sector actions to elevate dairy.
- Activate and elevate Let's Eat Healthy Champions as trusted messengers and spokespeople.



Education and Advocacy

We educate and advocate on milk and dairy's role in sustainable nutrition and nutrition security.

- Translate research to advance the value of milk and dairy foods in dietary recommendations.
- Equip thought leaders with the knowledge to advocate for milk and dairy foods.
- Preserve the position of milk and dairy foods within nutrition security programs.

Outcomes

Partners use dairy inclusive nutrition to educate children and communities.

- Increased knowledge, awareness, and value (traditional education and digital marketing)



Community members develop skills to advocate for dairy inclusive nutrition.

- Increased engagement and self-efficacy (professional development/advising)



Champions engage in actions to advance milk and dairy foods.

- Increased influence in policy, systems and environmental change



Comprehensive Approaches to Reach Key Audiences

An effective program uses multiple influence levels to shift knowledge, values, and actions with key audiences



DCC Program strategies work together for impact
Marketing, Nutrition Education, Thought Leadership



Include multiple levels of influence:

Education

Engagement

Advocacy

Children and Youth



Education and Advocacy



Explore Dairy



Let's Eat Healthy Tools



School Meals



Farm to School



Summer Meals



World School Milk Day



National Dairy Month

Dairy Ag Literacy



Mobile Dairy Classroom



Virtual Field Trips



Farm Tours



Fair Displays



Exhibits



Videos

Partnerships



Let's Eat Healthy Champions



CA School Nutrition Assoc



Local School Wellness Policy



Ag in the Classroom



CA Dept of Food and Ag



CalFresh Healthy Living



Int'l Dairy Federation



National Dairy Council

Nutrition Security and Diversity, Equity, Inclusion and Access

First 1,000 Days (Pregnancy and 0-2)

Education and Advocacy



LHE Dairy Initiative Project



NACCHO Resources



Trends



WIC & UC Research



National Milk Day



National Dairy Month



Publications & Podiums

Dairy Ag Literacy



Farm Tours

Partnerships



Raley's



Legacy Health Endowment



Community Health Center of America



Golden Valley Health Center



WIC & CalFresh Healthy Living



AAP Chapters



Let's Eat Healthy

Older Adults

Education & Advocacy



Trends



Publications



Thought Leadership



Research Translation



National Dairy Month

Dairy Ag Literacy



Farm Tours

Partnerships



International Dairy
Federation



National Dairy Council



CA Dept of Aging

Nutrition Security and Diversity, Equity, Inclusion and Access