



Success Plan Progress Summary

HIGHLIGHTS FROM OCTOBER 1, 2024, THROUGH JANUARY 31, 2025

Overview

The organization continues to progress towards outcomes with the evaluation results that blend metrics with experiences from the communities served. Merging the numbers with quotes, case studies and examples aims to bring a fuller picture of programming to improve the health and well-being of children and families.

Educational Engagements

With a goal of economically engaging target audiences with dairy-forward education and messaging, resources are shifting to digital, interactive and collaborative.

Educational Engagements

- **1,119,400 (61% of reach)**
 - Print resources 464,000
 - Digital resources 272,200
- **Largest resource orders**
 - Instate: 114,000 Beyond the Bell – Woodland Hills
 - Out of State: 2,900 resources Dairy Council of Arizona



January 31, 2025



- Aligning resources with strategies, including an intentional move toward more digital assets, reduces costs and results in fewer annual customer orders. Using a three-year life cycle for digital resources captures first orders and assumes resources are used for multiple years. In the last two fiscal years and the first half of 2024–2025 there were over **272,000** digital orders.
- Dairy Council of California videos generated over **1.5 million** views. The 2023–2024 Annual Report video generated a total of 16,726 views, a 14,000-view increase compared to the 2022–2023 Annual Report video. Nearly **125,500** education resources for health educators featuring dairy within a healthy diet were viewed. Additionally, close to **90,000** resources targeting pregnancy to age 5 were distributed in the first half of the fiscal year.



Education

Training, publishing and mentoring are all ways to build trust and develop relationships with key audiences to expand the reach of dairy messaging.

Education



35
podiums
with
3,435
attendees



Community
Education
14 events
with 2,033
attendees



Provided
messaging on
importance of
nutritious
school meals

Education and
Advocacy




Rialto Unified School District Middle school site prepping for lunch at the Made with School Lunch event.


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Educated Health Professionals:

- In San Diego and Fresno unified school districts, **192** school nurses participated in trainings on the importance of dairy in a healthy eating pattern for school-age children. Nurses left with knowledge and resources to educate over **8,000** students in their school districts on the value of milk, yogurt and cheese. Feedback from school nurses included:
 - “How nutrient-rich dairy actually is – it’s way more than calcium.”
 - “Milk is a super food.”
 - “The nutritional value of milk seems to have been overlooked lately as well as it’s affordability.”
 - “Lactose intolerance...encouraging options and difference between allergy and intolerance.”
- Collaboration with national dairy organizations expanded by sponsoring California registered dietitian nutritionists to attend an event at the Academy of Nutrition and Dietetics’ annual conference to deepen understanding of dairy’s important role in health equity, especially during the first 1,000 days of life. This event featured dairy’s integration into Latino cultures and the key findings from the *Journal of the National Medical Association* supplement on milk and dairy foods in the diets of Black Americans, particularly during pregnancy, lactation and early childhood. In addition, attendees heard from a dairy farmer on commitment to sustainable farming practices, including animal care, worker welfare and environmental stewardship.

Educated Health Educators and Community-Based Leaders:

- A Let’s Eat Healthy Community of Practice webinar titled *Thinking Outside the Classroom* was hosted to showcase community partnerships that focus on sustainable food systems and nutrition security. Two Let’s Eat Healthy champions, Evy Young, Director of Agricultural Programs at OC Fair & Event Center, and Katy Young, Executive Director of ImagineU Children’s Museum, shared insights on dairy’s role in these efforts.

Live Webinar

LET'S EAT HEALTHY COMMUNITY OF PRACTICE

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

WEDNESDAY
October 9, 2024

TIME
1:00-2:30 p.m.

REGISTER

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 California

CENTENNIAL FARM | **Let's Eat Healthy** | **ImagineU**



- Train-the-trainer professional development was offered through Orange County Health Care Agency Nutrition Services using the Let's Eat Healthy 4th grade nutrition program. After the training, attendees improved overall nutrition and dairy foods knowledge, increasing their confidence in educating students using the curriculum.

- At the Head Start Health Institute, staff co-presented *First 1,000 Days: Advancing Nutrition Security for Infants and Toddlers in Communities of Color*, where the culturally inclusive early childhood resources and the value of nutritious foods and education in the first 1,000 days were shared. Co-presenter and partner Hope Wills, a pediatric RDN, supported an impactful and engaging presentation.



- Dairy Council of CA participated in the Goshen community holiday event hosted by California Dairies, Inc. with board member Stacy Heaton. Donations included dairy-friendly recipes and educational resources about milk and dairy in 100 meal kits.



Educated School Foodservice Professionals:

- The U.S. Department of Agriculture's 2024 Healthy Meals Summit in Las Vegas, focused on school nutrition and provided a platform for advancing healthy school meals across the country. At two learning engagements co-presented alongside Dr. Betty Crocker of Lodi Unified School District, staff spotlighted integrating Farm-to-School practices and nutrition education into school meal programs. An experiential exhibit was hosted where participants interacted with Dairy Council of CA's new Dairy Around the World resource and a new cottage cheese recipe developed with Dr. Crocker's nutrition staff.



- With multiple engagement opportunities at the California School Nutrition Association annual conference, staff co-presented with the California Department of Education on food and nutrition trends, showcasing how they will shape the future of school nutrition. Through an exhibit booth with California Beef Council that included dairy and beef farmers, school nutrition professionals were invited to “meet a farmer.”



- Staff actively engaged at the one-day 2024 School Wellness Summit in Solvang, Calif., with **125** school wellness experts in the following activities:
 - Presented as chair of the California Local School Wellness Policy Collaborative to assist districts with creative ways to develop strong school district policies that include dairy foods.
 - Exhibited to highlight Dairy Council of CA resources and technical assistance offerings.
 - Presented nutrition education resources and programs to activate Let's Eat Healthy within school communities.
 - Surveyed 32 participants for knowledge gains: >90% agreed that there is value in creating healthy food environments that make nutritious foods accessible, which include milk and dairy foods; and >90% agreed



that there is value in educating others on the importance of healthy eating patterns, which include milk and dairy foods.

Educated Future Professionals:

- Nutrition students pursuing health care and dietetics education continued to receive support and information about the organization's contributions to the community through:
 - University presentations
 - Food and Nutrition club meetings
 - Opportunities to shadow staff and attend meet and greet events



Dairy Agricultural Literacy



Expanded opportunities to connect children and educators to dairy farming builds trust and value for the industry.

Dairy Agriculture Literacy

Mobile Dairy Classroom

A program of Dairy Council of California

- **363** school assemblies reaching **184,800** students
- Virtual Field trips: **25,000** students, including **6,500** students outside zones for in person assemblies
- **9** Ag Days reaching **16,200** students
- Community event engaging **450** students
- **27** exhibits with over **1.1M** impressions



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On January 9, 2025, the California Department of Food and Agriculture placed a temporary ban on dairy cattle exhibitions to help reduce the spread of HPAI (bird



flu). This order includes all traveling farms and petting zoos, resulting in the pausing of Mobile Dairy Classroom in-person assemblies and on-farm virtual field trips until the ban is lifted.

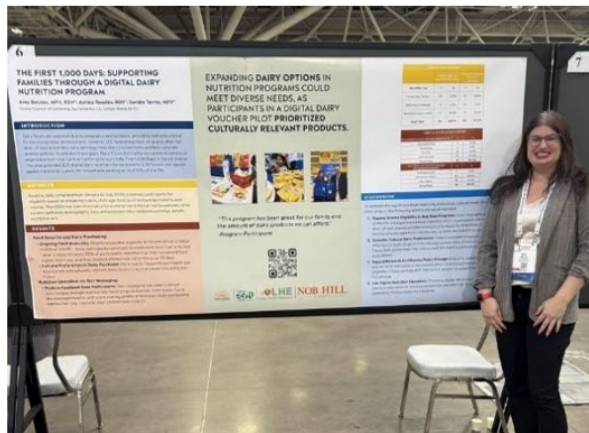
- At Ventura County Farm Day, 4,000 community members were educated on sustainable dairy farming practices to increase consumers' knowledge on the commitment the dairy industry makes to sustainable practices.
- At Florin High School's 2024 Collective Action Day, coordinated by Nutrition Services in Elk Grove Unified School District, an interactive educational booth was hosted for 200 students and community members. It focused on the essential role that milk and dairy products play in promoting daily, sustainable healthy eating patterns. California sustainable dairy farming practices and the Farm-to-School connection also highlighted the academic and nutritional significance of dairy.

Advocacy

Informing policy and guidelines on the value of milk and dairy foods in healthy, sustainable eating patterns.

Advocacy

- 13 third party
- 15 collaborations
- 3 research projects
- 12 policies informed
- 12 co-creation



January 31, 2025



The Grateful Grazing: A Journey Through California Harvest reception was hosted on the eve of the California School Nutrition Association conference, in partnership with California Beef Council and California Grown. Over 120 school nutrition professionals, state leaders and community partners attended the event, gaining insights into California's diverse agriculture by exploring how nutritious foods support youth growth and health, understanding the role of local products and applying food and nutrition knowledge to promote healthy eating in communities. Following are noteworthy comments from the pre/post-survey:



- Leaders and partners from school nutrition and California's dairy community convened at the Well-Nourished, Brighter Futures: Dairy Dialogue to envision equitable and sustainable solutions for school meals and student success. Hosted by Dairy Council of CA and sponsored by California Cattle Council and Sysco Sacramento, the event featured keynote speakers, industry experts and youth leaders discussing dairy's role in human development, sustainability efforts and innovative school meal strategies. Participants collaborated on addressing challenges and planning for the future of student nutrition, emphasizing nutrition, sustainability and accessibility in California's school food systems specific to milk and dairy products.
- The journal article "California Public Education Situational Analysis: Opportunities to Expand Nutrition Education" was co-published with University of California, Davis faculty and students in the *Journal of Trauma-Informed Community Health, Nutrition, and Physical Activity*. It focuses on



ways to implement nutrition education post-COVID-19 and highlights Dairy Council of CA as a resource and partner.

- Public comments were submitted to U.S. Departments of Agriculture and Health and Human Services on the Scientific Report of the 2025 Dietary Guidelines Advisory Committee, reinforcing the committee's findings of the importance of dairy foods as part of healthy, culturally relevant eating patterns across the life span.
- Staff provided analysis and education for the dairy community on several key U.S. Food and Drug Administration regulatory updates through public comments, including:
 - Final rule on the nutrient content claim for “healthy”
 - Proposed rule on front-of-package labeling scheme
 - Draft guidance for industry on the labeling of plant-based alternatives to animal-derived foods
- CEO spoke at the 2024 State of the Industry webinar hosted by Dairy Foods to provide nutrition trends to 130 key national dairy audiences related to products that meet consumer nutritional needs.
- Industry members were educated on the value of dairy nutrition in the first 1,000 days of life at the World Dairy Summit, which had an attendance of over 1,600, and at the American Public Health Association annual conference, which brought in thousands of attendees and focused on policy recommendations.





Thriving Organization

Thriving Organization

DAIRY COUNCIL OF CALIFORNIA
— EST. 1919 —
DairyCouncilofCA.org

Expanding ways to achieve organizational excellence while effectively managing resources and processes.

- Equitable Organization
- Optimizing Fiscal Stability
- Marketing & Messaging
- Invest in our Team

Thriving Organization
January 31, 2025

- Successfully moved to a new office location substantially reducing monthly operating costs.
- Dairy Council of CA was featured on KCRA Channel 3 News donating unwrapped toys for children and teens for the CHiPs for Kids Toy Drive, sponsored by the California Highway Patrol.



- Historical records including financial, Board and Trends documents dating as far back as the 1930s have been digitized as part of our digital forward commitment.
- A formal AI policy has been adopted to address the rapid development of technology and the associated risks and opportunities.



Internal Ambassadors

- Shannan Young received the Assembly Certificate of Recognition from Assemblyman Heath Flora. This award recognizes her as a subject matter expert and the vital role of milk and dairy in school meals.



"...I would like to recognize your steadfast commitment to school nutrition, nutrition education, and strengthening the vital connection between schools and local agriculture. Through your efforts, you help build resiliency in our food system, create meaningful partnerships, and ensure that all children have access to healthy meals."

-Assemblyman Heath Flora



Communications

A more in-depth approach to communications is enlisting partners and offering expertise while reinforcing key messages.

Communications

109,371 Publication Impressions

Women in Leadership
Amy DeLisio, CEO
Cheese Market News article

Food & Wine
This Is What Happens to Milk After It Leaves the Cow
Efrain Valenzuela
Food and Wine article

Celebrating Dairy's Role in School Nutrition & Wellness
August 14, 2024
Elk Grove Unified School District
Food & Nutrition Services Department
Featured in 2 Poppyseeds articles on Elk Grove Unified School District partnership and mobile dairy classroom experience.

DAIRY COUNCIL OF CALIFORNIA
— EST. 1919 —
DairyCouncilofCA.org

January 31, 2025

- Industry publications:
 - Featured in Hoard's Dairyman on trainings provided to school nutrition professionals, educators and school administrators to promote student wellness and consumption of healthy foods, including dairy.
 - CEO interviewed by Cheese Market News on her leadership style which centers on being adaptive, collaborative and strategic.



- **Marketing Campaign:** A campaign, which is a strategic effort to drive awareness and engagement of dairy-centric content across multiple channels, requires significant resources to maximize impact and achieve measurable results.

- National Milk Day: **143,222** impressions
 - National Milk Day Activation at Northgate Market: Over 200 families received free gallons of milk. In addition, nutrition education, samples of licuados and raffles engaged the audience.
 - Web Page Views: 3,520
 - Toolkit Downloads: 226
 - Social Media Engagements: 56,924
 - Google Search Ads Reach: 68,877
 - Marketing Email Reach: 13,225
 - Views From Nutrition & Physical Activity Collaborative Newsletter: 250



- A *Food & Wine* article titled “This Is What Happens to Milk After It Leaves the Cow” quoted Dairy Council of CA staff. The story highlighted regulations followed by the dairy industry to produce quality products for Americans.

- **Key Messaging Events:** Messaging events are smaller, focused promotional efforts that highlight specific messages or themes. They require fewer resources but still support organizational goals by reinforcing important dairy-related messages.

- Healthy New Year: 28,097 impressions
 - Web Page Views: 561
 - Social Media Engagements: 3,240
 - Google Search Ads Reach: 14,915
 - Marketing Email Reach: 9,381
- Farm-to-School Month: 30,935 impressions
 - Web Page Views: 2,076
 - Social Media Engagements: 4,534
 - Google Search Ads Reach: 15,584
 - Marketing Email Reach: 8,741

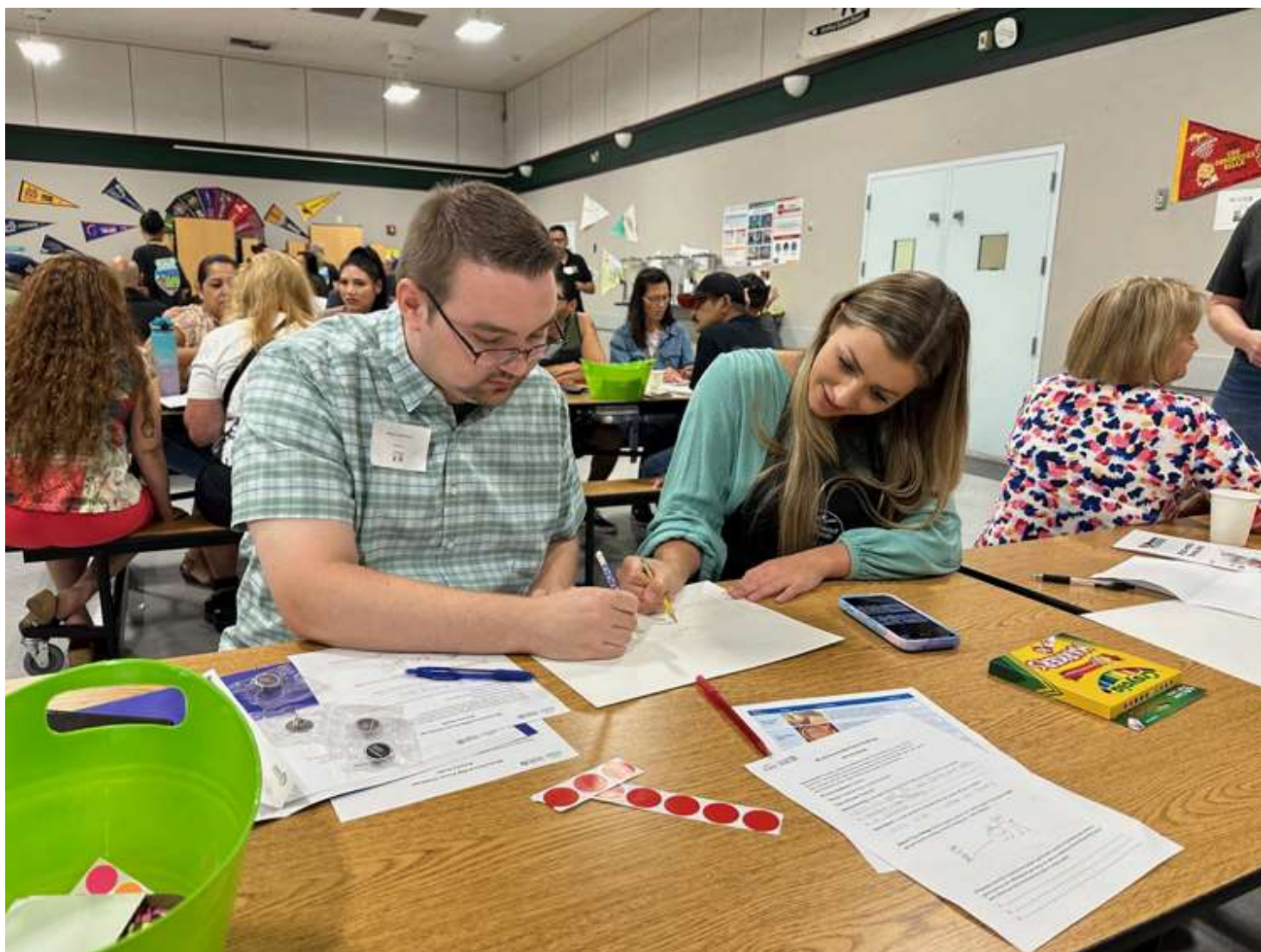


HOARD'S DAIRYMAN

Empowering school nutrition professionals

Dec. 12 2024

By Amy DeLisio, Dairy Council of California



School cafeterias are a gateway for millions of United States schoolchildren to receive access to nourishing meals that include fruits, vegetables, and dairy foods. Behind the scenes in these cafeterias are an important and influential group: school nutrition professionals.

Through the power of partnerships with California schools, Dairy Council of California offers professional development opportunities to school nutrition professionals, educators, and school administrators, providing nutrition education, training, and tools to promote

student wellness and consumption of healthy foods, including dairy.

One example of this is when Dairy Council of California delivered a two-hour session titled “Celebrating dairy’s role in school nutrition and wellness” to Elk Grove Unified School District, equipping more than 400 members of the district’s food and nutrition services department with up-to-date knowledge and practical skills to advocate for healthy eating.

At the training, Dairy Council of California shared the functional health benefits of dairy foods and explored their importance across all life stages. Hands-on experiences included an interactive cottage cheese taste test inspired by social media trends. District staff also engaged in a poster contest, where winning designs were displayed in cafeterias as part of World School Milk Day. The activity fostered creativity and teamwork among staff, further strengthening their commitment to promoting healthy eating for student wellness.

As a dairy community, working with school nutrition professionals is an important strategy in advocating for milk and dairy foods as part of healthy, sustainable eating patterns. To learn more about our work in schools or about how you can join us in elevating health and advocating for dairy foods, visit DairyCouncilofCA.org.

To comment, email your remarks to intel@hoards.com.

(c) Hoard's Dairyman Intel 2024

December 12, 2024



Dairy Council of California - Mobile Dairy Classroom Assembly

By Dmitriy Tsoy, RD, Nutrition Coordinator, Orcutt Union School District

To celebrate National Farm To School month, Orcutt Union School District invited the Dairy Council of California to bring their Mobile Dairy Classroom Assembly to three of our elementary schools last month.

The mobile assembly, featuring the “Mobile Dairy Classroom,” brought a real Jersey cow to the school. Students had the unique opportunity to learn about the anatomy of cows and understand the process of how milk goes from farm to table. The dairy instructor Mishael also covered the nutritional benefits of dairy products and how they contribute to a balanced diet.

To reinforce what students learned, 1st-grade students at Pine Grove participated in a fun post-assembly activity. They created colorful drawings of the dairy assembly (please see attached). Along with their artwork, students wrote short texts summarizing key facts about cows.

Overall, it was a fun and educational experience for everyone involved. The students went back to their classrooms with a better understanding of the dairy farm system and why milk they enjoy drinking from the school cafeteria is a healthy beverage choice. Plus, they all got to meet a real-life cow, making it an unforgettable day at school!



Professional Development at Elk Grove Unified School District: A 30-Year Partnership to Champion Healthy Eating

By: Sonia Fernandez Arana, Let's Eat Healthy Program Manager at Dairy Council of California, & Michelle Drake, Director of Food and Nutrition Services at Elk Grove Unified School District

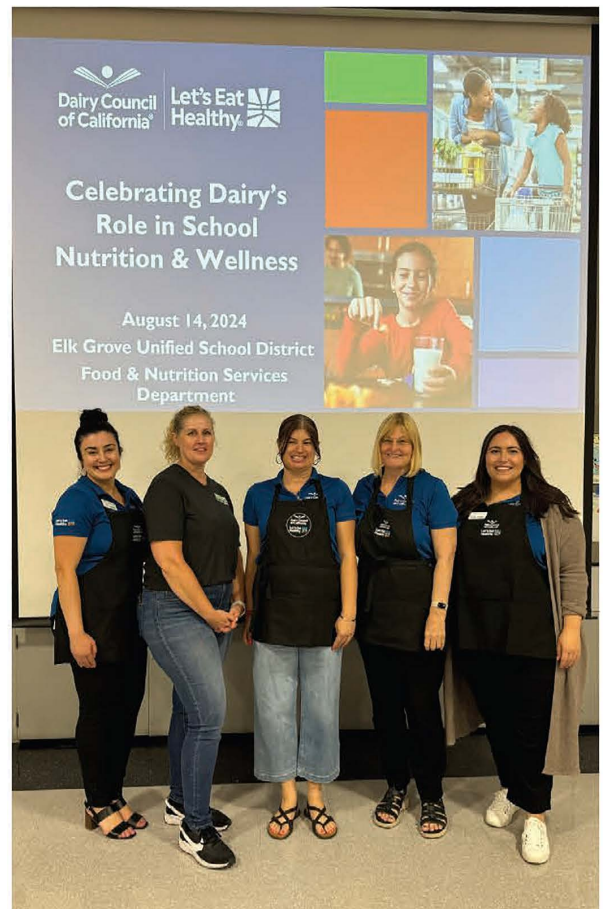
In the dynamic world of school nutrition, partnerships with trusted community experts have proven invaluable. For over 30 years, Elk Grove Unified School District (EGUSD) has collaborated with Dairy Council of California to promote student wellness through nutrition education and training. This partnership reached a new milestone in August 2024, when Dairy Council of California delivered a professional development session to equip over 400 members of EGUSD's Food and Nutrition Services Department with up-to-date knowledge and practical skills to advocate for healthy eating.

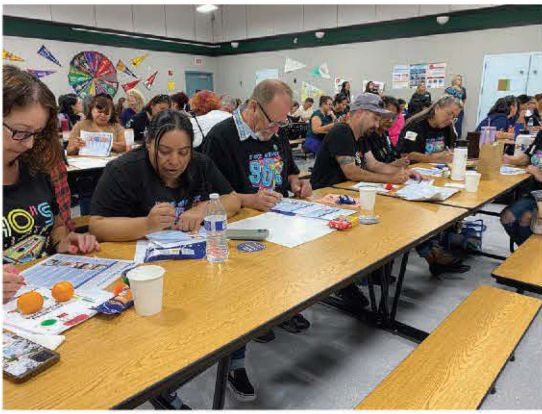
The two-hour session titled "Celebrating Dairy's Role in School Nutrition and Wellness" introduced attendees to the functional health benefits of dairy foods, exploring their importance across all life stages. Hands-on experiences included an interactive cottage cheese taste test inspired by social media trends. The sweet and savory cottage cheese recipes were co-created to appeal to students' diverse tastes. Feedback from attendees was overwhelmingly positive, with 98% expressing high satisfaction and over 91% indicating a commitment to share the sampled recipes with students.

EGUSD always looks for ways to engage staff to learn more and get excited about school foodservice. The day's training was designed to bring inspiring outside perspectives and better equip attendees to do the important work of nourishing students.

District staff also engaged in a poster contest, where winning designs were displayed in EGUSD cafeterias as part of World School Milk Day, held on the last Wednesday each September. The activity fostered creativity and teamwork among staff, further strengthening their commitment to promoting healthy eating for student wellness.

Reflecting on the partnership's lasting impact, Alyssa McClelland, Dairy Council of California Initiatives and





Engagement Director, shared, “Michelle and her team embody the spirit of Let’s Eat Healthy champions, earning our Leadership Award in March 2024. Through our strong partnership, we have worked together to bring science-based nutrition education to students and staff across the district, elevating the health of the students and community for over 30 years.”

Looking to the future, EGUSD and Dairy Council of California remain committed to collaborating on cutting-edge resources, trainings and recipes to foster healthy eating patterns for students, staff, parents and community.

To learn more about Dairy Council of California and professional development opportunities, visit DairyCouncilofCA.org.

