




# Draft Success Plan

Fiscal Year 2025-2026

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## Our Vision

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

## Our Cause

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

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## Our Values



We believe in advancing evidence-based practices and solutions to contribute to healthy communities.

We believe in equitable access to culturally relevant nutrition education and healthy foods.

We believe milk and dairy foods are essential in healthy, sustainable eating patterns.

We believe in maximizing the dairy community's contribution through collaboration for greater collective impact.

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## Team Attributes

We are open, honest and transparent.

We intentionally work together to reach alignment.

We value independent thinking and decision making.

We are accountable to our commitments.

We assume positive intent and ask clarifying questions.

We create an inclusive environment where all team members can thrive.



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# Organizational Statement



Dairy Council of California is a leading nutrition organization working to elevate the health of children and communities through multisector collaborations to foster lifelong healthy eating patterns.

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



# Strategies and Key Sectors



# Education



Sustain Mobile Dairy Classroom to advance agricultural literacy.

Advance the integration of milk and dairy foods as part of nutrition education and farm to school.

Explore dairy agricultural education innovations and experiential learning opportunities.

Market resources and programs to promote nutrition education solutions.



# Advocacy



Translate research to advance the value of milk and dairy foods in nutrition guidelines.

Equip others to advocate for milk and dairy foods as part of sustainable nutrition.

Engage in meaningful actions to preserve the position of milk and dairy foods as part of nutrition security.



## Collaboration

Co-create resources and programs to educate on healthy, sustainable eating patterns.

Prioritize partnerships that explore the benefits of milk and dairy foods through emerging research.

Facilitate dialogues that foster multi-sector actions to elevate dairy.

Engage Let's Eat Healthy Champions as advocates for sustainable nutrition.



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## Thriving Organization

Build an Equitable Organization

Measure Our Impact

Clarify Our Marketing and Messaging

Optimize Fiscal Stability

Strengthening Our Infrastructure

Strengthening Our Organizational Structure

Invest in Our Team



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# Key Focus Lenses: Building Value for Milk & Dairy

