



DAIRY COUNCIL  
of CALIFORNIA®

100 Years

Healthy Eating  
Made Easier®



# Dairy Council of California Through The Years



# 100 Years of Improving Health

Thanks to California dairy families and milk companies, the industry's Dairy Council of California is celebrating 100 years of contributions to the health of Californians.

“We gave people something of real value without expecting something in return. We did this in the firm belief that when facts about our product reached the people in the form of education, we would reap our rewards in increased use of milk and other dairy products.” Sam Greene, 1919



Dairy Council of California Staff, 2018

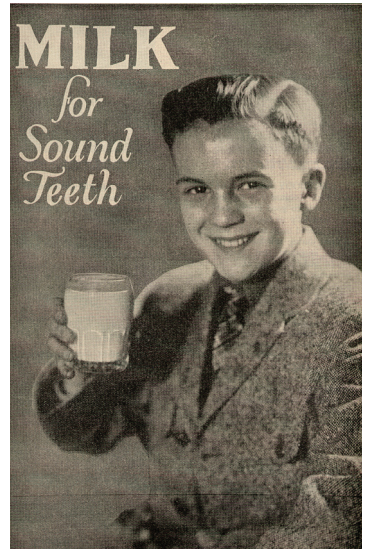


# 1919

In 1919, foresighted leaders of California's burgeoning dairy industry established the California Dairy Council. Legend tells of two well-known California dairymen, Sam Greene and Chester Earl Gray, seeing an opportunity to provide a service for the public as well as the entire dairy industry. Before WWI, on San Francisco Bay ferryboat commuter trips, they talked about the discoveries of Dr. E. V. McCollum. Dr. McCollum had discovered a vital life substance in butterfat and named it vitamin A. Dr. McCollum then wrote several articles on the importance of dairy foods in the daily diet.



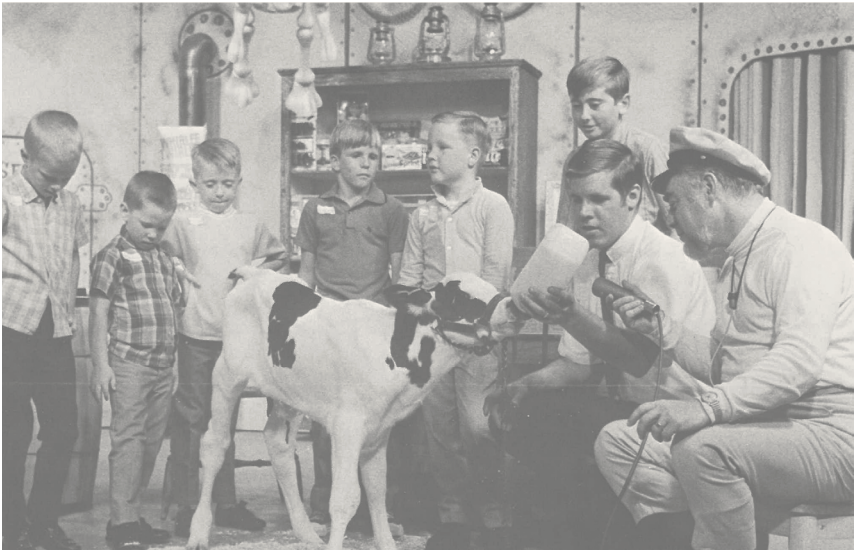
From the outset Dairy Council of CA's efforts were directed at children and schools. Rickets were a common bone disorder among children. In cooperation with the State Board of Education, a study of the diets of 130,000 school children was conducted, the results of which dramatized the importance of milk products in children's daily diets and in school meals.



# '20s - '50s

A series of "Dairy Products for Health" campaigns were conducted in the '20s and '30s, and with the cooperation of PTAs and milk distributors, milk was introduced into schools. During this time Dairy Council of CA also distributed nutrition education brochures, like "What Milk will do for Your Child" to parents, schools and health professionals. The Mobile Dairy Classroom began educating children in the '30s by bringing a live cow and calf to schools to teach students about the connection between agriculture and where foods come from.

During the '40s and '50s Dairy Council of CA began to expand its reach, building on its nutrition education base by adding research and publicity strategies to spread the message about the health benefits of dairy foods. In the '40s staff trained Red Cross personnel on feeding a nation at war. In the '50s schools and health organizations ordered 6 million educational pieces. Informational radio programs were pioneered with campaigns like "Serve 'em well, Keep 'em well."

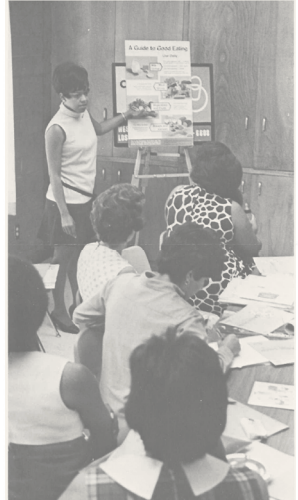


*Dairy Council's mobile unit operator and the calf were guests on "The Captain's Locker."*



# '60s - '80s

In the '60s the organization started on its road to becoming more sophisticated in its approach to nutrition education. In the '70s Dairy Council of CA pioneered multi-lesson curriculum targeted to specific age groups in kindergarten, second and fifth grade that educated children to plan healthy diets from all food groups, including milk and dairy foods. The programs were embraced and trusted by schools and enjoyed by students. By the end of the '70s, about 80 percent of second and fifth grade students completed Dairy Council of CA programs.



Bettye Nowlin (standing), Dairy Council nutrition consultant, gives a basic nutrition lecture to Head Start leaders.

The '80s brought an increasingly competitive environment where milk and dairy foods were losing some of their acceptance by the medical community. Issues such as fat, salt and sugar began to take center stage. Dairy Council of CA increased its effort to establish partnerships with opinion leaders and key organizations that influence consumer food choices. A major campaign to promote calcium for health was launched; health professionals were identified as key gatekeepers to reach adult consumers.



DCC pilot program for school lunch



Dairy Council presented awards for the best school lunch menu



Four Food Groups in the lunchroom



# 1990s

The '90s saw a growing sentiment that milk and dairy foods were too high in fat. Dairy Council of CA supported the USDA food pyramid which validated dairy foods being part of healthy eating patterns. Coalition campaigns, in partnership with highly respected health and culinary organizations and opinion leaders, were established to counter the focus on the issue of dietary fat. "Resetting the American Table" and "Kids Cooking Week," with culinary celebrity Julia Child, worked to elevate the importance of family meals and individual taste preferences as a health strategy.



'90s efforts in the classroom kept Dairy Council of CA's nutrition education programs #1 in schools. By 1998 1.6 million children were being educated every year with nutrition education programs that helped them improve their food choices, which included milk and dairy foods. Staff developed self-instructional programs for health professionals to use to educate patients about the health benefits of dairy foods as part of healthy eating patterns. During this time, Dairy Council of CA began to use websites to reach consumers, notably "Meals Matter."



# 2000s

The new century saw a more complicated world with food choices being impacted by health, animal and environmental concerns. Digital information exploded and became a major source of influence. Dairy Council of CA and its programs evolved to meet the changing needs of consumers. School print curriculum was complemented with technology components and websites. Staff worked with school wellness policy leaders to keep nutrition education in the classroom and dairy foods in the cafeteria. By this time, Dairy Council of CA had developed nutrition education programs for every grade level from kindergarten to high school.



In the decade of 2010, Dairy Council of CA's foundation continued to be creating and delivering California's leading nutrition education curriculum in schools. But as issues became increasingly complex, no longer could the focus be solely nutrition education. It was also important to ensure access to healthy foods and to influence public policy impacting dietary guidance. To embrace the cause the organization has worked toward since 1919—to elevate the health of children and families through the pursuit of lifelong healthy eating habits—Dairy Council of CA continued to evolve and adapt to those changing times. Strategies were undertaken to ensure milk and dairy foods were available and easily selected in federal feeding programs like school meals and summer feeding. Milk advocacy was a role for all staff, and advocacy training was offered for the dairy industry through workshops and a smart phone app.



# Next 100 Years

Looking toward the future, Dairy Council of CA sees that education, empowerment and food access remain key to positively positioning milk and dairy foods in the face of opportunities and threats and making sure California's diverse population can plan milk and dairy foods as a part of healthy eating patterns. Dairy Council of CA is amplifying new research findings by gaining recognition for milk as the nutrition community's preferred beverage for mothers and young children.

Thanks to the entire dairy industry and their support for community health, the future looks bright for the next 100 years of evolution to achieve healthy eating for Californians through the consumption of milk and dairy foods in all eating patterns, including plant-based, sustainable diets.

The values of Dairy Council of CA stand strong today and well into the future:

- ✱ We believe all children and their families deserve access to nutrition education and healthy foods.
- ✱ We believe reversing childhood obesity is critical to creating healthy communities.
- ✱ We believe milk and dairy foods are essential to healthy eating patterns.
- ✱ We believe collaboration is vital to ensure children are supported to grow healthfully.

