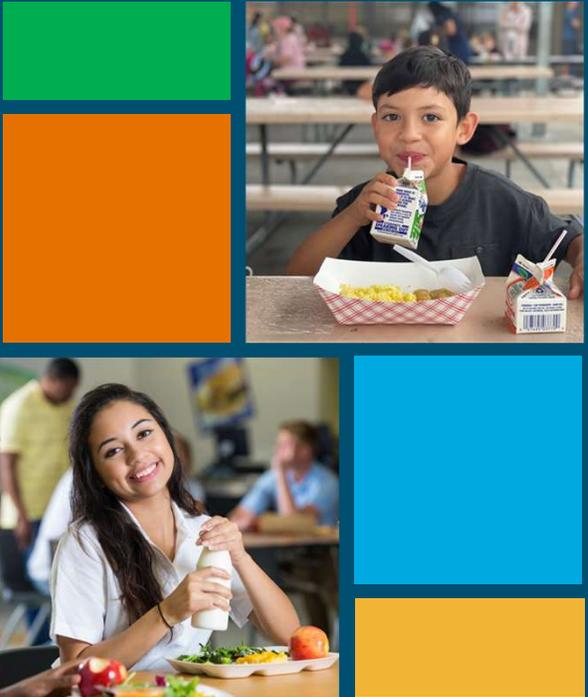




# 2024-2025 Success Plan Overview



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## About Us



**VISION**

**Milk and dairy is 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.**

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# Organizational Statement

Dairy Council of California is a leading nutrition organization working in collaboration to elevate the health of children and communities through 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.



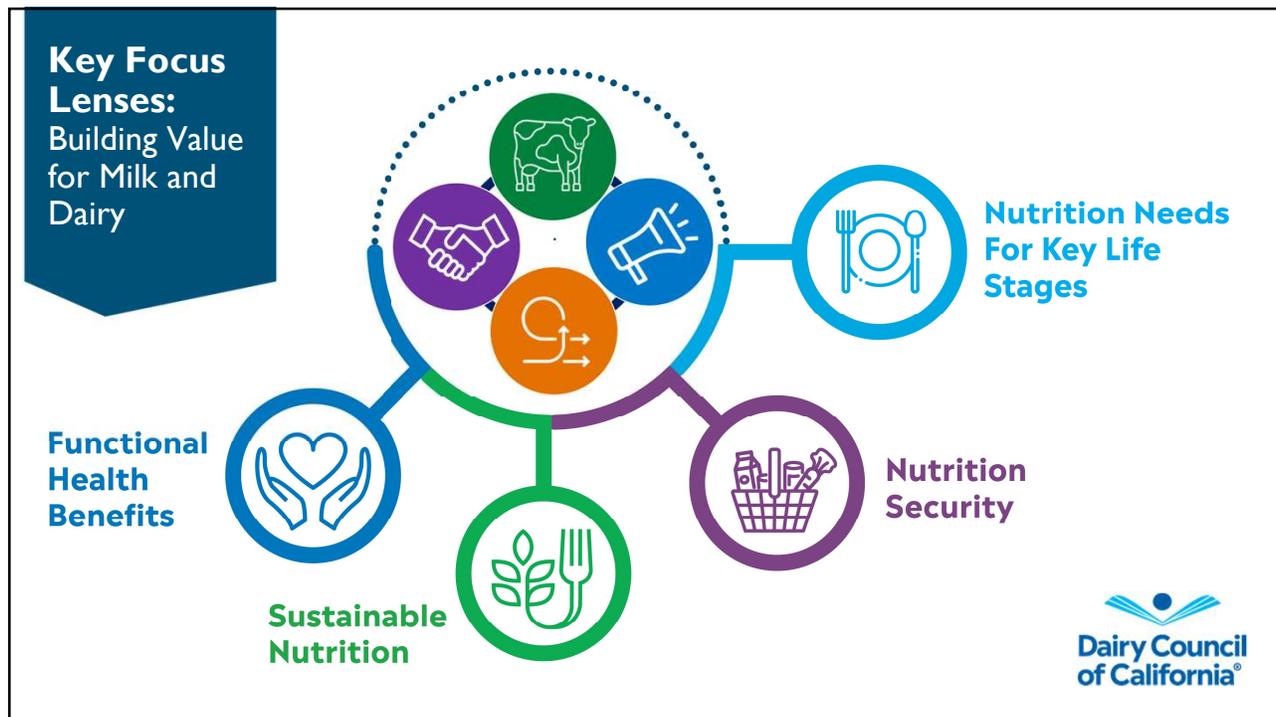
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2024-25

## Key Strategies & Sectors



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**Dairy Ag Literacy**  
We build value for the dairy agricultural community's innovation in sustainable nutrition

- 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.

**Dairy Council of California®**

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## Education and Advocacy

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

- 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.



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## 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.
- Fund 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.



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## 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



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## Outcomes

**Partners include dairy inclusive nutrition literacy as a component of sustainable food systems to children and communities.**



- Increased knowledge, awareness and value

**Community members develop skills to educate and advocate for dairy inclusive nutrition.**



- Increased engagement and inform organization and environmental change

**Champions engage in actions to advance milk and dairy foods.**



- Increased influence and inform policy and systems change



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## Key Audiences



### PARTNERSHIPS BY SECTOR



**Dairy Industry**

**Education**

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



**Government**

- CDFA
- CDE
- CDPH-WIC



**Healthcare**

- Healthcare Providers
- Health Centers + Retail



**Academia**

- Dietetic Internships
- Research and Evaluation Partnerships

### PRIORITY LIFE STAGES

**First 1000 Days (Pregnancy + Caregivers 0-2)**

- 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



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## 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

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# Children and Youth



<h3 style="margin: 0;">Education and Advocacy</h3> <ul style="list-style-type: none"> <li> Explore Dairy</li> <li> Let's Eat Healthy Together</li> <li> School Meals</li> <li> Farm to School</li> <li> Summer Meals</li> <li> World School Milk Day</li> <li> National Dairy Month</li> </ul>	<h3 style="margin: 0;">Dairy Ag Literacy</h3> <ul style="list-style-type: none"> <li> Mobile Dairy Classroom</li> <li> Virtual Field Trips</li> <li> Farm Tours</li> <li> Fair Displays</li> <li> Exhibits</li> <li> Videos</li> </ul>	<h3 style="margin: 0;">Partnerships</h3> <ul style="list-style-type: none"> <li> Let's Eat Healthy Champions</li> <li> CSNA</li> <li> LSWP</li> <li> Ag in the Classroom</li> </ul>
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# First 1,000 Day (Pregnancy and 0-2)



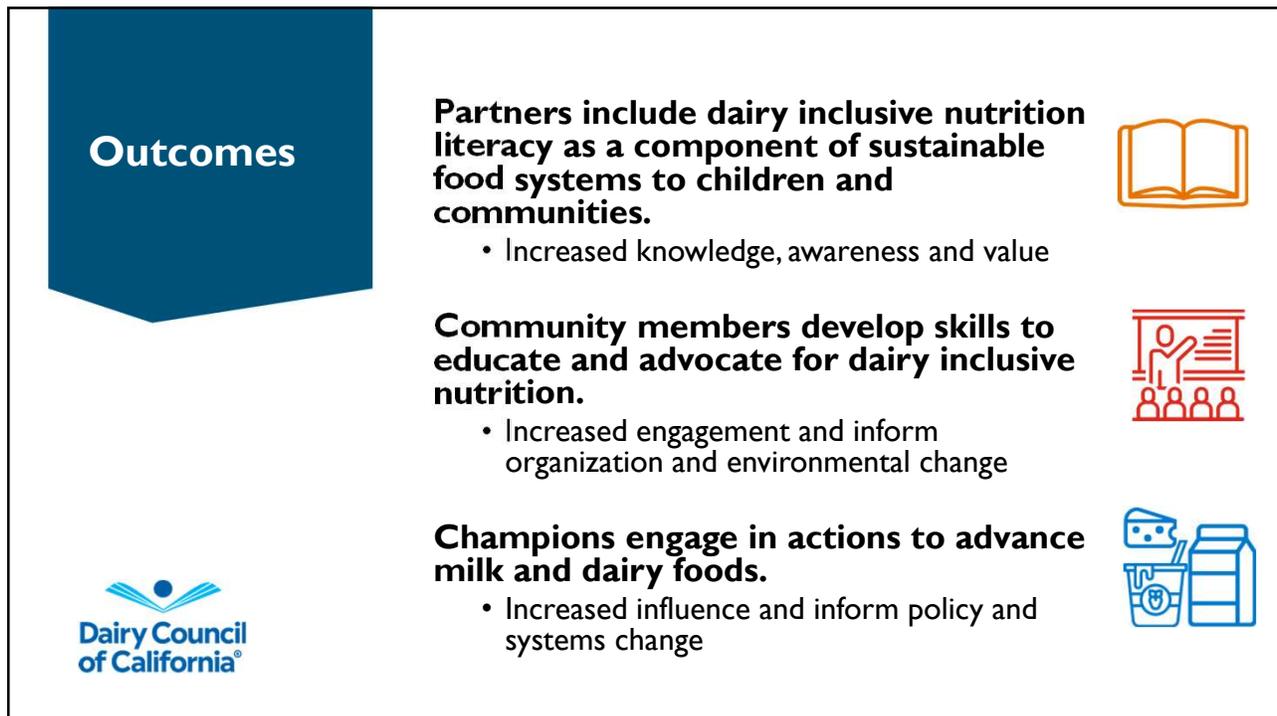
<h3 style="margin: 0;">Education and Advocacy</h3> <ul style="list-style-type: none"> <li> LHE Dairy Initiative Project</li> <li> NACCHO Resources</li> <li> Trends</li> <li> WIC &amp; UC Research</li> <li> National Milk Day</li> <li> National Dairy Month</li> <li> Publications &amp; Podiums</li> </ul>	<h3 style="margin: 0;">Dairy Ag Literacy</h3> <ul style="list-style-type: none"> <li> Farm Tours</li> </ul>	<h3 style="margin: 0;">Partnerships</h3> <ul style="list-style-type: none"> <li> Raley's</li> <li> Legacy Health Endowment</li> <li> Community Health Center of America</li> <li> Golden Valley Health Center</li> <li> WIC</li> <li> AAP Chapters</li> <li> Let's Eat Healthy</li> </ul>
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