

# **Dairy Council of California**



**Amy DeLisio**

**CEO**

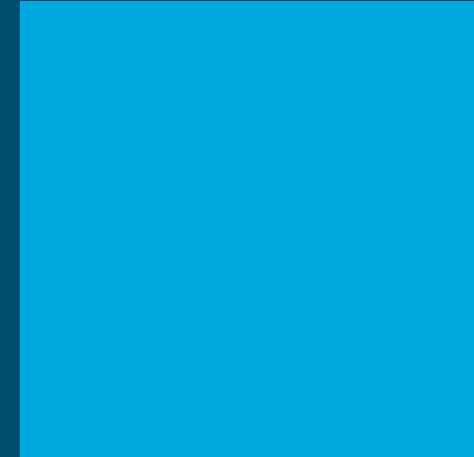
**Dairy Council of California**





**Dairy Council  
of California®**

**Current Success and  
Looking Ahead  
Amy DeLisio, CEO**



# About Us

## VISION

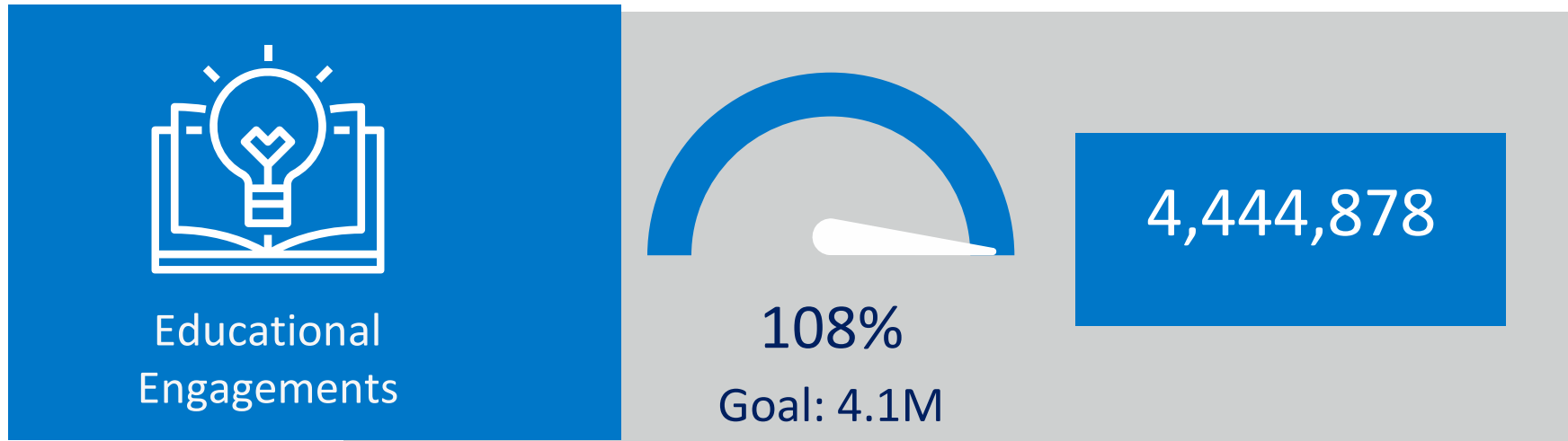
Together, we advance milk and dairy's unique and essential contributions to healthy, sustainable **eating patterns**.

## CAUSE

Elevating the health of children and **communities** in California by promoting lifelong healthy eating patterns.

# Dairy Food and Nutrition Education

Let's Eat Healthy Spectrum of Engagement



# Dairy Ag Literacy

Mobile Dairy Classroom

Dairy Ag Exhibits

Dairy Tour with professionals

Community Dairy Ag Events

Dairy Industry Meet & Greets

NFL Collaboration & PSAs

DairyUp App





# Students and Educators Improve Nutrition Knowledge

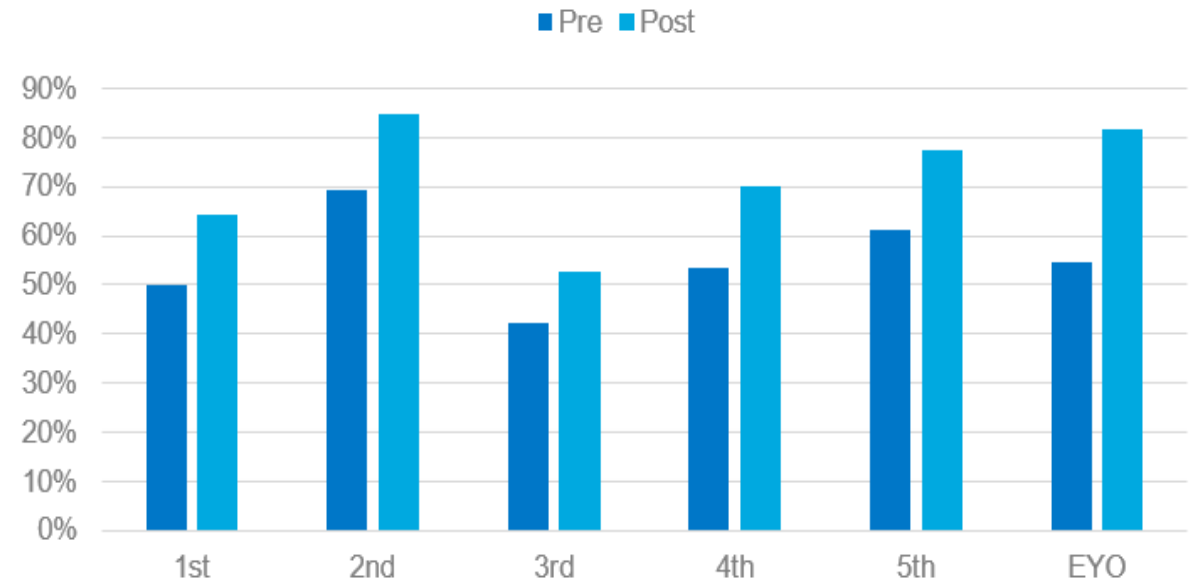


96%

of educators agreed students' knowledge of healthy eating improved after the lessons



Pre/Post Assessment average scores from 2022-2023 school year.



*“The changes I have made since I participated in the Exercise Your Options lessons are eating more protein and drinking more milk to make sure my bones and body stay healthy throughout the day.”*

**- Middle School Student**

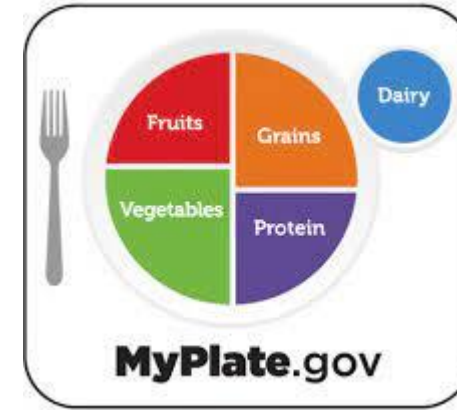
# Health Professionals Use DCC Resources



**81%**

Agreed their patients' ability to choose healthy foods improved after using DCC resources.

n = 252



**98%**

Agreed it is important to consume foods like vegetables, fruits and dairy as part of a healthy eating pattern.

n = 252

"Using these tools have helped me and my patients learn the best way to eat properly. In 20 months, I lost 50 lbs and I serve as an example to my own patients. Thank you!"

- Medical doctor

# Supporting Milk + Dairy Advocacy

Partnerships



80

Committees

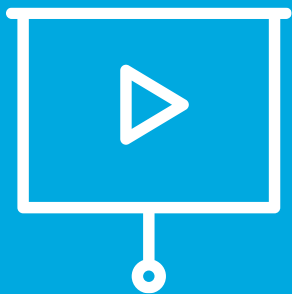


153

Guidelines

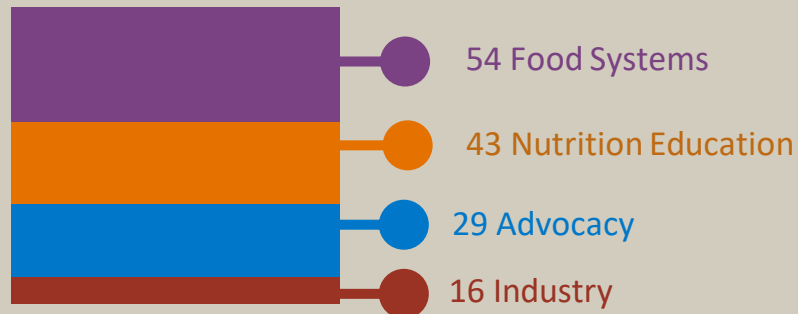


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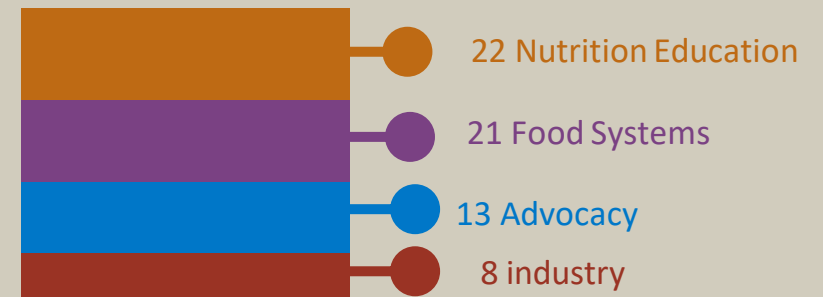
Advocacy

Technical  
Advising



192

Podiums



68

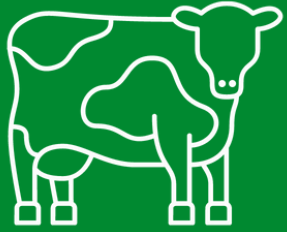


# Key Strategies & Audiences



# How We Build Value for Milk & Dairy





## Dairy Ag Literacy

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



- Expand Mobile Dairy Classroom
- Collaborate with CDFA's Farm to School Regional Coordinators to Include Dairy Ag Literacy
- Expand Experiential Dairy Exhibits
- Build partnerships to foster future Dairy Ag Youth Leaders with high school students





# Education and Advocacy

We educate and advocate on milk and dairy's role in healthy, sustainable eating patterns



- **Advance the value of milk and dairy foods in key life stages.**
  - Pregnant and 0-5
  - School Aged Children
- **Preserve the position of milk and dairy foods in federal nutrition programs**
  - 6 million students reached through school meals
  - 950,000+ families participate in WIC
  - Over 4.5 million individuals and families participate in CalFresh





# Partnerships & Collaborations

We build and foster strategic partnerships to achieve collective nutrition and health impacts



- **Co-create tools, programs and resources to ensure dairy inclusion**
  - Let's Eat Healthy Together Series
- **Fund research that support milk and dairy's role in sustainable nutrition.**
  - WIC cultural dairy food study
  - First 1000 Day Community Pilot
- **Activate Let's Eat Healthy Champions as trusted messengers**
  - Let's Eat Healthy Awards
  - Let's Eat Healthy Community grants







Thank you