

FUTURE
[SHAPE THE]

DAIRY FORUM 2018

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PARTNER SESSION



[ADVANCE]

DAIRY ADVOCACY THROUGH TECHNOLOGY

DAIRY FORUM 2018

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Thank You to Our
PARTNER



DAIRY COUNCIL
of CALIFORNIA®

Healthy Eating Made Easier®

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Dairy Council of California



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Industry Relations Manager
Dairy Council of California



***Please download the DairyUP App* - We will be utilizing the app during the session.**

Log into your mobile device:

1. Go to the Apple or Android App store
2. Search: **dairyup**
3. Hit download, then open when finished

Login: **california**

Password: **pass**



Advancing Dairy Messaging Through Technology


DAIRY COUNCIL
of CALIFORNIA®
Healthy Eating Made Easier®

By James Winstead, RDN
&
Ashley Rosales, RDN



TA2
IW1
JW6

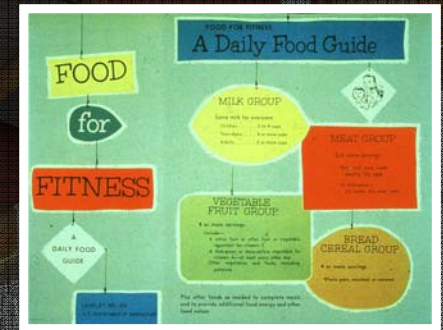
Our History



Dairy Council of California
Five Food Groups

First mobile
dairy classroom

1930's



1960's

Expansion to hospitals,
youth clubs, medical conventions,
nursing schools

1919
Linking nutrition science
and dairy in schools

1922
Implemented
school milk service



Slide 8

TA3 do we really want to portray cows in pastures like this?
Tammy Anderson-Wise, 12/1/2017

JW1 Let's use a different photo that's relevant to CA.
James Winstead, 12/6/2017

JW6 Went with picture. Felt it was more accurate and blended nicely with the timeline.
James Winstead, 12/22/2017

Our Cause

To elevate the health of children and parents in California through the pursuit of lifelong healthy eating habits

TAM
JW2
JW7



Slide 9

TA4 since this is an industry deck I would have a very dairy forward photo here
Tammy Anderson-Wise, 12/1/2017

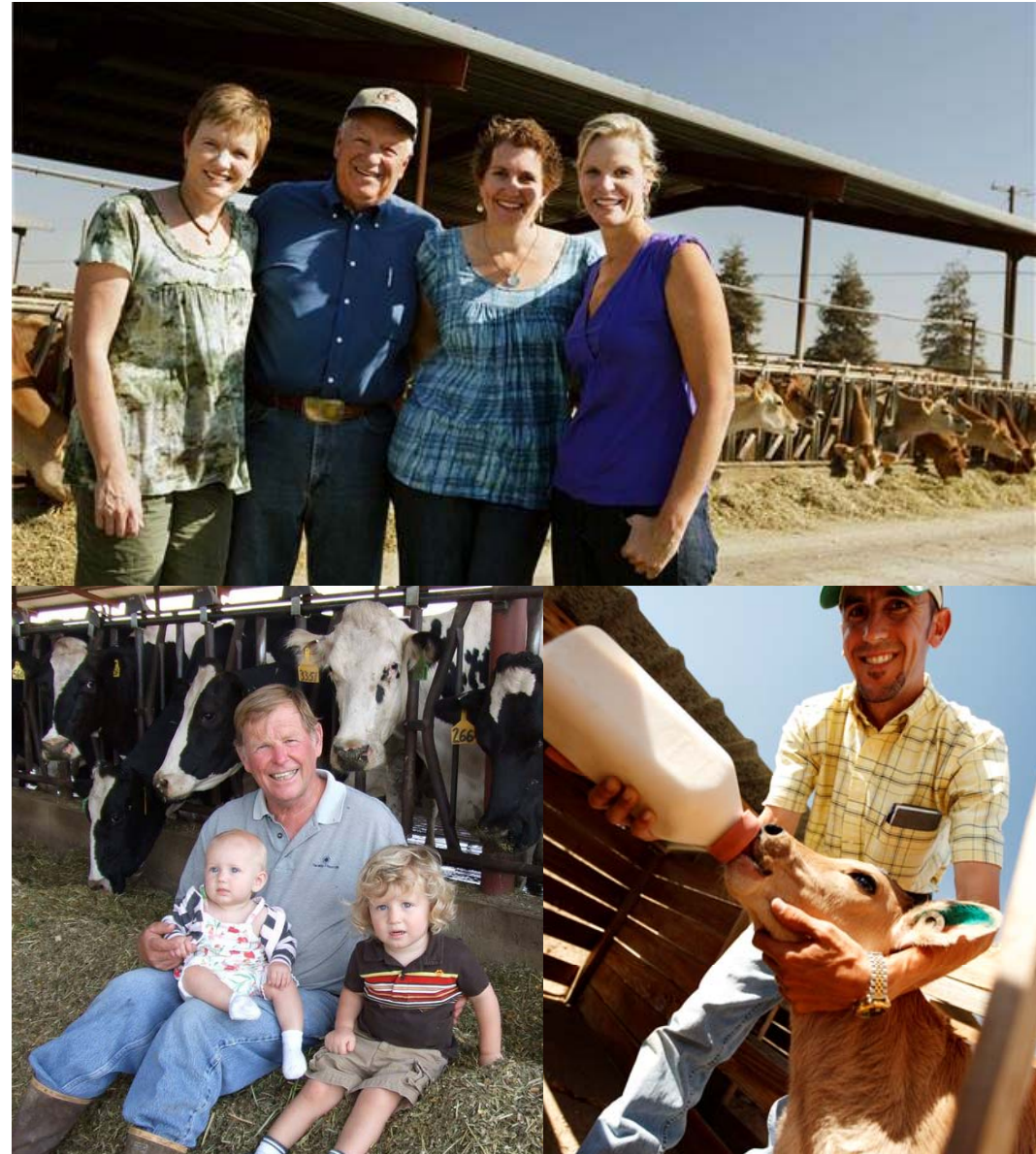
JW2 Confirmed, let's change that.
James Winstead, 12/6/2017

JW7 After looking at the slide again, I felt it would be best to keep the photos considering our cause statement is on the slide.
James Winstead, 12/22/2017



Today

- Contributing to community health
- Focused on nutrition education
- Funded by California's dairy farm families and processors
- Overseen by the California Dept. of Food and Agriculture





About Us

- Dairy Council of CA is a state government entity funded by California's dairy producers and processors
- Our charge: Nutrition Education
- We are not authorized to lobby
- We have a formal research rating system
- California Department of Food and Agriculture conducts an annual Nutrition Messaging Audit

Fall 2017

TRENDS

DAIRY COUNCIL
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Healthy Eating Made Easier®

FOOD AND NUTRITION ISSUES LIKELY TO IMPACT THE DAIRY INDUSTRY IN THE NEXT 1 TO 3 YEARS

Importance of AG Literacy—Turning Misinformation Into Opportunity



Consumers are becoming less connected with agriculture, even as their interest in where their food comes from continues to grow.



Now more than ever, people have a genuine interest in where their food comes from, how it's made and what's in it. As consumers continue to be further removed from farms, there is a growing need to educate them on agriculture. Consumers are now more likely to get their information from Internet searches, media headlines and social media, which can be confusing if the sources aren't accurate. According to a 2016 survey by the International Food Information Council Foundation, 44 percent of Americans read an article or watched a documentary examining food systems or common beliefs about diet, and over one-third changed their opinions or behaviors based on the information they obtained. Though often overlooked, one of the best sources of information comes straight from the agriculture community itself.



The dairy industry has become more proactive in educating consumers on where milk and dairy foods come from and how they are produced from the farm to the grocery store. Consumers trust foods produced locally, and there is a growing desire to connect with local food systems through farm tours and farmers markets. Dairy producers and processors have continued opportunities to connect with consumers and share their story.



In order to meet the growing need to connect consumers to dairy farm families, Dairy Council of California has created a new position, industry relations manager, and launched the DairyUp app, a new mobile tool designed to help the dairy industry effectively communicate with consumers. Through initial surveys of key stakeholders and health professionals, visiting dairy farms has had a positive impact on perceptions and knowledge of the industry, with potential to grow this awareness even further. California dairy farm families and processors have an amazing story to tell.

Dairy Council of California is dedicated to elevating the health of children and parents in California through the pursuit of lifelong healthy eating habits.

children to prioritize nutrition education as a way to help individuals adopt healthy eating habits that include milk and dairy foods.



Trends Overview

- Dedicated Trends Task Force
- Strong experienced team (including 9 dietitian nutritionists)

A photograph of a female teacher with brown hair, wearing a light blue button-down shirt, leaning over a light-colored wooden table. She is holding a blue tablet with both hands. Five children are gathered around the table, looking at the tablet with interest. From left to right: a boy in a blue and white checkered shirt, a girl in a pink and white striped shirt, a girl in a yellow shirt, a girl in a pink shirt, and a boy in a blue polo shirt with black horizontal stripes. The background is slightly blurred, showing other students in a classroom setting.

Implementing Direct Nutrition Education

Current Childhood Nutrition Issues



Food Insecurity

2.1 Million



Obesity

24.2%

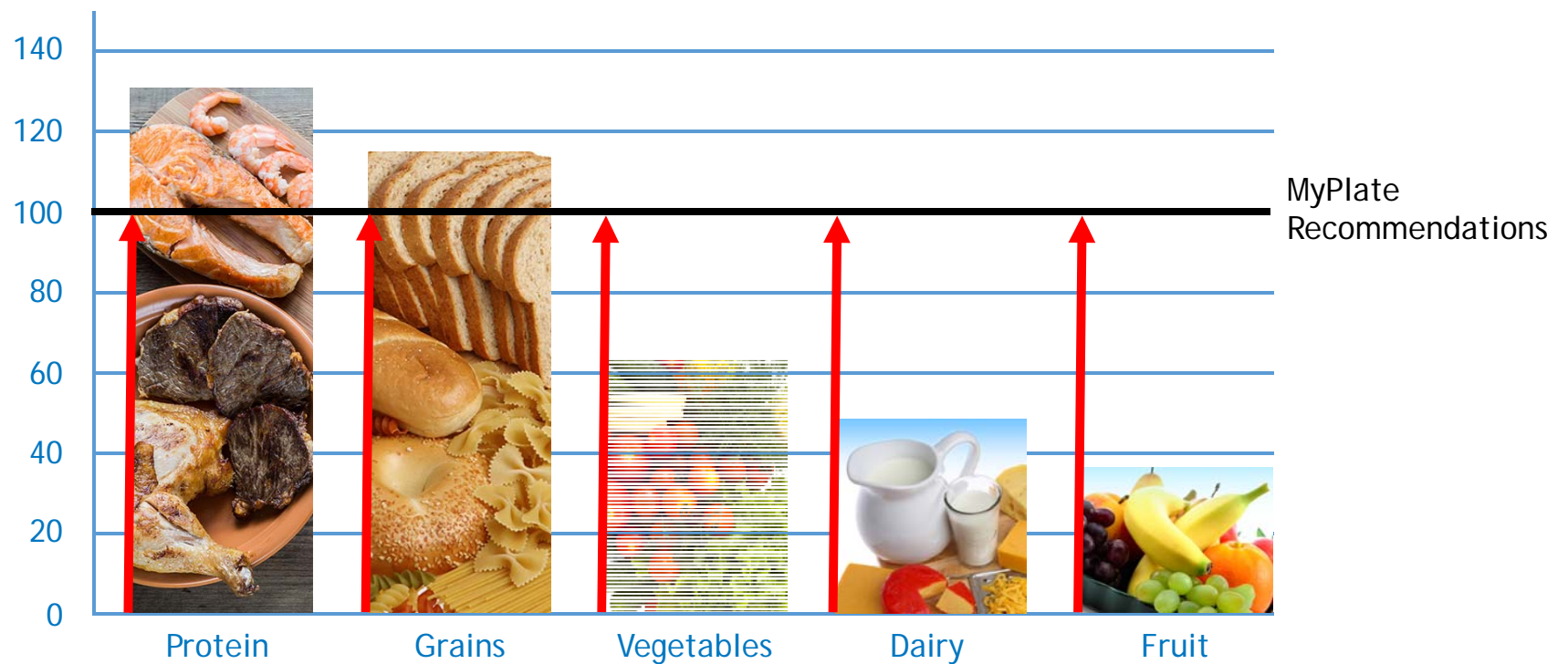


Diabetes


13.8%

Source: Hunger Fact Sheet, CA Association of Food Banks

U.S. Consumption in Relation to MyPlate Food Group Recommendations, 2011



Source: USDA, Economic Research Service, Loss-Adjusted Food Availability Data. Data as of February 2013.



59% of California Students are eligible
for free or reduced-price school meals

Source: Kidsdata.org

Educating More Kids and Parents More Times In More Ways



Mobile Dairy Classroom

Healthy foods from farm to table

Students Learn:

- The anatomy of a dairy cow
- How milk goes from a cow to their school/home
- The agricultural technology used on dairy farms
- The many different foods made from milk

Curriculum includes:

- Language arts, math and science
- Healthy food and activity choices
- Agriculture's contribution to our food supply



Dairy Advocacy History

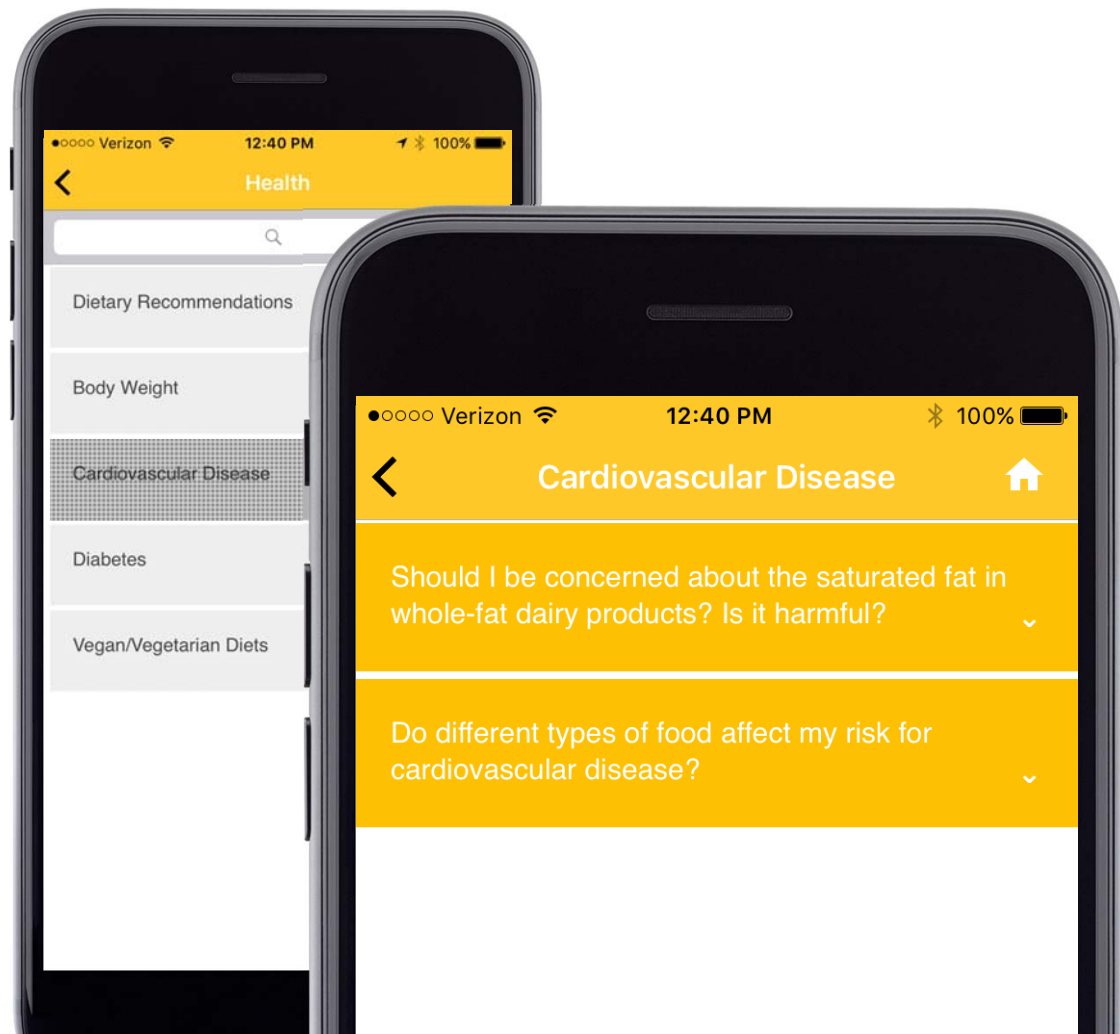
Timeline

- **2011** - Launched dairy advocacy training for internal staff.
- **2012** - Provided dairy advocacy training for Dairy Council of CA Board members. First release of the 'Milk & Dairy Pocket Guide'.
- **2014** - Dairy advocacy trainings provided to board members organizations.
- **2015** - Provided dairy advocacy training to dairy industry and released a revised 'Milk & Dairy Pocket Guide.'
- **2016** - Developed and released Dairy Council of CA board messaging guide.
- **2017** – Discussions with International dairy groups, then...

Introducing the DairyUP Mobile Application

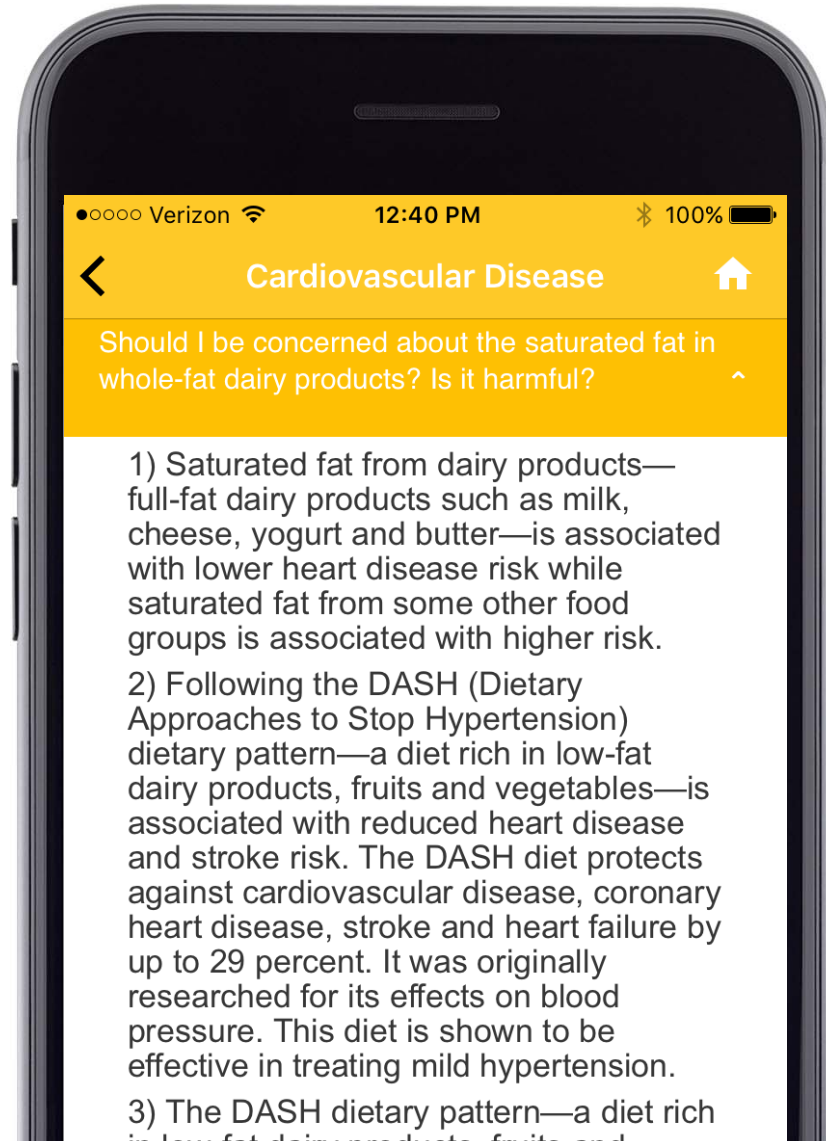


Exploring an Individual Section



Intuitive Design

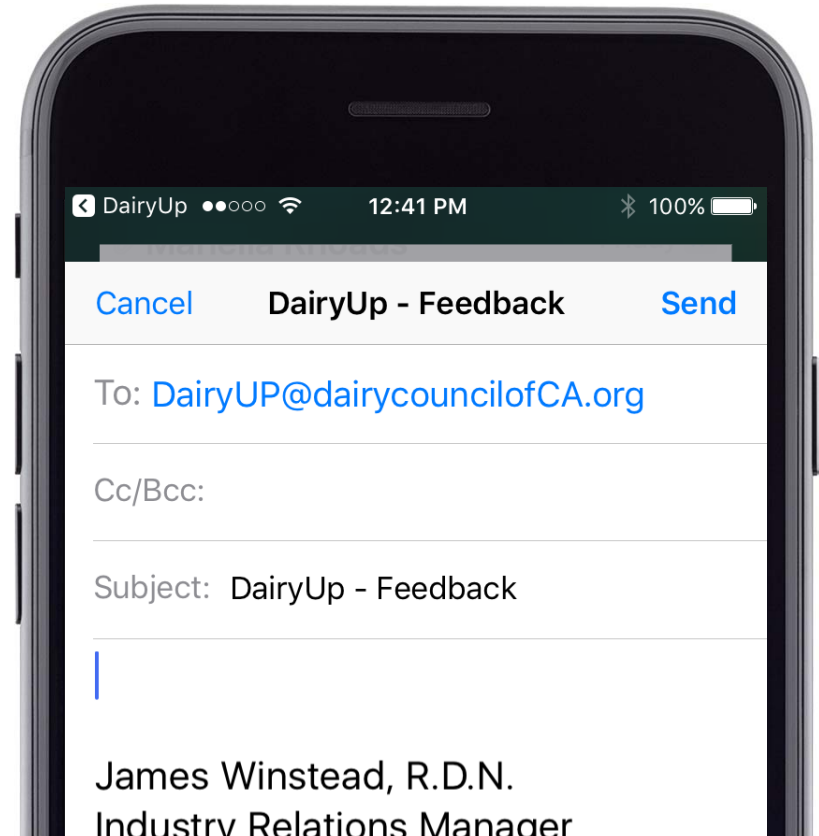
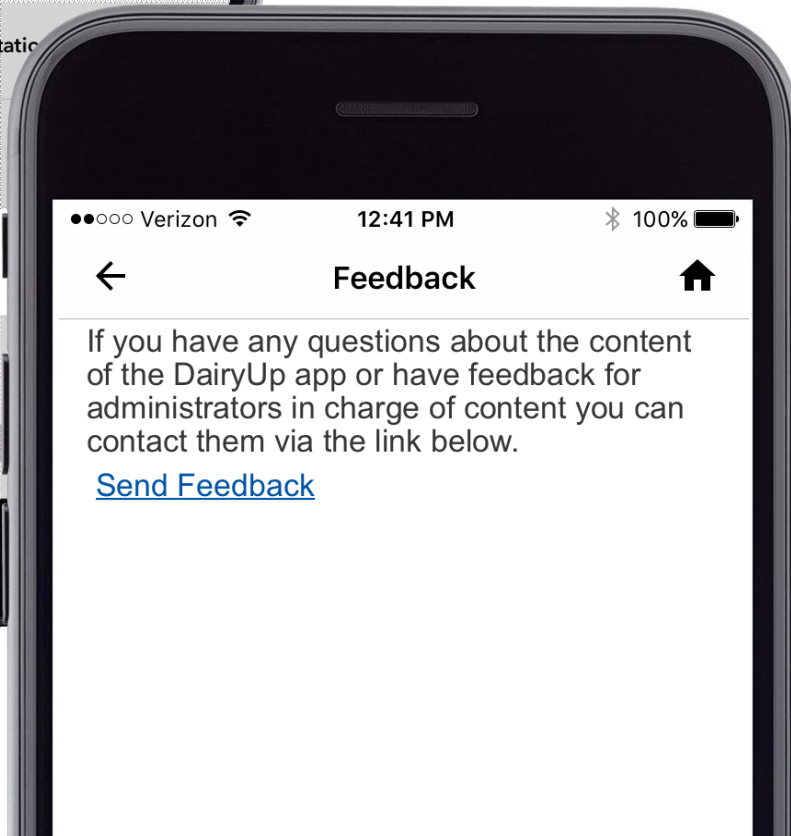
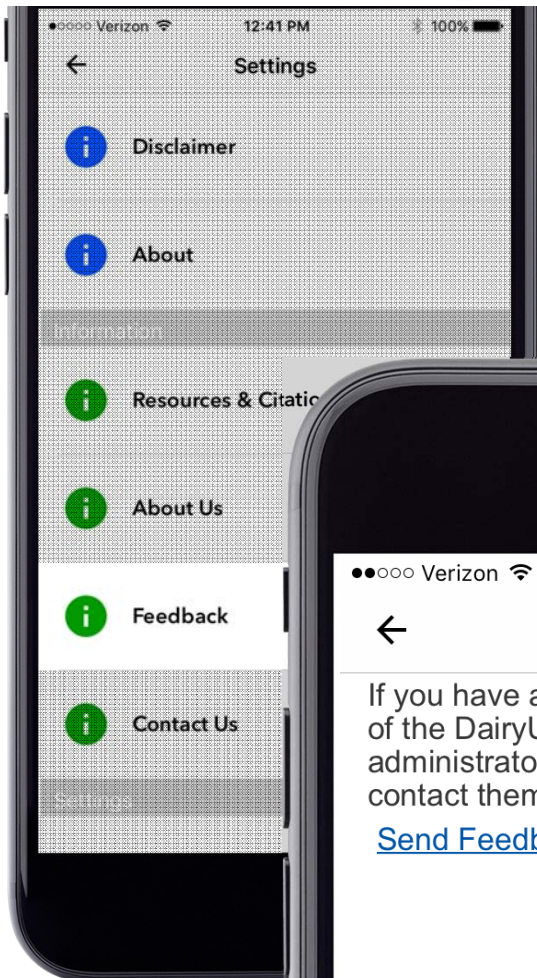
- Three taps and you're at the answer
- Bite size information to develop your own talking points



Exploring the “i” Section



- Easy to submit
- More feedback = more value



Using the App

- Preparing for a farm tour
- Homework before a meeting
- Preparing for a presentation
- Sharing with Ag and dairy industry

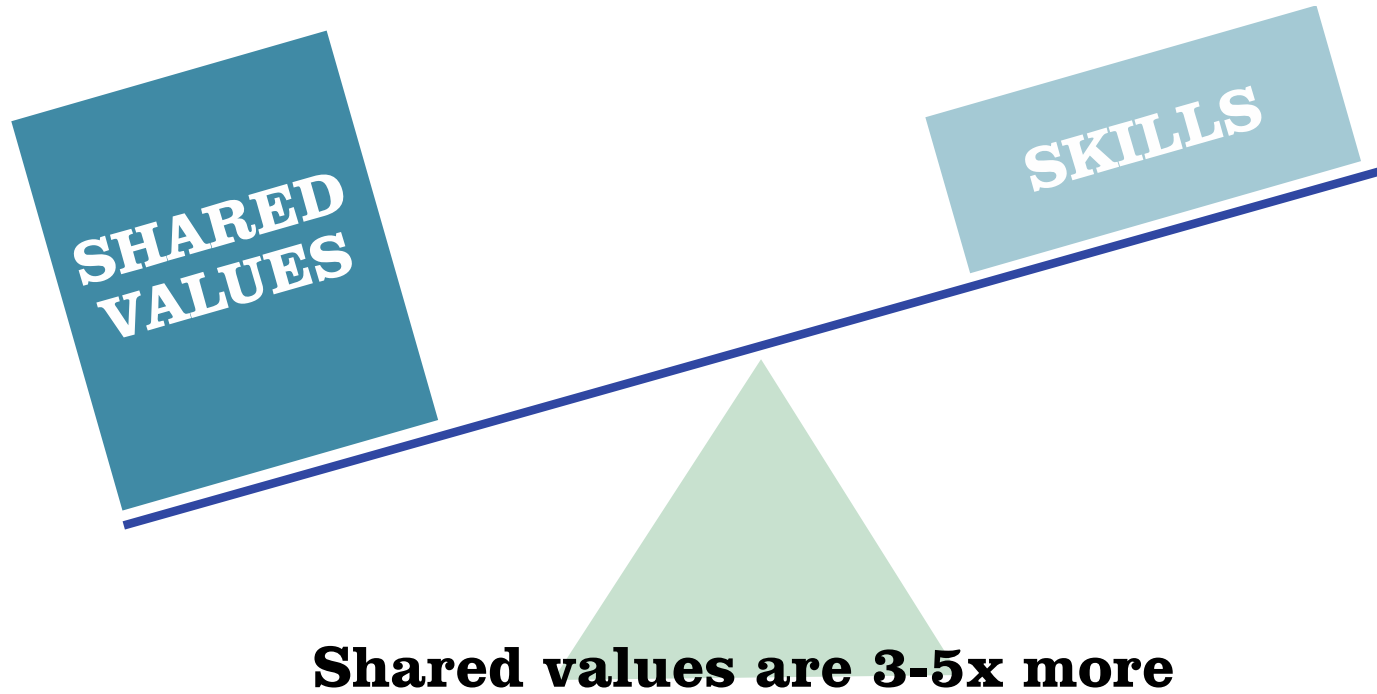


Disagreement is not a bad thing

- People often view arguing negatively
 - They avoid or withdraw from arguments
 - They believe arguing is destructive to relationships
- Debate can be a constructive form of communication
 - Gets issues out in open
 - Signifies respect and equality
 - Two way street, reciprocal influence
 - Builds credibility



What drives trust + influence?



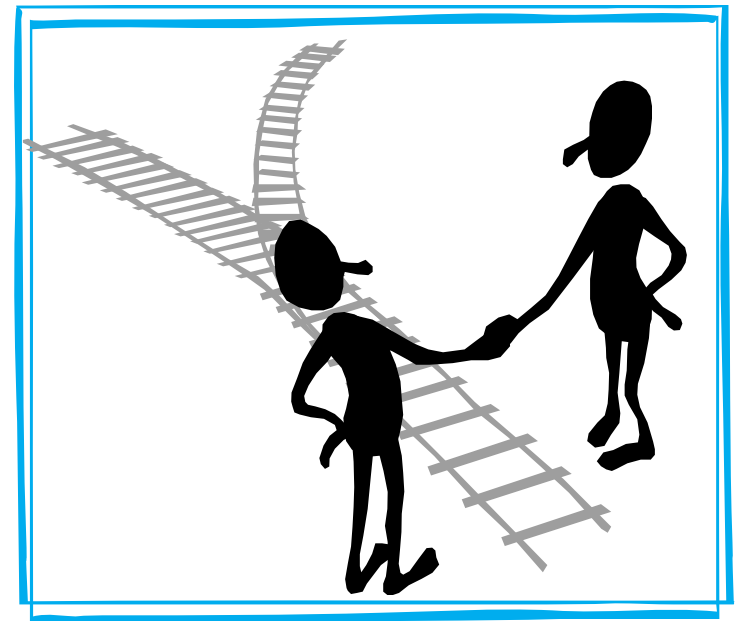
Shared values are 3-5x more important in building trust than demonstrating competence

Trust research was published in December 2009 - Journal of Rural Sociology

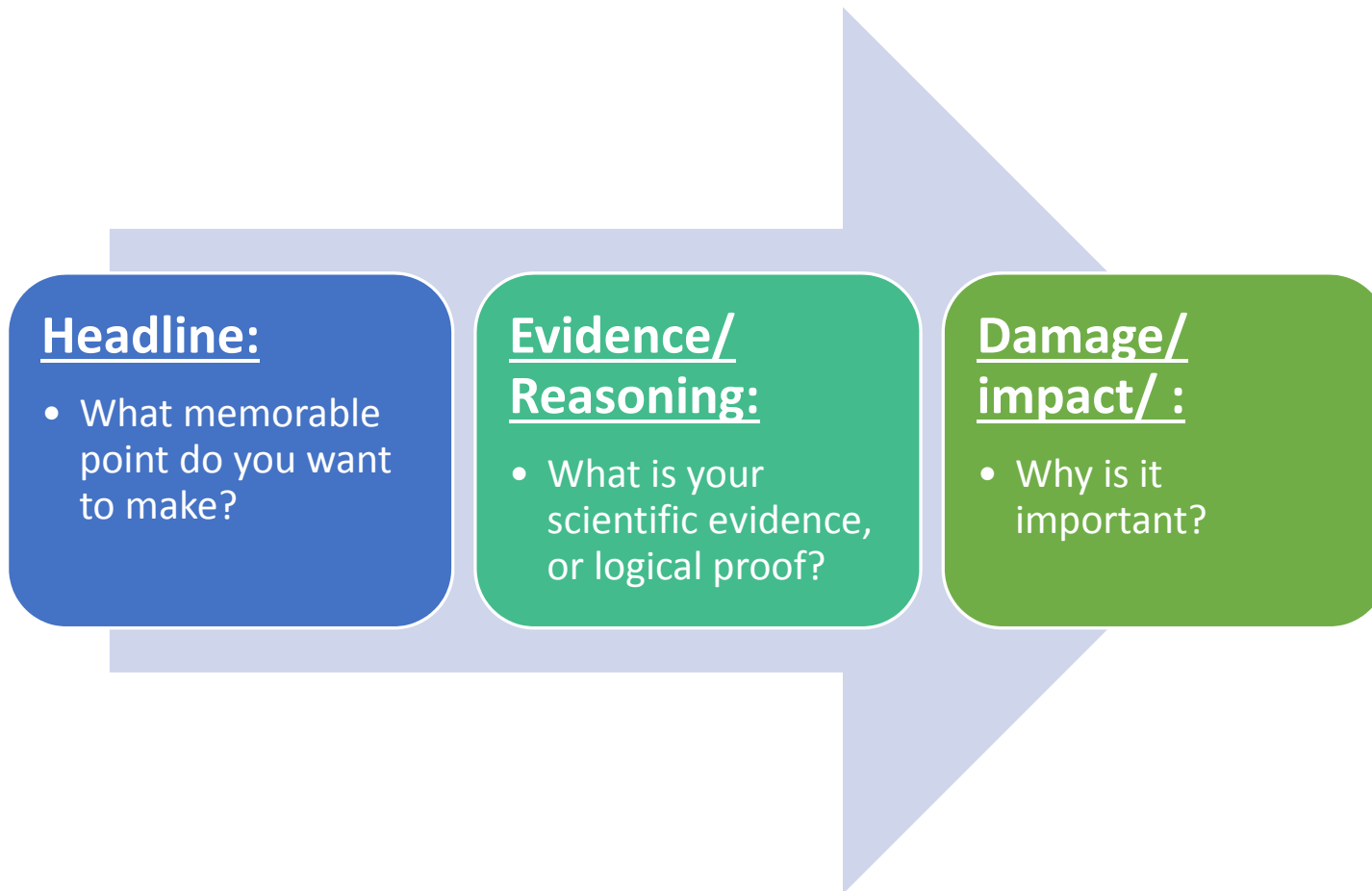
Positive Framing:

How to be influential without being disagreeable

- Identify 'shared values'
- Use bridging statements to transition into a dialogue
- Begin by agreeing partially
- Use both polite verbal and non-verbal language



Using the HERD system



Using the HERD format:

- *I've read several articles and blogs that have said milk isn't actually good for my bones and that it's better to get calcium from other foods.*
- **Transition:** When it comes to online information, it can be hard to know what's fact and what's ***mis***information. There are many myths about milk shared on the internet, so it's not surprising that you would have questions or concerns.



HERD argument, continued.

- **Headline:** Milk and dairy foods not only provide a significant amount of absorbable calcium, but also a unique package of nutrients that work together to build strong bones.
- **Evidence/Reasoning:** Science confirms that a healthy eating pattern rich in fruits, vegetables, dairy, whole grains and lean protein as well as getting enough physical activity is the best way to optimize bone health.
- **Damage/Impact:** While you can certainly count on other calcium rich food sources like leafy greens or beans, the problem is that it takes an awful lot of them to add up to the calcium in one 8-ounce glass of milk. Not only is it unrealistic for most people to eat such high quantities of these other calcium-rich foods, it can take additional calories to meet your calcium requirements.

What would you have to eat to get the same amount of calcium as in **one 8-ounce glass of milk?**

12 SERVINGS OF WHOLE GRAINS



10 CUPS OF RAW SPINACH



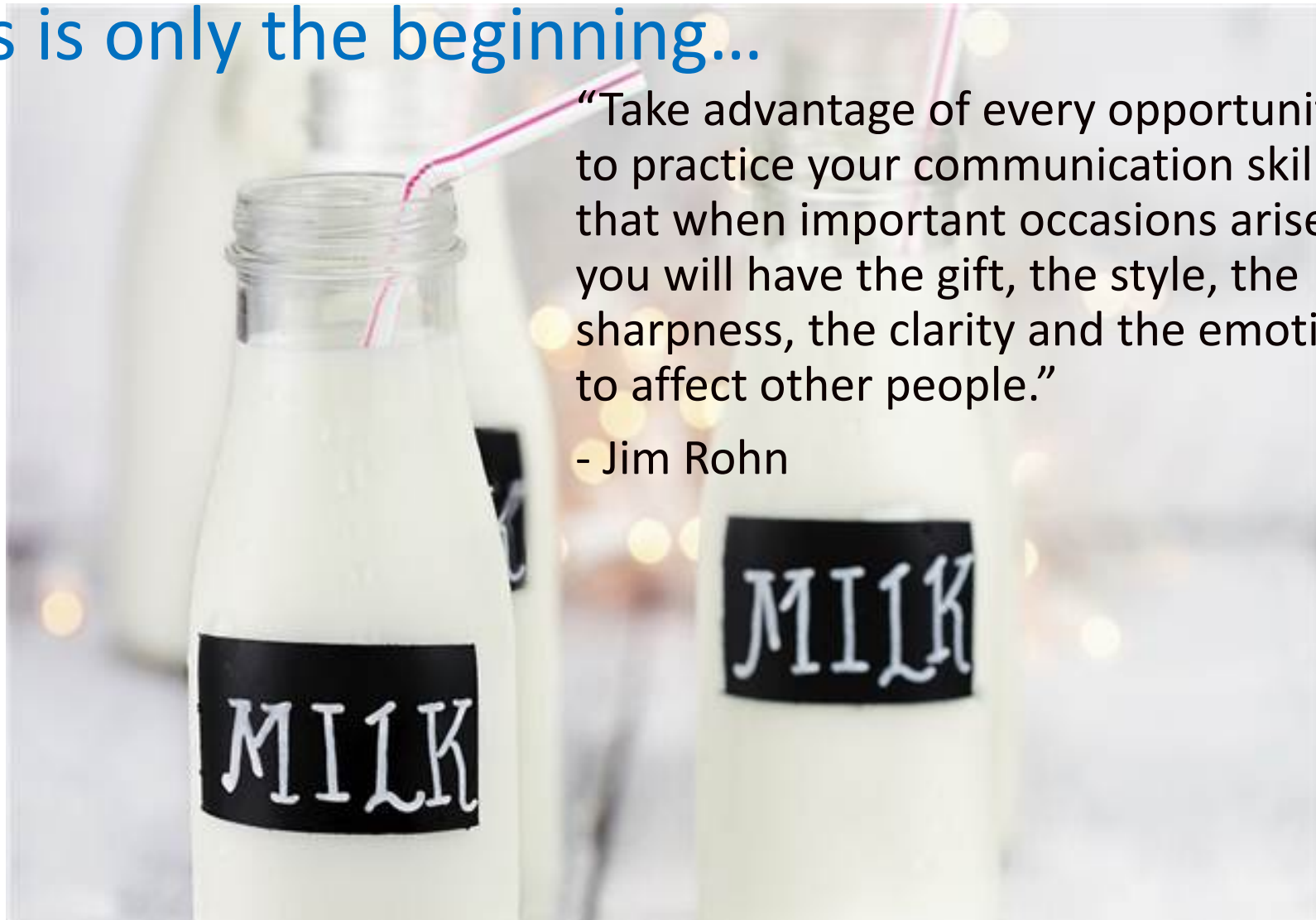
6 SERVINGS OF LEGUMES



This is only the beginning...

“Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity and the emotions to affect other people.”

- Jim Rohn



Are you ready to DairyUP?!

- A quick hands on advocacy session.
- I will divide everyone into groups.
- Each group will be provided a question to answer, using the DairyUP app.
- Be prepared for each group to share back answers and user feedback.

Group Breakout Topics

- **Group 1: Alternative milk beverages / Sustainability-** Dairy foods are not sustainable. Since you don't really need milk in your diet switch to soy, coconut or almond milk instead.
- **Group 2: Antibiotics** - There are high amounts of antibiotics in the milk we drink. It's unhealthy and is contributing to antibiotic-resistant "superbugs."
- **Group 3: Hormones** – There are hormones present in milk that lead to health problems.
- **Group 4: Plant-based diets** – You can find the same nutrients in milk, like calcium, in other plant foods.

How to Download the DairyUP App

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Login: **california**

Password: **pass**





Thank You!

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