

A Guide to Dairy Organizations

Attention School Nutrition Services Staff:

Let us guide you to the right dairy organization to best answer your questions regarding health and wellness, dairy research, nutrition education and the latest promotions and products regarding dairy for schools.

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For more information on Milk & Milk Products, contact Dori Coetzee, M.S., R. D., at 949.756.7892 or dcoetzee@DairyCouncilofCA.org or visit www.DairyCouncilofCA.org.

Nutrition Education

Dairy Council of California

Website: www.DairyCouncilofCA.org



- Free curriculum for K-12 grade that is research-based and aligns with the nutrition and health standards adopted by the California Board of Education
- Nutrition education self-instructional booklets and fact sheets for parents and adults (free)
- Free outdoor assembly program using a live cow (Mobile Dairy Classroom) for teaching cow anatomy and diet, and the route of milk from cow to carton
- Resources on the latest trends for Milk & Milk Products in the school environment

Promotions and Marketing of Dairy Products

National Dairy Council

Website: www.NationalDairyCouncil.org/Pages/Home.aspx



NATIONAL DAIRY COUNCIL®

- Watch your meal participation grow by using the Fuel Up to Play 60 Program. It empowers students to improve their school health and wellness environment by increasing physical activity and healthy eating www.schoolnutrition.org/fueluptoplay60
- A library of science-based education materials, including toolkits on [child nutrition](#), [in-school nutrition](#), [the role of milk in schools](#) and the [2010 Dietary Guidelines for Americans](#), among others
- The [latest dairy and nutrition research and information](#) that focuses on topics such as child/adolescent health, weight management, bone health, lactose intolerance, cardiovascular health, protein and more

Got Milk?

Website: www.whymilk.com

got milk?

- Free banners and posters for elementary, middle and high schools, including the famous *Got Milk?* celebrities and more

California Milk Advisory Board

Website: www.RealCaliforniaMilk.com



Look for the Seal
California Milk Advisory Board



- Local, national and international promotion of California milk and dairy products on behalf of California dairy producers
- Regional marketing campaigns in support of California schools (currently Seal Appeal! Sweepstakes offering classroom cash for collection of Real California Milk seals)
- Foodservice information and school milk cooler program.

Dairy Research and Insights

Innovation Center for U.S. Dairy

Website: www.usdairy.com/dairyresearchinstitute



- The Dairy Research Institute works with and through industry, academic, government and commercial partners to drive pre-competitive research in nutrition, products and sustainability

Dairy Council of California Partners in School Nutrition and Meals

School Nutrition Association

Website: www.schoolnutrition.org



California School Nutrition Association

Website: www.calsna.org



CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION

School Nutrition Services — A Dietetic Practice Group

Website: www.snsdpg.org