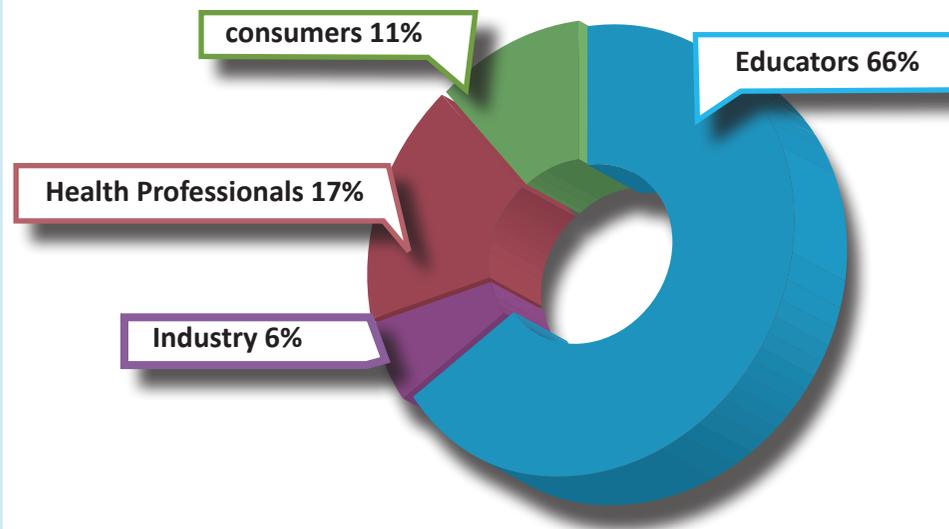


Fact versus Myth

In fall 2013 we received an overwhelmingly large number of questions from health professionals regarding lactose intolerance and its impact on dairy food consumption. With the use of technology, we were able to plan, promote, and hold a live webinar in a matter of weeks of receiving the requests — reaching 198 registered dietitians.

Live webinars are a new way for us to educate health professionals in addition to our annual Let's Talk Dairy conference and speaking engagements at professional meetings and conferences.

2013 Expenditures (by Audience)



A Look Ahead

In 2014 we will be making the most of dairy in an additional 2,928 schools in Illinois and Missouri. From early childhood programs to middle school cafeterias to high school cooking classes, our 12 initiatives will be empowering students with dairy education.

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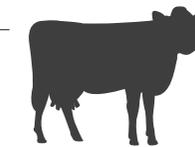
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ST. LOUIS DISTRICT DAIRY COUNCIL

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in ILLINOIS & MISSOURI

Making the Most
of Dairy in Schools

Annual Report 2013

Dairy Education: Key to Our Success

A Message from SLDDC Executive Director Margie Graham

According to the School Nutrition Association, hundreds of school health initiatives have been launched by private and public groups across the country in recent years, all vying for space and a voice in the school-health arena.

During their 1,500 school visits, our staff of credentialed nutrition experts keeps a close eye on the many programs directed at helping kids become healthier. As a nutrition-education organization, we applaud the responsibility schools have taken on. And as a USDA-qualified program devoted to growing support for dairy, SLDDC is working hard to ensure that dairy gets the attention it deserves.

Our focus is promoting dairy by empowering students through education, rather than persuading them through advertising or slick promotions. We see our charge as finding a place for dairy education throughout schools. Our 2013 initiatives reflect that deep commitment. With 1,482 schools engaged in dairy activities, we reached over 1.6 million students in Missouri and Illinois with a powerful message: *Dairy is good for you.* As we continue to launch new programs to engage students, we remain committed to upholding dairy's place in the school health and wellness landscape.

Dairy Consumers — for the Long Term

A Message from SLDDC Board President Butch Pennewell

In 1932 a national ad campaign encouraged consumers to “Put the milk pitcher back on the table.” The milk pitcher was a symbol of the good old days, when milk drinking was a family affair. Jump ahead 81 years, and you’d be hard-pressed to find milk in a pitcher, let alone a family sharing a meal. But one thing hasn’t changed over the years: milk — and milk products — continue to be an important part of a healthy diet.

While this message hasn’t changed, the way it’s conveyed has. Advertising is one way to boost to short-term dairy consumption. But the industry also needs long-term results. And that’s what St. Louis District Dairy Council delivers, in cafeterias, classrooms, athletic fields, and food science labs. And in the process, they continue to create the solid foundation needed to build lifelong dairy consumers.



Putting Research into Action

Did you know that eating cheese can help protect teeth from cavity-causing acids? As part of the Healthy Teeth, Healthy Me! initiative, we partnered with dentists, dental societies, and school nurses to promote the research behind dairy as part of a healthy smile. The initiative reached more than 27,500 children.

Students miss 51 million school hours each year due to oral-health problems, according to the US Surgeon General’s office.

Making the Connection

We want students to make the connection between dairy and a healthy lifestyle. Our Dairy Fully Fueled tour rewarded 15 Illinois schools for their commitment to healthy living with a day of activities, fun, and nutrition know-how. More than 6,000 students participated in the tour — and completed a total of 35,239 physical activity challenges designed to teach them that dairy foods help build strong bodies. We were joined by farmers at several schools, and they shared their stories of what happens on a dairy farm. More than 4,620 chocolate milk samples were distributed to the students on the tour.



Thank you for coming to St. Mary’s and giving us a bunch of fun activities to do! It made that day a lot of fun! (I will definitely remember to drink more milk now!)

— Olivia M.
(Dairy Fully Fueled participant)

Community Outreach

Milk is local — and so is our approach to reaching more than 8,790 families through our Strategic Partnerships initiative. Partnering with organizations such as Illinois 4-H Extension, the Cardinal Glennon Children’s Foundation, and Galesburg Children’s Museum gave us the opportunity to promote the benefits of dairy to children, their parents, and community members.

Commitment to Daily Dairy

We are always looking for new avenues to promote the goodness of dairy. In 2013 we reached an additional 17,825 students through our new early childhood development initiative, Healthy Me!

The initiative provides preschool and kindergarten teachers with a cow puppet named Coco, as well as lesson plans on teaching basic nutrition and where milk comes from. Early childhood teachers have a large influence on children, and can help them create good eating habits that last a lifetime.

2013 Initiatives



Reached
447 schools
657 schools
43 schools
92 schools
51 schools
1,000 schools
650 schools
265 teachers
775 teachers