

# **National Dairy Council® History**

A century of commitment  
to science-based nutrition,  
health and wellness



# National Dairy Council History

Dr. E.V. McCollum discovered  
vitamin A in milk fat

Called attention to the nutritional  
benefits of milk

1913

WW1 rationing of dairy foods  
was reversed

With the efforts of Dr. McCollum's  
research that identified dairy  
foods with good health

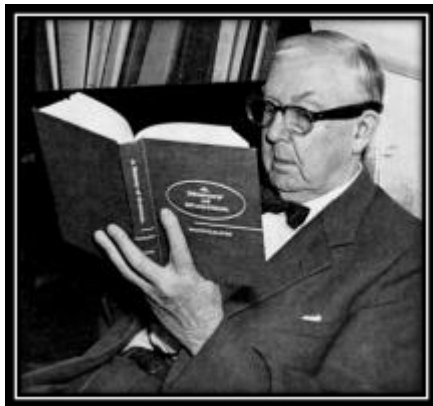
1917

M. D. Munn  
1st President of NDC

1915

**National Dairy Council**

Created by dairy farmers and  
processors to educate on dairy's  
health benefits



# National Dairy Council History



1918

**An NDC committee created a long-range nutrition education program to be implemented in schools**

This was NDC's first effort in its long-running commitment to child health

**Milk — The Necessary Food for Growth and Health**

The first educational material produced by NDC

1919



1922

**Child Health Day**

NDC helped create the event that introduced the School Milk Program and it became an annual event

# National Dairy Council History

## Launched an experimental nutrition education program in Akron, OH

This pilot explored ways NDC could improve the effectiveness of school lunch; it evolved to the concept of School Lunch as an educational tool

1929



## American Dairy Association (ADA)

Dairy farmers founded ADA to promote U.S. milk products to the public through advertising and retail promotions. Known for the “Real Seal” on dairy products

1940

## Dairy Council Digest Published

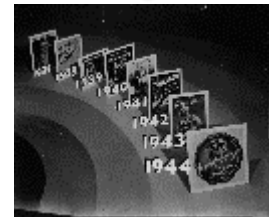
A research-based newsletter published 6 times a year; it was the only referenced single-topic nutrition newsletter in the country



## A tradition begins

Louis Meyer, winner of the Indy 500, asked for a cold glass of buttermilk to quench his thirst

1937



## June Dairy Month

New promotion by NDC and others in the dairy industry that grew into an annual event supported by the dairy community

## Participated in the White House Conference on Children and Youth



# National Dairy Council History



1941

## Comparison Cards

Considered a groundbreaking education tool among nutrition professionals for teaching nutrition density because it was a realistic, visual tool

1945

1946

## Uncle Jim's Dairy Farm

The first color, sound film for elementary grades

1948

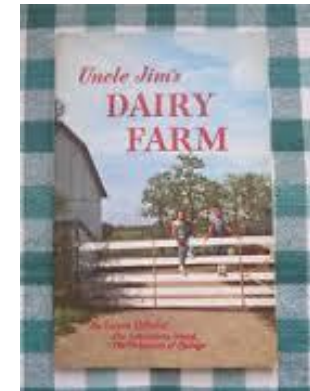
## Developed the Guide to Good Eating

The first food grouping system in the U.S.; It antedated the US government's "Basic Seven Food Chart" by 2 years



**Milton Hult**

2<sup>nd</sup> President of NDC



# National Dairy Council History

## School Milk Program

Secretary Benson asked NDC to collaborate with the USDA program

1954



## Ralph C. Charbeneau

3<sup>rd</sup> President of NDC

1957

## First issue of Trends Published

A periodical produced to keep the dairy industry informed on trends in medical and nutrition science

1968

## United Dairy Industry Association (UDIA)

Formed by the merger of NDC and ADA



1970

## Marion F. Brink, PhD

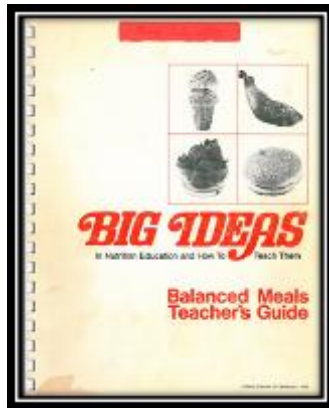
4<sup>th</sup> President of NDC

# National Dairy Council History

## Big Ideas

NDC created the first comprehensive nutrition education program for elementary children

1971



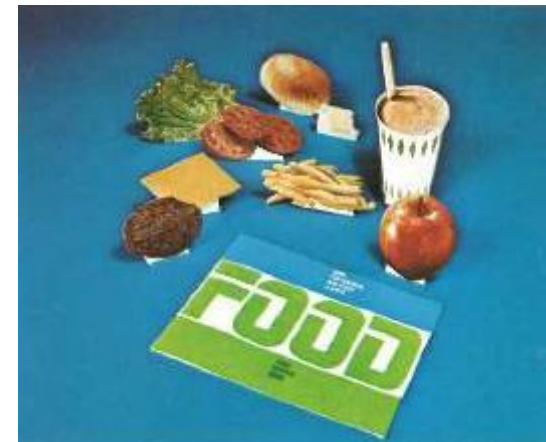
## Food Models

Life-sized, color photographic reproductions of foods reflecting exact portion sizes as well as providing nutrition information on the back; used for nutrition education programs

1973

NDC research finds most people with lactose intolerance can still enjoy dairy foods through tailored tips

1974



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## Food... Your Choice

Introduced the first 3 levels of the comprehensive, developmentally sequential K-12 nutrition education curriculum to provide nutrition experiences that encouraged lifelong healthy nutrition practices

1977

By December 1.5 million children had participated in Food...Your Choice



## Food... Early Choices

Launched the early childhood program designed to encourage wise food choices

1980

## Chef Combo Nation

Introduced a hand puppet that made nutrition education more exciting as part of the Food... Early Choices program



## Visiting Professorship in Nutrition

Sponsored experts with medical nutrition expertise to enhance the level of nutrition knowledge among medical students and health professionals

1981

## Taste... Your Choice

Designed for use in school foodservice programs to encourage children to taste foods from the four food groups





# National Dairy Council History

## Dairy Checkoff Program

The Dairy Production Stabilization Act of 1983 authorized a national dairy producer program for promotion, research and nutrition education

1983



## Life Steps Weight Management Program

Created for leaders of weight management programs to involve participants in nutrition, physical activity and behavior modification

1985



1984

## National Dairy Promotion and Research Board

The Dairy Promotion and Research Order became effective May 1, 1984 and outlined the provisions for operating the national promotion, research and nutrition education (checkoff) program; the Secretary of Agriculture appointed 36 dairy producers to the board

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## Health... Your Choice

Program designed for physicians to help them provide nutrition education to parents of children

1988



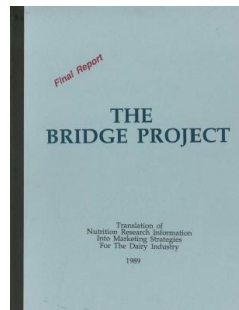
## E.W. Speckmann, PhD

5<sup>th</sup> President of NDC

1989

## The Bridge Project

Action plan to translate nutrition research information into marketing strategies for the dairy industry



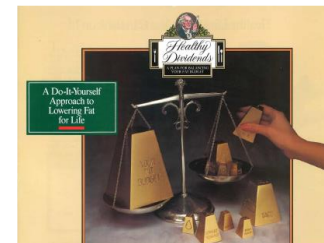
## Anita L. Owen, MS, RD

6<sup>th</sup> President of NDC

1990

## Healthy Dividends - A Plan for Balancing Your Fat Budget

A program that helped people understand fat and meal planning with the help of registered dietitians and health and wellness professionals



## Winners Drink Milk

Campaign began in Indiana, building on the tradition of the winner of the Indy 500 having a drink of milk in victory lane

# National Dairy Council History

**Thomas Gallagher**

7<sup>th</sup> President of NDC



Partnered with the American School Foodservice Association (now School Nutrition Association)

Supported the development of school nutrition programs to help increase participation in the school meal programs, especially breakfast

1991

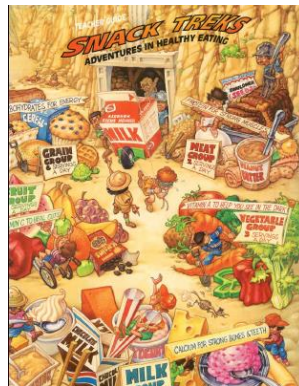
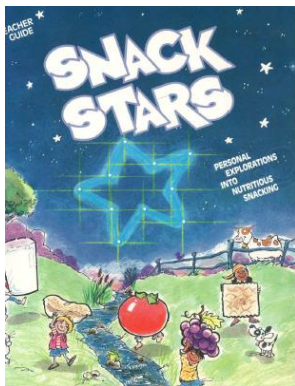
1992

1993

1994

## Snack Stars and Snack Treks

Nutrition education programs for 2<sup>nd</sup> and 4<sup>th</sup> grade students



## Target your Market Program

Provided school foodservice professionals with marketing guidance to help ensure as many children as possible had the opportunity to eat school breakfast and lunch

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## Dairy Management Inc. (DMI)

Created by merger of National Dairy Promotion and Research Board and United Dairy Industry Association to work together through a coordinated process



1995

## U.S. Dairy Export Council (USDEC)

Created by DMI to enhance the U.S. dairy industry's ability to serve international markets



## MilkPEP introduced a new campaign

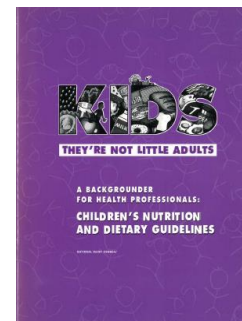


Began partnerships with food and beverage companies

1996

## Kids - They're Not Little Adults Campaign

Promoted the distinct difference and need for dairy foods for children and adults



1998

## Pyramid Cafe and Pyramid Explorations

Nutrition education programs for 2<sup>nd</sup> and 4<sup>th</sup> grade students based on the Food Guide Pyramid; reached more than 11 million students

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## Cold is Cool Kits

Resource on safe milk handling for foodservice professionals



1999

2000

## Moment in Time

Child nutrition strategy that stressed the importance of improved consumption of milk in schools

2001

## First Healthy Schools Summit

Response to the “Call to Action to Prevent and Decrease Overweight and Obesity” by the U.S. Surgeon General; addressed how school-based nutrition and physical activity could help improve academic performance



2002

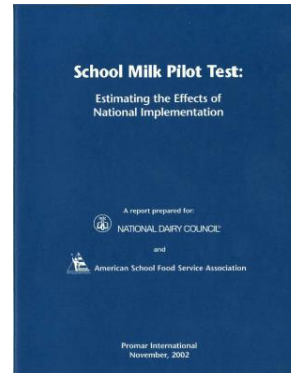
## Jean Ragalie-Carr, RDN, LDN, FAND

8<sup>th</sup> President of NDC



## School Milk Pilot Test

Partnered with the American Food Service Association (now the School Nutrition Association) to test the effect of measures taken to improve the appeal of fluid milk products offered to students at school



Formed partnerships with the American Academy of Family Physicians, the American Academy of Pediatrics, the American Dietetic Association (now the Academy of Nutrition and Dietetics) and the National Medical Association

Created a nutrition-based marketing and education campaign to promote healthy bones throughout the lifespan

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## Action for Healthy Kids

Focused on improving the school environment through nutrition and physical activity



2003

## New Look of School Milk

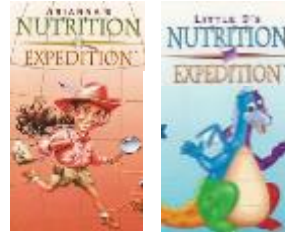
Program to show school foodservice professionals and milk companies the benefits of enhancing the school milk experience based on the results of the School Milk Pilot Test



2004

## Partnership with the National Football League

To bring excitement to children and their parents about the benefits of nutrition and physical activity



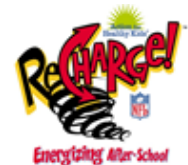
2005

## Nutrition Expedition (launched 2005-2006 school year)

2<sup>nd</sup> and 4<sup>th</sup> grade classroom programs focused on nutrition and physical activity

## ReCharge! Energizing After-School launched

An engaging after-school program that addressed improving the nutrition and physical activity among youth by focusing on changes in schools



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## DRIs for Food Labeling

NDC Symposium on Dietary Reference Intakes (DRIs) for Food Labeling published in American Journal of Clinical Nutrition



2006

2007

2008

## First Sustainability Summit for U.S. Dairy

Dairy leaders announced an industry-wide commitment and action plan to address sustainability

## Chocolate Milk Reformulation

Dairy farmers, companies, and ingredient suppliers worked together to create flavored milk formulations with lower calorie and sugar levels to satisfy children's taste preferences, while still providing milk's 9 essential nutrients



## Innovation Center for U.S. Dairy

To provide a forum for the dairy industry to work pre-competitively to address barriers and opportunities for innovation



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## Fuel Up to Play 60

Program created by NDC and NFL in collaboration with USDA to encourage increased access to and consumption of nutrient-rich foods and 60 minutes of daily physical activity



2009

## myDairy

A program that mobilized more than 1,000 dairy farmers and enthusiasts to tell their on-farm stories via social networking sites and blogs

## Partnerships with USDA and Newsweek



2010

## Dairy Research Institute

Established to expand the impact of dairy farmers' commitment to better understanding and promoting the value of dairy products through nutrition, product and sustainability research



## GENYOUth Foundation

GENYOUth was founded to support child health and wellness efforts with emphasis on Fuel Up to Play 60 as its core program



2011

## Smart Slice

NDC and Domino's partnered to create the Smart Slice Pizza to meet school nutrition guidelines





# National Dairy Council History

## Learning Connection Summit

Raised awareness and sparked action around the connection among nutrition (breakfast), physical activity and academic achievement



2012

## Healthy Food Bank Hub

A microsite developed by NDC, Feeding America and the Academy of Nutrition and Dietetics to connect public health and nutrition professionals with resources to address hunger in their communities



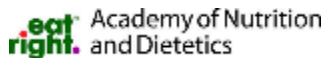
2013

## Launched Newsroom

Newsroom launched to reach the public with dairy information

## Future of Food Partnership

NDC, Feeding America and the Academy of Nutrition and Dietetics partnered to fight hunger and make additional resources available to help the food insecure



## The Wellness Impact

Published report on research and insights supporting the link between improved nutrition, including breakfast, and increased physical activity on students' academic performance



## Let's Move Active Schools

A campaign launched by the White House to promote 60 minutes of physical activity; GENYOUth is a supporting organization and Fuel Up to Play 60 is noted as a resource and grant provider

# National Dairy Council History

## It Starts with School Breakfast Campaign

Drove nationwide awareness of and increased participation in the school breakfast program; reached over 80 million people, increased average daily breakfast participation by 5.9%, and sparked enrollment of 15,000+ new students in FUTP60

## Learning Connection Summit II

Leveraged research showing the connection among nutrition, including breakfast, physical activity and academic achievement to develop solutions to improve the school environment

## New Logo and Mission Statement

NDC reaffirms mission and creates new logo

*Bringing to life the dairy community's shared vision of a healthy, happy, sustainable world – with science as our foundation*



2014

2015



## Great American Milk Drive

NDC, Feeding America and MilkPEP brought together dairy farmers, dairy companies, retailers, food banks, health and wellness professionals and local communities to raise awareness for and improve access to nutritious milk for those in need. It was the first-ever nationwide program that inspired people to donate milk to food insecure families



## National Dairy Council Celebrates its Centennial

For a century, NDC has been grounded in science to help pioneer new programs, provide nutrition education, spearhead new research, and foster healthy products, healthy people, healthy communities and a healthy planet

As we move into the next century, we will maintain our core and expand to help connect people to where their food comes from via a farm to table and table to farm effort that focuses on the intersection of agriculture, nutrition and sustainability