



After learning at the annual Farm Day how milk, yogurt, and cheese help keep bones strong, these 3rd graders reach for the chance to pet the cow that helps make it all possible.

Farm Day Exhibits Show Students Where Dairy Starts

A Holstein cow and a Jersey heifer gave 3rd-grade students a touch of dairy during the annual Farm Day at Flickerwood Arena, Jackson, Mo., in April.

More than 900 local students attended the event that showcased 10 different farm exhibits, including a dairy station with cows from Melinda Schoen Morrison's (Jackson, Mo.) and Mildred and Joe Kirchdoerfer's (Cape Girardeau, Mo.) family farms.

"The event is a great opportunity to get kids involved and educate them on how dairy gets to the grocery store," says SLDDC nutrition educator Ashley Waters.

Waters talked with the students about the importance of dairy for building strong bones and then took a poll to see which dairy food was their favorite.

"Milk was the top favorite," Waters says. "And petting the cows was the biggest highlight."



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SLDDC Grant Filters to High School Café

Milk is getting a "latte" love from students at Fort Zumwalt West High School in O'Fallon, Mo., thanks to the opening of a specialty coffee bar in the cafeteria.

The coffee bar opened in March and within 3 weeks used 85 gallons of milk to make specialty drinks such as cappuccinos, mochas, and the Jaguar latte — named after the school mascot.

The idea for the coffee bar was brewed by the student council and served up by Paul Becker, director of student nutrition services for Fort Zumwalt School District.

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The Three R's for Dairy Programs: Relevant, Real, and Responsive



As students across Missouri and Illinois enjoy their downtime over the summer months, it's "ramp-up" time here at SLDDC. It's time to analyze the reach of our school initiatives. And it's time to evaluate the ways our team actively engaged our schools with dairy. It's all part of our dedication to promote dairy in a way that's relevant, real, and responsive.

When the ballots rolled in for our Make the Grade with Dairy cafeteria election, we were thrilled to see more than 43,000 students engaged with dairy. While voting for their favorite dairy food likely took only seconds, the activity had ripple effects. It gave students and staff the opportunity to talk about dairy. It reminded them that milk, cheese, and yogurt keep them healthy. It drove a personal connection to dairy. This was icing on the cake, as 58% of our schools overall participated in the campaign.

Most researchers will note that popularity or high numbers alone doesn't guarantee that a program is effective. We keep this top-of-mind when developing our school initiatives. Our priority continues to be engaging as many students with dairy as we can, wherever we can. Whether it's transforming cafeterias into dairy voting booths, athletic fields into chocolate milk fueling stations, or classrooms into dairy farms, we are dedicated to delivering that crucial dairy experience in schools and beyond.

The way we look at it: Quantity is what you count; quality is what you count on. SLDDC is committed to answering the call on both counts. We will continue to actively work in our 3,000-plus schools, regardless of size and location. Our team of nutrition educators will continue to be out in our 131 counties every day, personally standing up for the goodness of dairy by standing behind it. And, come August, when the school doors open to students once again, we'll be ready with more.

Wishing you a wonderful summer,

Margie

Margie Graham
SLDDC Executive Director

Grant Story continued

According to Becker, many of the 2,000 students who attend Fort Zumwalt were coming into school every morning carrying a coffee, so he knew the bistro would be a draw.

"Now the students are getting a quality coffee with real milk," says SLDDC nutrition educator Ashley Waters. "This is one more way they're getting dairy in their diet."

Fort Zumwalt applied for SLDDC's Dollars for Dairy grant to purchase a small refrigerator for the bistro. The Dollars for Dairy grant is designed to help schools purchase equipment to increase dairy consumption. "The bistro is a unique way for schools to use the grant," Waters says, adding that Becker will include smoothies in the menu this fall and hopes to open four more bistros in the school district.



Fort Zumwalt High School's baristas serve up their specialty Jaguar latte to SLDDC nutrition educator Ashley Waters (on right). The high school received a Dollars for Dairy grant to purchase a refrigerator for their coffee bistro.

Dairy Daughters Credit Dads as Hard-Working Role Models

Scholarship Winners Learn Dedication from Parents on the Farm

When you ask Alexis Lintker and Hollie Thole — the 2015 SLDDC scholarship recipients — where they learned the work ethic needed to stay active in school and maintain high grade point averages, their answers are the same: their dads.

“My father is constantly working and pushing to succeed at what he does,” says Lintker, the daughter of Carl and Lisa Lintker of Venedy, Ill.

Lintker is a senior at Illinois College in Jacksonville, majoring in biology and minoring in chemistry and communication studies. She plans to become an orthodontist. “After I finish my senior year this December, I am going to job shadow my uncle, who is an oral surgeon,” she says. She starts dental school in fall 2016.

Lintker works as a speech advisor at the college’s speech center. She also plays collegiate golf and is spending part of her summer studying in Ireland.

“I learned that to achieve your goals, you can never give up,” she says, adding that her dad set a high standard working as a self-employed plumber and dairyman.

Thole agrees: “It was from my dad that I learned my earliest lessons about responsibility, being industrious, and being dedicated.” She says that it’s these lessons that have guided her through nursing



Alexis Lintker (left) and Hollie Thole (right) credit their fathers for setting the standard of hard work and perseverance to help them succeed in college. Lintker and Thole will each receive a \$1,000 scholarship from SLDDC.

school. Thole, the daughter of Luke and Angela Thole of Greenville, Ill., is entering her senior year at the University of Missouri–St. Louis.

She is the vice president of the Catholic Newman Center and is visiting Nicaragua this summer on a service trip through the center to help build houses and work in schools.

Thole attributes her successes in life to her parents and the experience of growing up on a dairy farm. “My dad taught me that nothing in life is free and that working hard was the only way to make anything of myself.”

“Dads really have a lot of influence,” says SLDDC nutrition educator Joyce Fikri, who also grew

up on a dairy farm in Missouri. “Growing up on a farm gives you a firsthand view of what it’s like for your parents to accomplish their goals, and how to do so with patience — it’s harder to do your job with a young child following you.”

Fourteen students applied for SLDDC’s two \$1,000 scholarships, which are awarded to sons or daughters of dairy farmers whose checkoff dollars fund SLDDC programs.

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SLDDC Nails the Importance of Dairy with 'Build' Campaign for Adults

SLDDC's message that breakfast and dairy are important for all ages hit the airwaves during National Nutritional Month in March.

"People know that breakfast is important, but less than half of the population consume it," says SLDDC nutrition educator Monica Nyman. Nyman gave 19 radio, TV, and print interviews about the benefits of eating a healthy breakfast as part of SLDDC's campaign Build a Better Breakfast with Milk: The Real Deal.

"This campaign targeted adults," Nyman says, explaining that a lot of people miss out on breakfast because of busy schedules or because they're trying to lose weight. "There is research that shows that a high-protein breakfast can help prevent snacking in the afternoon, and dairy is a good source of protein."

Adults need around 25 grams of protein at each meal. An 8-ounce cup of milk has 8 grams, and a 5-ounce cup of yogurt provides between 5 and 17 grams.

The highlight of the campaign was a recipe booklet with dairy-rich breakfast ideas. "People love recipes," Nyman says. "And the more times that you can remind people to eat a healthy breakfast and include dairy foods, the better."

Yogurt Gets Top Grade as Student Favorite

More than 43,000 students in Missouri and Illinois headed to the cafeteria in March to vote for their favorite dairy food as part of SLDDC's annual school breakfast campaign, Make the Grade with Dairy.

Yogurt received the majority vote, with 70 percent of students choosing it as the dairy food that helps them "make the grade"; 22 percent of the students voted for milk; and 8 percent voted for cheese.

"The campaign is a fun and unique way to remind kids that dairy is part of a healthy breakfast," says SLDDC nutrition educator Erin Rich. "Research shows that kids who eat breakfast do better in school."

The 144 schools were entered in a drawing for a chance to win Make the Grade memorabilia for the cafeteria staff and students.

SLDDC Trivia Ball Helps Kids Catch On to Dairy's Benefits

Children in before- and afterschool programs are having a ball learning about dairy nutrition with the toss 'n' tell ball that's part of SLDDC's Build My Bones kit. SLDDC placed 750 kits with day cares and afterschool programs during the 2014/15 school year after teachers requested the kit.

The kit includes activity dice, a daily dairy tracker, and a toss 'n' tell ball with trivia questions.

"This is a fun way for us to remind kids that dairy is good for them," says SLDDC program coordinator Ellen Wheeler. "Children need the vitamin D and calcium that is found in milk for strong bones."

SLDDC has offered the Build My Bones kit for 3 years and will be adding a growth chart to the kit in fall 2015.

Sharing the Love

Sorrento Springs Adventure Club loves the fitness dice! It's a great way to get [kids] active in a fresh new way. They love being the ones to throw the dice in the air and call out the number or action. We have plans to use the toss 'n' tell ball while outside this week. Thanks for supplying our sites with these fun new ways to get active with our students.

*Build My Bones kit recipient
Emma Dotson, Facilitator
Sorrento Springs Elementary
Ballwin, Mo.*

Chocolate Milk Tradition Starts at Finish Line for Community Racers

Running and refueling with chocolate milk is a family tradition for SLDDC nutrition educator Monica Nyman and the 420 community members that took part in the 5th annual Ag in the Classroom 5K race in Bloomington, Ill., on May 9.

"The race is a community event, and a lot of families come," Nyman says. "I bring my kids with me to this event because they love to compete in the Cock-a-Doodle Dash and be involved in the community."

Following the race, the contestants are provided with chocolate milk, food, and a chance to visit the SLDDC exhibit for recipes, chocolate milk resources, and coloring books.

"Many of the people at this race are familiar with drinking chocolate milk as a refuel drink because they serve it after the race and because SLDDC has been involved with the race for the past 3 years," Nyman says. "This is a good partnership because we share so many great resources with Ag in the Classroom."