

A proclamation for June Dairy Month signed by Illinois Governor Pat Quinn traveled around Illinois and Missouri and made it on Fox 2 News in St. Louis with TV host Tim Ezell (center). Also pictured are SLDDC's Joyce Fikri (left) and Monica Nyman (right) at Windcrest Dairy.



Bingo! SLDDC Celebrates June Dairy Month with Events

From cow-pie bingo to live media coverage, Joyce Fikri and Monica Nyman share some of the places you may have seen them and 1,740 people celebrating dairy this summer:

Play It Safe, a community event in Champaign, Ill., attracted more than 1,000 attendees. SLDDC handed out ice cream, while dairy farmer Lora Ruppert Hilgendorf gave attendees a firsthand account of what it's like to live on a dairy farm, explaining how she names her cows and showing people how big a calf's bottle is.

Windcrest Dairy, a family farm in Trenton, Ill., invited the community to celebrate Dairy Month with a yogurt balloon toss, cow-pie bingo, and line dancing. SLDDC quizzed visitors on their dairy IQ with games and gave them handouts.

At the Children's Museum in Bloomington, Ill., SLDDC

planned a day featuring local dairy farmers Richard and Corina Streutker. Museumgoers checked out SLDDC's Think Your Drink display — an interactive display comparing the number of nutrients in milk to popular beverages.

SLDDC partnered with the Discovery Depot Children's Museum in Galesburg, Ill., to dedicate an afternoon to celebrating June Dairy Month and milk's natural benefits with the Think Your Drink display.

At Eckert's Family Farm and Restaurant in St. Louis, SLDDC nutrition educators spent the day handing out ice cream and visiting with the community.

The June Dairy Month events were featured on WZUS radio (Decatur, Ill.), WGIL radio (Galesburg, Ill.), WJBC radio (Bloomington, Ill.), and KTVI Fox 2 TV (St. Louis, Mo).

ST. LOUIS DISTRICT DAIRY COUNCIL

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Chocolate Milk Wins Big as Sports Drink, SIU Coach Says

High school coaches saw chocolate milk flex its muscle during the 2013 Coaches Refuel Conference featuring Southern Illinois University's football training regime.

The conference — presented by SLDDC and SIU Director of Strength and Conditioning Cleve McLeod — took place at the SIU state-of-the-art football stadium and training facility on June 13.

Twenty-three coaches, athletic trainers, and dietitians attended the conference, where they scored valuable training tips, such as keeping a cooler stocked full of flavored milk in the weight room.

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SLDDC Brings Dairy Home — Through the Classroom



A recent study showed that the United States ranks last (among 20 countries surveyed) when it comes to time spent in the kitchen cooking. In this era of on-the-go *everything*, our last-place finish is hardly surprising. And it brings up an interesting coincidence: as more Americans

began eating away from home, more schools were eliminating food education classes (aka home economics).

But things are changing. A national effort has been newly launched to put food education in every school across the country. Back in 2011, we noted a resurgence of interest from home economics teachers in our Illinois and Missouri schools. Staying true to

our commitment to locally relevant programs, SLDDC launched the Dollars for Dairy in the Classroom initiative. Since then, we have helped more than 31,800 students get hands-on experience with dairy in the kitchen and beyond.

And we're only getting started. This fall, we'll conduct a workshop to further engage home economics teachers in dairy education. We will continue to pursue opportunities to give dairy the attention it deserves in classrooms, gymnasiums, science class labs, workout rooms, student lounges, and more. Our reason is simple: we believe that dairy — and dairy producers — deserve it.

Margie

Margie Graham, RD, LD
Executive Director, SLDDC

Coaches continued

The conference featured a question-and-answer session with McLeod and a training demonstration from the stadium press box during SIU football practice.

"We wanted to give coaches a unique opportunity to see chocolate milk in action," says SLDDC nutrition educator Kelly Maher Bristow. "This lets coaches hear about chocolate milk's benefits from another expert besides SLDDC nutrition educators."

McLeod says chocolate milk is necessary for athletes to drink after a hard workout when they have little appetite to eat. Chocolate milk provides 9 essential nutrients as well as carbohydrates, and is a good source of protein.

The 2013 Coaches Refuel Conference is a continuation of the Power Up with Chocolate Milk initiative that gives coaches the resources and opportunity for grants to supply milk to their athletes.

Recipe Cards to Boost WIC Program

Requests for 23,000 dairy recipes have been received by SLDDC from Women, Infants, and Children (WIC) — a federally funded program to help low-income, nutritionally at-risk women and their children under 5 years old.

SLDDC put together 10 easy-to-make recipe cards after WIC educators answered in a survey that they were interested in recipes to help their clients cook.

The 165 WIC offices in SLDDC's territory work with approximately 145,000 women and children to help them eat nutritiously by educating them and giving them vouchers to buy healthy food.

"Each of these clients visit their WIC facility every 3 months for educator one-on-one time and to receive food vouchers," says SLDDC nutrition educator Rebecca Collier.

The vouchers purchase food such as milk, cheese, eggs, bread, rice, fruit, vegetables, and beans.

Collier says women in the WIC program want to know simple ways they can provide healthy meals for their families.

Each recipe includes food that women can purchase with WIC vouchers as well as kid-friendly steps to encourage children to cook with their mothers.

"People need basic cooking information," Collier says. She points out that distributing the recipes helps WIC educators put their dairy messages into action.

A calcium handout accompanies the recipes, explaining the amount of dairy an adult, child, and infant need to consume in a day to get their necessary calcium.

The majority of the U.S. population is deficient in calcium, a nutrient that helps build strong bones and teeth as well as maintain a healthy heartbeat.

Keeping Up with Monica

Congratulations to Monica Nyman on her 1-year anniversary as an SLDDC nutrition educator.

Nyman joined SLDDC on August 6, 2012, to serve as nutrition educator in 17 counties in central Illinois. She has spent the summer promoting dairy at the Tazewell County Fair and the McLean County WIC Health Fair. She also presented SLDDC's initiatives to teachers at the Illinois Family and Consumer Science Teacher Association in Champaign and attended the national School Nutrition Association conference in Kansas City, Mo.

With a year under her belt, Nyman is preparing to head her own SLDDC initiatives: Online Module, Early Childhood, and Protein Power Player.

Keep up with Monica in the next newsletter to learn more about these new initiatives.

School Posters Add Team Spirit to Dairy

Schools throughout Illinois and Missouri are set to boost dairy consumption with customized milk posters as part of SLDDC's Make It Yours poster campaign.

The campaign is a continuation of the 2012 Cafeteria Poster campaign, but with a twist: the schools get to add their name, team name, and school color to their posters, which come in 4 designs. (See posters on right.)

"So many schools have such wonderful team names and colors," says SLDDC nutrition educator Joyce Fikri. "I definitely think the students will take notice and think it's cool that their school is featured on the poster."

Teachers Cook Up Dairy Support with Classroom Grant Program

From cooking lasagna to making cheesecake, students whose teachers participated in SLDDC's Dollars for Dairy in the Classroom initiative used a minimum of \$11,000 worth of dairy products in their foods classes in spring 2013.

Dollars for Dairy in the Classroom encourages teachers to use dairy foods in their cooking classes by reimbursing them for a variety of dairy products, including butter, cheese, cream, milk, yogurt and ice cream.

SLDDC nutrition educator Ellen Wheeler says 149 teachers sent in receipts in spring 2013 — double the number of participants since the program's debut in spring 2012.

"Because of the reimbursement, teachers can explore a little more [with their lesson plans] and

buy some of the fancier cheeses," she says. "This helps teachers cook a little more with dairy."

Wheeler says another plus is that students learn how to prepare meals that feature dairy. "If the teacher is cooking with dairy, then the students will hopefully take what they learned in class and cook with dairy at home," she says, adding that 1 teacher reaches approximately 28 students.

For teachers to be reimbursed for their dairy purchases, they turn in a form with the number of students in their classroom and their lesson plan along with their receipts.

The most popular dairy foods purchased in spring 2013 were cheese, cream cheese, milk, and butter.

[Learn More...](#)

Cafeteria managers, food and consumer science teachers, physical education teachers, and coaches will order their customized posters at the start of the 2013 school year.

The process is simple: faculty go to the SLDDC website, fill out the Make It Yours request form, and customize the poster design of their choice. The posters are printed on a weekly basis and mailed to the school. Each school can order up to 4 posters per school year free of charge.

Each SLDDC nutrition educator is aiming for 100 orders from schools in their territories by the end of the 2013 school year.

[Learn More...](#)



New Straws in Schools Make Milk Disappear Like Magic

With studies showing that children drink more milk when they have a choice of flavors, SLDDC has introduced a new flavored milk promotion.

The promotion lets schools choose two flavors of Magic Straws to hand out with a carton of low-fat white milk during lunch. Students place the powder-filled straw into a carton of milk and sip away. Each straw has 17 calories.

“The goal of the promotion is to increase milk consumption,” says nutrition educator Ellen Wheeler. “One of the districts we work with notified us that their white-milk sales skyrocketed when they sold Magic Straws at lunch.”

Wheeler says the Magic Straws are not geared toward competing with the chocolate milk sold during lunchtime because the flavor from



Magic Straws come in 9 flavors: Banana Cream, Chocolate, Cinnamon Roll, Cookies & Cream, Orange Cream, Strawberry, Strawberry/Banana, Vanilla Milkshake, and Wild Berry.

the Magic Straws has a more mild taste.

“This is a way for students to have fun drinking their white milk,” she says.

Wheeler hopes the straws will also encourage non-milk drinkers to start drinking milk at lunchtime.

The promotion provides 500 Magic Straws to 20 Illinois and Missouri schools.

Each school receives 2 flavors of their choice (250 straws of each flavor) to distribute at lunchtime.

“Depending on how much the students like the straws, schools will decide whether to buy the straws in bulk and sell them at lunchtime,” Wheeler says.

SLDDC plans to survey the schools to find out whether the flavored straws boost student milk consumption.

SLDDC Partners with Local Groups to Share Dairy

Milk is local — and so is SLDDC’s approach to working with community organizations through their Strategic Partnerships initiative.

“We want to get our name out in the community,” says SLDDC nutrition educator Ellen Wheeler. She says partnering with community organizations such as museums and hospitals is one way to reach children and adults directly.

In May 2013 SLDDC nutrition educator Rebecca Collier reached out to more than 300 schoolchildren and their families through Homers for Health — a fundraising campaign of Cardinal Glennon Children’s Foundation, a children’s hospital in St. Louis. SLDDC provided an exhibit and was a sponsor for the 50-school wiffle ball championship.

“Since parents are the main decision makers [regarding] food, the partnerships are a great opportunity to reach them,” Collier says.

Collier focused on educating parents about the benefits of chocolate milk as a refuel drink. “Parents find it compelling that there is research going on at universities on chocolate milk’s benefits and that professional athletes are using it to refuel,” she says.

According to SLDDC nutrition educator Monica Nyman, many community organizations want to include a nutritional aspect to their outreach and are eager to partner with SLDDC. Nyman is working with Illinois 4-H Extension in Fulton, Mason, Tazewell, and Peoria counties in Illinois. The partnership included providing an

exhibit and visiting with fairgoers at the 2013 Tazewell County Fair, and participating in Peoria County’s Health Jam outreach, an 8-week in-school session that focuses on nutrition and fitness for kids.

As part of the Health Jam, Nyman gave presentations to 4th and 5th graders at St. Mark’s School in Peoria, Ill., and discussed how many foods students would need to eat to get the same number of nutrients that are in 1 serving of milk.

The Strategic Partnerships initiative includes sponsoring an organization and providing educational material that meets at least 1 of 3 priorities: to promote milk as a fresh, wholesome food, to enhance dairy’s role in a healthy diet, and to educate about drinking milk as a health beverage.