

**We Learned How
To Write, To Draw,
To Print...**

1941 Annual Report

Communicating the nutrition message through materials has always been a central part of Dairy Council's mission. In recent decades, many of these materials have been produced by NATIONAL DAIRY COUNCIL®. Whether it is a poster, a brochure, or a complete curriculum, all of these materials are tested nationally to ensure a scientifically-based message designed for a specific target audience.

However, on a local level, Dairy Council has never been at a loss for creativity and ingenuity in creating materials for specific audiences. In the organization's archives, there is found written in the 1941 Annual Report a basis for what Dairy Council continues to do to this day with materials.

"Not forgetting that things are learned best when they are seen as well as heard, we developed a stock of literature, of posters, of projects, and of supplementary reading materials with which to further show many, many sides of our story. Skilled artists translated our ideas into colorful posters—photographers used expert equipment to catch just the expression and height for depth of tone we desired. Printers pulled proof after proof to perfect the dressing of our message. This library has been of inestimable value to us in spreading our work to the far corners where we ourselves cannot go."

After decades of providing materials to schools, Dairy Council introduced the organization's first curriculum, "Big Ideas" in 1972. In 1977, with the introduction of the "FOOD Your Choice"™ curriculum, Dairy Council staff offered for the first time inservice programs to the teachers to accompany the package.

By the early 1990s, over 300,000 pieces of materials were being shipped to Dairy Council's customers, many still provided by National Dairy Council. On a local level, the staff was busy writing and designing some of their own programs, newsletters, posters, placemats and annual reports. Not unlike their 1941 counterparts, they were "writing, drawing, and printing."

Since 1990, the unit has won five national and three regional awards for their locally produced materials. For Dairy Council, materials continue to be one of the organization's greatest assets.

