



# NEXT GENERATION NUTRITION GRANTS

**The Dannon Company** recognizes the need to teach children and their families about healthy lifestyles to combat childhood obesity. It established the **Dannon Next Generation Nutrition Grants** in 2006 to promote childhood nutrition education programs in each of the four communities where a Dannon facility is located. Each year, Dannon contributes \$30,000 to four non-profit organizations (\$120,000 in total) in Auglaize, Mercer, Darke or Shelby County, Ohio, Salt Lake County, Utah, Tarrant County, Texas, and Westchester County, New York.

Each organization receiving a Dannon Next Generation Nutrition Grant develops a program that encourages children to develop life-long habits for good nutrition and exercise. Since the inception of the grants in 2006, Dannon has awarded grants totaling more than \$580,000 in support of improving nutrition education in its local communities.



## Monitoring the Impact of the Dannon Next Generation Nutrition Grant Recipients

As part of the Dannon Next Generation Nutrition Grant program, the organizations receiving grant funding track and monitor how the children enrolled in programs change their eating and physical activity behaviors. For example, 2006 grant recipients reported that their programs have made a positive impact on local communities, with children who participated in grant-supported programs notably increasing their physical activity levels and consuming more fruits, vegetables and reduced-fat dairy.

The 2006 New York grant recipient, Hudson River HealthCare, reported that among the children participating in their program there was:

- A **154%** increase in those who ate the USDA recommended number of fruit and vegetable servings per day, and;
- An **81%** increase in those who participated in at least 30 minutes of physical activity per day.

The program continues to operate today and is in discussions about expanding to additional locations.

These results are enriching the discussions that community organizations are having about the best ways to encourage healthy habits in children. For example, the 2006 grant recipient in Utah, Utah State University 4-H Youth Development, presented its results at the 2008 American Dietetic Association Food & Nutrition Conference & Expo.



### **Dannon Next Generation Nutrition Grants**

According to the Robert Wood Johnson Foundation, more than 23 million children and adolescents are overweight or obese in the United States. The Dannon Company recognizes the need to teach children and their families about healthy lifestyles to combat this ever growing concern. In response, it established the Dannon Next Generation Nutrition Grants in 2006 to promote childhood nutrition education programs in each of the four communities where a Dannon facility is located. Through this grant program, Dannon contributes \$30,000 to four non-profit organizations (\$120,000 in total) in Auglaize County, Ohio; Salt Lake County, Utah; Tarrant County, Texas; and Westchester County, New York for programs that nurture healthy eating habits among children.

Each organization receiving a Dannon Next Generation Nutrition Grant develops a program that encourages children to develop life-long habits for good nutrition and exercise. Since the inception of the grants in 2006, Dannon has awarded grants totaling more than \$580,000 in support of improving nutrition education in its local communities.

### **2010 RECIPIENTS**

- Open Door Family Medical Centers (New York) – *Fit for Life*
- Tarrant Area Food Bank (Texas) – *Operation Frontline*
- Big Brothers Big Sisters of Shelby & Darke County (Ohio) – *Healthy Living for a Lifetime*
- YMCA of Greater Salt Lake (Utah) – *Activate America*

### **PREVIOUS RECIPIENTS**

#### *New York*

Cornell Cooperative Extension of Westchester County • Hudson River Healthcare • Westchester Community Opportunity Program, Inc.

#### *Ohio*

Auglaize/Mercer Counties YMCA & Minster Local Schools • Council on Rural Services • Ohio FFA Foundation Inc. • The Ohio State University Extension – Auglaize County

#### *Texas*

Big Brothers Big Sisters of North Texas • Tarrant Area Food Bank • United Way of Tarrant County

#### *Utah*

I.J. & Jeanné Wagner Jewish Community Center • Primary Children's Medical Center • Utah Food Bank Services • Utah State University 4-H Youth Development Program

### **About The Dannon Company, Inc.**

The Dannon Company is America's founding national yogurt company and continually leverages its expertise to develop and market innovative cultured fresh dairy products in the United States. Headquartered in White Plains, NY, Dannon has plants in Minster, OH, Fort Worth, TX, and West Jordan, UT and produces approximately 100 different types of flavors, styles and sizes of cultured fresh dairy products. Dannon is a subsidiary of Danone, one of the world's leading producers of packaged foods and beverages, and Dannon is the top-selling brand of yogurt products worldwide, sold under the names Dannon and Danone.

With a strong commitment to high-quality, wholesome, nutritious and innovative products, The Dannon Company is committed to encouraging people to eat a balanced diet and live a healthy lifestyle. In 2010, for the tenth year in a row, Danone was listed on the Dow Jones Sustainability Index, a worldwide reference for socially responsible businesses. Danone is a recognized leader for its contributions to nutrition and health and was ranked best in class in a 2008 JPMorgan & Insight Investment study about the response of the world's largest food companies to obesity and health-related concerns. This commitment is also illustrated through The Dannon Company's support of the Dannon Institute, an independent, non-profit foundation dedicated to promoting research, education, and communication about the links between nutrition, diet and health. For more information, please visit [www.dannon.com](http://www.dannon.com).