



In Your Community

Welcome to the Cabot Calcium Crisis Challenge (CCC) sponsored by the dairy farm families who own Cabot Creamery.

Part of our mission, aside from producing the world's best, all-natural cheddar, is to enrich communities across America through our educational and nutritional outreach programs.

A History

When we discovered the alarming statistics about the calcium deficit in the diets of Americans, particularly children and teens, we launched the Calcium Crisis Challenge. The CCC offers an opportunity for teens to develop imaginative ways to communicate with their peers about the necessity of a calcium-rich diet. The Challenge messages have been incredibly original, creative and powerful.

Our first Calcium Crisis Challenge involved 600 students representing 309 entries from 23 organizations in the greater metro DC/Baltimore/northern Virginia area. Seventy finalists were selected and to honor their achievements, Cabot hosted its own competition, the inaugural Big Bones Bash at the Smithsonian's Museum of Natural History.

So that's how it all began, as a means to encourage teens to communicate with one another about this health crisis and to challenge them to find solutions. Thus far, the results have been splendid and we hope that teens across the country will continue spreading this important message in a creative way!

Get Involved

Teachers and educators, if you would like your students to participate in the Calcium Crisis Challenge, visit us at CabotCalciumChallenge.com. It's an ideal program for classes studying science, health, language arts, physical education and technology.

**Join us! Help solve the calcium crisis.
Visit us at:**

WWW.CABOTCALCIUMCHALLENGE.COM



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Vermont
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