



California Dairy Sustainability Summit

March 26, 2024
UC Davis Conference Center

Hosted by



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2024 Event Overview Prospectus

cadairysummit.com



California's Planet-Smart Dairy

The California dairy industry is the nation's largest, accounting for nearly 1/5 of all the milk produced in the United States. Dairy is the leading agricultural commodity in California, making it crucial to the well-being of the state's economy—particularly the Central Valley. Ninety-nine percent of California dairy farms are owned and operated by families, who serve as dedicated stewards of the land, environment, and animal well-being.



19% of all milk

produced in the U.S. comes
from California



\$65 billion

generated annually in dairy-related
economic activity



180,000 jobs

depend on California's
dairy industry

In recognition of California's progressive climate, water, and air protection policies, the California dairy sector has made considerable investments in the development of research, strategies, technologies, and programs. The Summit's mission is to promote education and collaboration for further advancing planet-smart dairy farm practices and to recognize and enhance dairy's valuable role in sustainable and equitable food systems.

Join Dairy Cares, California Milk Advisory Board, Dairy Council of California, California Dairy Quality Assurance Program, and California Dairy Research Foundation for a one-day event that will:

- Showcase world-leading achievements and ongoing progress in planet-smart dairy farm practices
- Explore how policies, programs, research, and technological advancements can best be aligned to improve the sustainability and resiliency of family farms, while also better supporting the health well-being of communities
- Demonstrate how dairy farmers are reducing climate emissions, improving protection of water and air, and helping fuel a clean energy future

Official Event Partners: We are proud to have the support of the industry's leading organizations, including the California Dairy Campaign, California Dairies, Inc., California Farm Bureau Federation, Dairy Farmers of America - Western Area, Dairy Institute of California, Hilmar Cheese Company, Land O'Lakes, Inc., Milk Producers Council, Producer's Dairy, Joseph Gallo Farms, Valley Milk, LLC., and Western United Dairies Foundation.

Summit Program

The California Dairy Sustainability Summit has an excellent track record—whether held in person like the inaugural 2018 event, or in a virtual format as it has been for the last two iterations. We are excited to be utilizing the best of both formats as we gather in person again, while also providing a live-stream option. Located near the state capital and serving as the hub for the world-leading dairy sustainability research—the University of California, Davis campus is a fitting place for the 2024 Summit. Here’s what to expect:

- A wide range of expert presenters will provide dynamic talks and in-depth discussions.
- The tentative program runs from 8:30 a.m. – 5:00 p.m., to be followed by a reception at the adjacent Hyatt Place UC Davis.
- Attendees will meet Buttercup the cow, as the Mobile Dairy Classroom stops by to show how Dairy Council of California engages youth throughout the state, teaching how milk goes from the cow to the table, and the importance of healthy eating and physical activity.
- Optional tours of UC Davis laboratories will be offered on Monday, March 25.
- In-person registrations will be limited by venue capacity. A virtual participation option will also be provided at a reduced registration rate.

Topics Include...

Partnerships, Policies, and Incentives Shaping the Future of Sustainable Food Systems

- State and federal programs driving California’s world-leading achievements in planet-smart dairy farming
- Organizations promoting better understanding of dairy’s nutritional value and greater access to affordable and nutritious foods
- Partners helping power cleaner vehicles and meeting electricity needs with energy derived from dairy manure
- Consumer brands, processors, and retailers supporting dairy farmer efforts, as they aim to reduce supply chain GHGs
- Researchers guiding dairy farmers toward achieving climate neutrality in California dairy by as early as 2027
- Dairy cooperatives supporting the sustainability needs of farmer owners, customers, and consumers
- New efforts to support the adoption of solutions to reduce enteric methane emissions
- Diverse stakeholder groups working together to identify and carry out roadmaps toward wide-scale solutions for complex challenges

Understanding the Challenges, Complexities, and Barriers as Planet-Smart Dairy Progresses

- Expanding the widespread adoption of planet-smart practices, across diverse family dairy farms
- Broadening food system frameworks beyond environmental measures, to include health, socio-cultural, and economics
- Building consumer understanding and meeting demands for sustainable dairy products
- Understanding how milk and dairy foods are being discussed within critical global food system dialogues
- Addressing water scarcity and quality challenges to meet immediate and long-term needs
- Cleaning the San Joaquin Valley air through strategic electrification projects
- Piloting new technologies and strategies that can help family farms improve resiliency and sustainability
- Addressing surplus nutrients and working toward a circular manure economy

Who Attends California Dairy Sustainability Summit?



Diverse Stakeholders



Dairy Leaders



Expert Speakers

The California Dairy Sustainability Summit focuses on bringing together key stakeholder, strengthening relationships and understanding.

Dairy Sector

- Dairy Farmers and Farm Employees
- Dairy Cooperatives and Industry Associations

Government

- Elected Officials that Represent Agricultural Communities
- Government Agencies that Regulate California's Dairy and Ag Industries

Supply Chain

- Dairy Product Processors, Marketers, Distributors
- Restaurants and Consumer Packaged Goods
- Grocers and Retailers of Dairy Products

Science & Tech

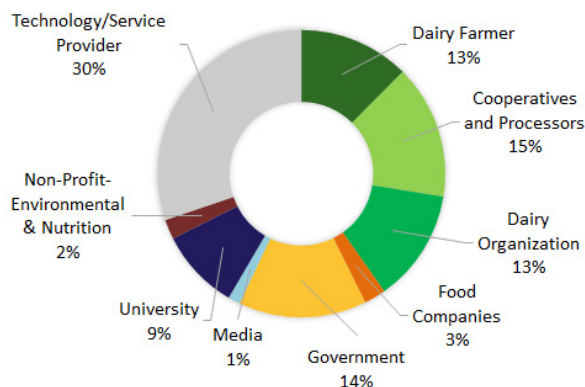
- Environmental Consulting and Engineering Firms
- AgTech Providers, Financiers, and Investment Firms
- Researchers, Students, and Cooperative Extension Advisors

Community Organizations

- Nutrition/Health Professionals
- Stakeholders Involved with Innovative and Sustainable Farming Practices



2022 Virtual Event Participation



Excellence and Value

"Awesome! This was one of the most focused and well-executed conferences I have ever attended."

"Very good, well-balanced program that addressed the needs of many stakeholders."

"I liked the quality of the speakers, the conviction, and the dedication to pursuing cleaner options."

Why Support the Summit?

The California Dairy Sustainability Summit is dedicated to supporting family dairy farms and promoting the widespread investment and adoption of technologies and practices that address environmental, financial, and energy challenges, along with cow health and comfort. Through unprecedented collaboration, California is leading the way, demonstrating how well dairy fits into a low-carbon, healthy, and sustainable future.

- **Promote Dairy's Role in a Healthy, Sustainable Diet** - Milk and dairy foods are one of the most cost-effective sources of under-consumed nutrients, playing an important role in healthy eating patterns, especially in our most vulnerable communities. The California dairy sector works to improve environmental protection, while continuing to support local rural economies, and working to improve education and access to nutritious foods.
- **Shrink the Carbon Hoofprint** - California dairy farmers are working with state agencies, researchers, and private partners to reduce methane emissions through the development of dairy digesters and a variety of alternative manure management technologies. The state is also investing in efforts to promote early adoption of feed additives and other strategies to reduce enteric methane emissions.
- **Protect Water Resources** - The dairy community is working in an organized and collaborative manner to chart a path toward improvements to the protection of water resources. This includes working with academic institutions, private industry innovators, and other partners to minimize the costs of enhancing water protection on dairies and to maximize the value of manure and manure-based products, which help build healthy soils.
- **Promote Energy Conservation and Clean Energy** - Dairies are increasingly turning to energy-use efficiency, conservation, and clean-energy technologies. Farmers are partnering with the state, local utility providers, and private companies to invest in these strategies—decreasing reliance on fossil fuels.
- **Improve Air Quality** - A growing number of dairy farms are working with the San Joaquin Valley Air Pollution Control District to convert diesel-powered equipment to electric. Additionally, dairy farmers are partnering with state agencies and private companies to turn dairy biogas (captured via digesters) into electricity and carbon-negative renewable transportation fuel.
- **Find Cost-Effective Solutions to Sustain Family Farms** - For dairy farmers, “sustainability” means making choices that will serve the animals, the environment, and their family and community well into the future. It's about finding cost-effective solutions that will allow them to continue their way of life, while improving the environment, and providing nutritious and affordable foods for generations to come.



To Reserve Sponsorship:

Jennifer Bingham

Communications Director, Dairy Cares

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916-717-9456

Sponsorship Recognition Packages

	Platinum	Gold	Silver	Bronze
Sponsor Packages				
Pricing	\$25,000	\$12,000	\$8,000	\$5,000
Registration Benefits*				
In-person registrations for company/agency staff	4	3	2	1
In-person registration scholarships for key stakeholders**	10	4	2	1
Virtual registrations	30	20	10	5
Pre-Event Benefits				
Prominent logo placement on homepage AND event overview	✓			
Sponsor logo placement on registration confirmation email	✓			
Included in press release to announce sponsor level support	✓	✓		
Sponsor level recognition and hyperlink on event website	✓	✓	✓	✓
Sponsor logo on pre-event marketing emails	✓	✓	✓	✓
Day-Of Event Benefits				
Logo on cover of conference program (digital & print versions)	✓			
Verbal sponsor level recognition during opening remarks	✓	✓		
Sponsor level recognition on select signage	✓	✓	✓	✓
Sponsor level recognition on sponsor recognition slide	✓	✓	✓	✓
Sponsor level recognition and hyperlink on digital conference program	✓	✓	✓	✓
Opportunity to include educational flyer in tote (for in-person attendees)				
Sponsor promotional video played (max length: 15-30 sec)	✓			
Optional add-on: Video played during break for virtual attendees (pre-recorded, maximum length: 5 minutes)	Call for pricing	Call for pricing	Call for pricing	Call for pricing
Final database of attendees (name, company, title, email)	✓	✓		

*In-person registration will be limited, per the venue capacity.

**Scholarship registrations are coordinated by event organizers. Any suggested recipients must be pre-approved.

To Reserve Sponsorship, Contact:

Jennifer Bingham – *Communications Director, Dairy Cares* | jbingham@westcoastadvisors.com | 916-717-9456

Promotional & Hospitality Sponsorships

<p>California Dairy Industry Supporter Sponsor (Multiple Opportunities Available) Opportunity to provide exposure for your Company/Agency while demonstrating commitment to the California dairy industry.</p>	\$2,000
<p>Student Virtual Registration Sponsor (Multiple Opportunities Available) Opportunity to provide exposure for your Company/Agency while demonstrating commitment to the next generation of dairy leaders. Your tax-deductible donation will allow students to register for free virtual attendance.</p>	\$2,500
<p>Lanyard Sponsor (Exclusive/One Opportunity Available) One of the most visible opportunities. Your 2-color repeating Company/Agency logo will display on each lanyard (subject to approval).</p>	\$7,000
<p>Attendee Badge Sponsor (Exclusive/One Opportunity Available) One of the most visible opportunities. Your Company/Agency logo will display on each name badge (subject to approval).</p>	\$7,000
<p>Online Registration Sponsor (Exclusive/One Opportunity Available) Before anything else, an attendee has to register. Your logo will be prominently placed front and center on our online registration page, and the confirmation email received by all attendees.</p>	\$6,000
<p>Tote Bag Sponsor (Exclusive/One Opportunity Available) Bags are distributed at registration and branded with sponsor logo. Tote bags must be provided by the sponsor and pre-approved by event management (minimum of 250).</p>	\$4,000
<p>Official Pen Sponsor (Exclusive/One Opportunity Available) Pens are displayed at registration and made available to each attendee. Pens must be provided by the sponsor and pre-approved by event management (minimum of 400).</p>	\$2,000
<p>Tote Bag Insert (Exclusive opportunity for sponsors only) Opportunity to provide one (1) literature item (one-page, 8.5" x 11") OR giveaway item for inclusion in event tote bags, which are received by every attendee. Insert item must be provided by sponsor.</p>	\$1,000
<p>Breakfast Sponsor (Exclusive/One Opportunity Available) Sponsor will be the host of the Breakfast. Your logo will be prominently displayed in the breakfast area with an opportunity to display/distribute promotional/educational materials around the food and beverage tables.</p>	\$6,500 (reduced co-sponsor rate also available)
<p>Lunch Sponsor (Exclusive/One Opportunity Available) Sponsor will be the host of the Lunch. Your logo will be prominently displayed in the lunch area with an opportunity to display/distribute promotional/educational materials around the food and beverage tables.</p>	\$12,500 (reduced co-sponsor rate also available)
<p>Reception Sponsor (Exclusive/One Opportunity Available) Sponsor will be the host of the reception to follow at the Hyatt Place hotel (also on the UC Davis campus, just a two-minute walk). Sponsorship includes: logo on drink tickets, opportunity to display/distribute materials, and signage recognizing your sponsorship.</p>	\$12,500 (reduced co-sponsor rate also available)
<p>Refreshment Sponsor (Multiple Opportunities Available) Sponsor logos are placed on the highly-trafficked break table, with an opportunity to display Company/Agency literature.</p>	\$6,000

Included in all Promotional & Hospitality Sponsorships:

- Logo/listed with hyperlink on event website
- Logo on promotional emails
- Sponsor logo on select on-site signage
- Five (5) virtual conference registrations
- One (1) conference in-person registration for \$4,000 level and above