



We're in it for the Long Term

» It is no secret that dairy families across our great state produce the world's finest dairy products for your table and jobs and economic activity for our state. California continues to lead the nation in dairy economic productivity, creating nearly \$61 billion per year in economic benefit across the state and more than 432,000 jobs. Moreover, many of these well-paying jobs are in the state's Central Valley, a region where good jobs are especially needed.

What is less well known—but no less true—is that California dairy families are also leading the nation in environmental sustainability. Our state's family-owned and operated dairy farms are doing their part through continuing commitment to environmental stewardship and the communities in which they live and do business. And that's no surprise. Most California dairy families have been in the business for generations and understand the importance of conservation, stewardship and protection of our precious air and water resources.

With growing populations, urban sprawl and other impacts of urbanization across the Central Valley and elsewhere in California, all of us must renew our efforts to protect the resources we all share. This status report is for you—our friends, neighbors, and partners in business and government. In the pages that follow you will learn how California dairy families are doing their part to enhance and promote sustainability.

Working together, we can continue to make our communities and state a better place to live and raise our families.

William C. Van Dam
Chairman,
CARES Board of Directors



WHO WE ARE...

CARES Members include:

- California Dairies Inc.
- Dairy Farmers of America, California
- Land O' Lakes
- Western United Dairymen
- Milk Producers Council
- California Dairy Campaign
- Alliance of Western Milk Producers
- Hilmar Cheese Company
- Dairy Institute of California
- Joseph Gallo Farms
- HP Hood
- Turlock Dairy & Refrigeration
- Kraft Foods
- Bank of the West
- Producers Bar 20 Dairy
- California Farm Bureau Federation

...and hundreds of families and businesses
across California's dairy communities