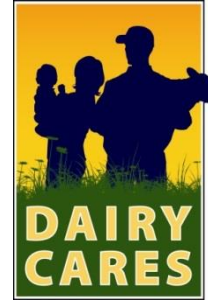


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Dairy Cares Newsletter

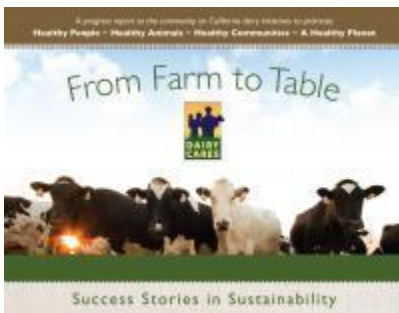
September 2013

DairyCares.com

New Dairy Cares Sustainability Report assists dairy families in telling their stories

Farm families have many good stories to tell, and in recent years, the dairy community has made great progress toward making these stories heard across California.

Though millions of American families rely daily on affordable, nutritious and delicious dairy products from California, modern consumers are more and more removed from farm and rural life. That makes the task of educating consumers especially challenging and important.



Dairy Cares is proud to answer this challenge with the latest in a series of Sustainability Reports, “From Farm to Table – Success Stories in Sustainability.” With stunning photographs and true accounts from real farm families, this interesting and engaging brochure helps bridge the gap between family farmers and their neighbors, near and far, across California. Readers will quickly realize that our state’s 1,550 dairy farm families have a tremendous story to tell, from being responsible environmental stewards and providing top-notch animal care, to a longstanding commitment to the family and community values we all share.

Released earlier this month, the 26-page brochure seeks to inform the public how the California dairy community has engaged and progressed in sustainability issues, while offering an up-close-and-personal look at the families who have proudly made dairy their way of life.

Through brief profiles of dairy families, the brochure spotlights the sustainability initiatives that the California dairy community has been engaged in throughout the years. Dairy Cares member groups will use the report to assist all dairy farmers in educating their neighbors, community leaders and consuming public about the integral role dairies serve in sustaining healthy families, the environment and local communities. The report is now available online, at www.DairyCares.com, and will be mailed to community leaders, media representatives and

dairy families across California.

Readers will be amazed by how many positive actions – big and small – dairy farmers take daily to protect our natural resources and contribute to their communities. Moreover, all of this is accomplished while still producing the dairy products depended upon by millions of families, and creating jobs for hundreds of thousands of Californians. Environmental sustainability and responsible animal care is a story that is as old as dairy farming, and Dairy Cares is proud to assist dairy families in passing along the latest chapters of their efforts in the Golden State.

Dairy Cares is a statewide coalition supporting economic and environmental sustainability and responsible animal care. Our members include Bar 20 Dairy Farms, California Cattlemen's Association, California Dairies Inc., California Dairy Campaign, California Dairy Research Foundation, California Farm Bureau Federation, Dairy Farmers of America-Western Area Council, Dairy Institute of California, GHD, Inc., Hilmar Cheese Co., Joseph Gallo Farms, Land O'Lakes, Merck Animal Health, Milk Producers Council, Ruan Transport Corp., Western United Dairywomen, Yosemite Farm Credit and others. For information, visit DairyCares.com or call 916-441-3318.