



Dairy CARES Report

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New environmental stewardship report tells the stories of California dairy families

California dairy families are leading the nation in environmental stewardship. That simple message is at the core of “Leading the Way to Sustainability,” a new report prepared by CARES in cooperation with the California Milk Advisory Board and California Dairy Research Foundation.

Hot off the presses, the report began distribution this week and will be delivered to community leaders across the state, from local elected officials and news reporters to educators and government agencies. In stories, pictures and colorful graphics, readers receive an “up-close-and-personal” view of California dairy families. That view includes a family history going back generations, a look at the dedication and hard work that has made dairy farmers successful, and their hopes for an economically and environmentally sustainable future.

“We’re a lot more environmentally aware these days,” says George Borba Jr. of Bakersfield, one of the dairy farmers interviewed for the report. “We have a lot more knowledge, more tools and we’re using them. And we’re learning all the time.”

In addition to these vital family portraits, the report tells of the important efforts of California dairies to work in partnership with neighbors, government agencies, scientists and educators to continue the legacy of California dairies into a future that is economically and environmentally sustainable. Among the important topics covered in the report:

- **Jobs.** California dairy families provide a vital boost to the state’s economy, producing \$61 billion in annual economic benefit across the state, creating 432,000 jobs.
- **Environmental protection.** California dairy families are leaders in protecting both air and water quality, and operate under the nation’s most stringent regulations.
- **Conservation and renewal.** California dairies are leaders in resource conservation and renewal, efficiently using water, providing locally grown dairy products and feed, and ensuring that agricultural by-products are never wasted.
- **Cow power.** Dairy families are leading efforts to develop renewable energy sources such as “cow power,” or electricity generated from biogas generated by livestock waste.
- **Scientific research.** California’s dairy industry has strongly supported efforts to understand, manage and reduce the environmental impacts related to dairies while improving the environmental benefits.
- **Education and outreach.** The award-winning California Dairy Quality Assurance Program is the nation’s most comprehensive education and environmental compliance program for dairy producers.

With more than 70 photographs, the new report makes California dairy farming accessible to the average reader, even those who've never visited a dairy. It clearly shows that dairies, large and small, are still family farms. The report displays the efforts of family farmers to work in harmony with nature, producing locally grown crops of corn, oats and alfalfa to feed cows, recycling manure as a natural organic fertilizer, and even using the by-products from other farmers and agricultural processors – such as almond hulls, bread crumbs, culled carrots and cotton seeds – as supplementary feed for cows.

Most importantly, the report discusses the collective efforts of dairy families across California to connect the legacy of generations of California dairy farming to a sustainable future. They're doing this through support of research, education and compliance with the nation's strictest environmental regulations. The commitment of California dairy families to do their share to be great farmers, good neighbors and environmental leaders is detailed throughout the report.

All California dairy producers will receive a copy of the report by mail. CARES coalition members will be working hard to continue telling the story of California dairy families' efforts to promote environmental stewardship and any efforts to assist us in telling this story are welcome. Additional copies of the free report for community outreach efforts can be requested by calling (916) 441-3318 or writing to dairycares@aol.com.

CARES is a statewide coalition supporting economic and environmental sustainability for California's dairy industry. CARES members include the Alliance of Western Milk Producers, Bank of the West, Bar 20 Dairy Farms, California Dairies Inc., California Dairy Campaign, California Farm Bureau Federation, Dairy Farmers of America-California, Dairy Institute of California, Hilmar Cheese Co., HP Hood, Joseph Gallo Farms, Land O' Lakes, Milk Producers Council, Turlock Dairy & Refrigeration, Western United Dairymen, and others. For information about CARES, visit our web site at www.dairycares.com, write dairycares@aol.com or call 916-441-3318.