



Dairy Cares Report

May 2010

www.dairycares.com

New Dairy Cares Sustainability Report a tool to assist dairy families in telling their story

“We need to tell our story.”

It’s been a popular saying for years, not just among dairy families, but also across the entire agricultural community of California. As our state’s population becomes increasingly more “citified,” the need for California farmers to do just that – tell their story – has never been more important. Many don’t know where their food comes from or how it’s produced. Even fewer know that an ever-dwindling number of farm families are responsible for the safe, abundant and affordable food choices that fill grocery store shelves year round.

The good news is that our state’s 1,750 dairy farm families have a highly respectable story to tell. From being good environmental stewards, to providing top-notch animal care, to a commitment to family and community values, the narrative of California dairy families is strong, positive and demands telling.

So who better to tell it than dairy farmers? After all, they are the official – and best – ambassadors for the California dairy industry.

Milestones in Sustainability

DAIRY CARES

A progress report to the community on California dairy initiatives to promote:
Environmental stewardship – Responsible animal care – Family and community values

Later this month, Dairy Cares members will release a 50-page brochure titled, *“Milestones in Sustainability – A progress report to the community on California dairy initiatives to promote: Environmental Stewardship, Responsible Animal Care, and Family and Community Values.”*

The report seeks to inform the public about how the California dairy industry is engaged in sustainability issues, but just as important is showing the families who make up the California “dairy industry.” Through short profiles of 12 dairy families, the brochure features sustainability initiatives the California dairy industry has been engaged in throughout the years. Dairy Cares members hope the report will assist all dairy farmers in educating their community leaders and partners about the integral role they play in sustaining healthy families, the environment and local communities. Meanwhile, Dairy Cares coalition members, such as processors and dairy producer associations, will use the brochure as a tool for educating community leaders, customers and other interested parties.

The soon-to-be-released report is a follow-up to *“Leading the Way to Sustainability”* published by Dairy Cares in 2008, which mainly focused on dairy environmental stewardship. The new report provides an update on environmental initiatives, while expanding to describe the launch of major new efforts related to animal care and climate change. The report is expected to be released by the end of June and the mailing list will include all dairy families across California.

Readers will be amazed by how many positive actions – big and small – California dairy farmers are taking to protect our natural resources, ensure the health of their animals and reduce their carbon footprint. Moreover, all of this is accomplished while still producing healthy, nutritious and affordable dairy products for millions of families and creating jobs for hundreds of thousands of Californians.

Dairy Cares is a statewide coalition supporting economic and environmental sustainability and responsible animal care. Our 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-Western Area Council, Dairy Institute of California, Hilmar Cheese Co., HP Hood, Joseph Gallo Farms, Land O’Lakes, Milk Producers Council, Ruan Transport Corp., Western United Dairymen, and others. For information, visit our web site or call 916-441-3318.