



California Dairy Sustainability Summit

Farm Focus- March 25, 2025
Visalia Convention Center

Hosted by



LOOK FOR THE SEAL.
California Milk Advisory Board



2025 Event Overview Prospectus

cadairysummit.com

Organized in partnership with





A Farmer-Focused California Dairy Sustainability Summit

The first California Dairy Sustainability Summit was a two-day event held in Sacramento in 2018. The inaugural event welcomed more than 650 attendees, including more than 200 dairy farmers. This program, held every other year, has served as a valuable way of educating key stakeholders — especially regulators and policymakers — about the dairy sector's achievements, while also promoting the ongoing research, investments, partnerships, and incentives needed to meet continuing challenges. There continues to be much activity as dairy farmers plan and implement sustainability projects, and the industry as a whole prepares to meet new regulatory challenges.

For the first time, an added off-year version of the Summit will focus primarily on the dairy farmer audience. By bringing together expert speakers and quality exhibits, the program will take a head-on look at California dairy sustainability challenges and opportunities. Dairy farmers will learn from one another, industry leaders, tech providers, and researchers. The 2025 program will serve as a valuable networking and learning opportunity as the California dairy sector continues to lead the way in producing nutritious milk and dairy foods, while developing sustainable, planet-smart farming practices.

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:

- Equip California's dairy farm families with information about new technologies and strategies to strengthen and sustain their operations
- Take a head-on look at challenges that lay ahead for dairy farmers, as California continues to pursue ambitious environmental goals
- Help dairy farmers learn from one another about ways to improve economic and environmental sustainability
- Recognize California dairy's important contributions to sustainability, through health and nutrition, culture and community, environment and the economy

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, Clover Sonoma, Dairy Farmers of America, 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 2025 California Dairy Sustainability Summit will include...

- **General Sessions with Impactful Speakers** - Let's discuss the challenges and opportunities facing California dairies and the innovative solutions being implemented or explored. Hear from industry leaders, leading consumer brands, researchers, and others about advancing practices throughout the supply chain. How can we boost sustainability while maintaining the economic strength of the industry and, ultimately, improve the availability of nutritious milk and dairy foods? What does the new frontier of sustainable farming practices look like and who's helping fund it?
- **Multiple Rounds of Breakouts Sessions** - Learn about the technologies and topics you're most interested in. Speakers will include dairy farmers highlighting the technologies, products, and strategies they use to boost sustainability through management efficiency, animal health and nutrition, breeding strategies, manure management, and more.
- **Breakfast + Lunch + Closing Reception in Expo Hall** - Enjoy valuable networking!



Valuable Networking



Innovative Farming Models



Expert Speakers



Expected Takeaways

The 2025 Summit will provide dairy farmers with information they can use.



Increase Water-Use Efficiency



Reduce Costs



Plan for the Future



**Optimize Animal Health &
Future Herd Performance**



**Tap Into Economic
Opportunities**



**Improve Manure
Management**



**Prepare for Increasing
Water Quality Requirements**



**Continue Producing
Nutritious & Delicious
Dairy Foods**



**Reduce Energy Costs
& Increase Reliability**



Dairy Farmers Have Said ...

"One of the best conferences in a while. Great to see optimism in the California dairy industry."

"Very knowledgeable. Going over current problems and coming up with solutions."

"It was great. Way better than I expected."

"A great turnout and representation of the dairy industry."

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. As the state continues to advance its progressive environmental leadership, the 2025 California Dairy Sustainability Summit will focus on providing dairy owners and employees with information to help them to not only remain in compliance but also on the leading edge of global dairy production.

- **Reduce Methane Emissions** - 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. Learn the latest about incentive opportunities and strategies to maximize the co-benefits of on-farm projects that reduce methane emission.
- **Protect Water Resources/Improve Nitrogen Management** - The dairy community is working in an organized and collaborative manner to chart a path toward improved water quality outcomes. 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. Find out what can be expected in terms of tightening regulations and what opportunities exist to make better use of manure.
- **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. Learn what innovative, new opportunities exist to further reduce reliance on the grid and/or save on energy costs.
- **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. Learn about opportunities to promote air quality while improving farm management.
- **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. Explore the broad array of strategies and technologies that advance sustainability via animal health and comfort, breeding strategies, water conservation techniques, and much more.
- **Advocate for Dairy’s Role in a Healthy, Sustainable Diet** - Milk and dairy foods are greatly enjoyed and celebrated throughout diverse cultures. They are also 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. The sector also continues to make impressive strides in developing new and innovative dairy products that best meet consumer needs and desires. The Summit will offer a breakout focused on developing advocacy skills to help share California dairy’s important story.



Sponsorship Recognition Packages

	Platinum	Gold	Silver	Bronze	Exhibitor Only
Sponsor Packages					
Pricing	\$25,000	\$12,000	\$8,000	\$5,000	\$2,500*
Registration Benefits					
Complimentary registrations for company/agency staff	8	6	4	2	2
Complimentary registrations scholarships for dairy farmers	12	8	6	2	
Exhibit Benefits					
8x10 exhibit (some larger, if specified) with pipe and drape, 8-foot table, and 2 chairs.	✓ 8x20	✓ 8x20	✓	✓	✓
Early access to map with priority exhibit placement	✓	✓	✓	✓	
Recognition Benefits					
Company logo/link on the event website, promotional materials, and exhibit hall map.	✓	✓	✓	✓	✓
Company logo on signage/screens.	✓	✓	✓	✓	
Opportunity to include an item in attendee tote	✓	✓	✓	✓	
Logo on cover of conference program	✓				
Sponsor logo placement on registration confirmation email	✓				
Verbal sponsor level recognition during opening remarks	✓	✓	✓		
Included in press release to announce sponsor level support	✓	✓	✓		
Final database of attendees (name, company, title, email)	✓	✓			
Sponsor promotional video played (max length 30 sec)	✓				

To Reserve Sponsorship:

Please complete the online order form to reserve/confirm sponsorship.

Order Form: <https://mediakit.jcsmarketinginc.com/product/cdss/>

- For multiple or custom sponsorships, technical issues or questions, please contact the JCS Marketing team.
- Upon completion, an invoice will be sent via email.
- Payment is requested via check.



Order Form



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For general Summit questions, contact Jennifer Bingham, Communications Director for Dairy Cares, at 916-717-9456 or jbingham@westcoastadvisors.com



Promotional & Hospitality Sponsorships

California Dairy Industry Supporter Sponsor (Multiple Opportunities Available) Opportunity to provide exposure for your Company/Agency while demonstrating commitment to the California dairy industry. Company logo/link on the event website, promotional materials, and on-site signage.	\$2,000
Official Pen Sponsor (Exclusive/One Opportunity Available) Pens are displayed at registration and made available to each attendee. Pen production included.	\$4,000
Student Registration Sponsor (Exclusive/One Opportunity 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 up to 20 students to register for the conference.	\$5,000
Refreshment Sponsor (Multiple Opportunities Available) Sponsor logos are placed on the highly-trafficked break table, with an opportunity to display company literature.	\$6,000
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.	\$6,000
Lanyard Sponsor (Exclusive/One Opportunity Available) Your company logo will be displayed on each lanyard (subject to approval). Lanyard production included.	\$7,000
Attendee Badge Sponsor (Exclusive/One Opportunity Available) Your company logo will be displayed on each name badge (subject to approval). Name badge production included.	\$7,000
Tote Bag Sponsor (Exclusive/One Opportunity Available) Your company-branded bags will be distributed at registration. Tote bag production included.	\$8,000
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 materials around the food and beverage tables. Includes verbal recognition during opening remarks. Includes 8x10 exhibit.	\$10,000 (reduced co-sponsor rate also available)
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 materials around the food and beverage tables. Includes verbal recognition. Includes 8x10 exhibit.	\$12,500 (reduced co-sponsor rate also available)
Reception Sponsor (Exclusive/One Opportunity Available) Sponsor will be the host of the closing reception. Sponsorship includes logo on drink tickets, opportunity to display/distribute materials, signage recognition, and exclusive booth placement in the Reception area of the Expo Hall. Includes verbal recognition.	\$12,500 (reduced co-sponsor rate also available)
Tote Bag Insert (Multiple Opportunities Available) Standalone 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.	\$1,000

Included in all Sponsorships:

- Company logo/link on the event website, promotional materials, and select signage
- Two (2) conference registrations