



California Dairy Sustainability Summit

March 24, 2026
Visalia Convention Center

Hosted by



20+
YEARS OF
IMPACT

CALIFORNIA DAIRY
Quality Assurance
A Program of the California Dairy Research Foundation

CALIFORNIA DAIRY
RESEARCH FOUNDATION
Science for a Sustainable Future



LOOK FOR THE SEAL
California Milk Advisory Board

2026 Event Overview Prospectus

cadairysummit.com

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California Dairy Sustainability Summit Returns to Visalia

Since 2018, the California Dairy Sustainability Summit has recognized world-leading achievements, while promoting the ongoing advancement of farming practices. California's dairy farm families continue to lead the way by implementing new technologies and strategies. They are reducing methane emissions while better protecting and conserving water, improving air quality, and ensuring optimal animal care. The continued efforts put the state's dairy production on track to achieve climate neutrality within the next few years. There continues to be much activity as dairy farmers plan and implement sustainability projects, and the industry prepares to meet new regulatory requirements.

Last year, the Summit moved to Visalia, in the heart of the nation's leading dairy production county. More than 475 people attended, including more than 100 dairy farmers. Based on overwhelmingly positive feedback, the Summit will return to Visalia on March 24, 2026.

By bringing together expert speakers and quality exhibits, the program takes a head-on look at California dairy sustainability challenges and opportunities. The Summit creates an environment where dairy farmers, policymakers, industry leaders, tech providers, researchers, and other stakeholders can learn from one another, identifying ways to continue improving the long-term economic and environmental sustainability of family farms. The program serves 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 health and nutrition, culture and community, environment, and 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 2026 California Dairy Sustainability Summit will again include...

- **General Sessions with Impactful Speakers** - Hear from industry and supply chain leaders, researchers, and others about advancing practices. How can we boost sustainability while maintaining economic strength and, ultimately, improve the availability of nutritious milk and dairy foods? What are California dairy's unique challenges and opportunities?
- **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 better protect the environment through management efficiency, animal health and nutrition, breeding strategies, manure management, and more.
- **Breakfast + Lunch + Closing Reception in Expo Hall** - Enjoy valuable networking. Explore the high-impact expo hall!



Valuable Networking



Innovative Farming Models



Expert Speakers





**More than 90% of Dairy Farmers
Said the 2025 Summit ...**

- *Provided Valuable Information*
- *Was Worth Their Time Invested*
- *Provided Helpful Networking Opportunities*
- *Offered High-Quality Exhibits*

**"I looked at water savings and nutrient
management opportunities.
I enjoyed the vendor fair."**

"Very Good Conference. Great Speakers."

The Summit provides dairy farmers with information they can use to...



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 New
Water Quality Requirements**



**Continue Producing Nutritious
& Delicious Dairy Foods**



**Reduce Energy Costs
& Increase Reliability**

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. As the state continues to advance its progressive environmental leadership, the 2026 California Dairy Sustainability Summit will focus on providing dairy owners and employees with information to help them to bolster sustainability progress and remain on the **leading edge of global dairy production**. All companies and organizations looking to help dairy farmers along this journey should be at the Summit!

- **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.
- **Reduce Methane Emissions** - California dairy farmers are reducing methane emissions through the use of dairy digesters and a variety of alternative manure management technologies. Feed additives and other strategies are also being adopted to reduce enteric methane emissions. Learn the latest about incentive opportunities, strategies to maximize co-benefits, and efforts to ensure long-term success.
- **Protect Water Resources/Improve Nitrogen Management** - The dairy community is charting a path toward improved water quality outcomes. This includes working with academics, private industry innovators, and others to minimize the costs of enhancing water protection on dairies while maximizing the value of manure. Find out what can be expected in terms of tightening regulations, emerging technologies, and management options.
- **Conserving Water Resources** - California dairies make efficient use of water through sophisticated on-farm reuse systems. However, water continues to become an increasingly scarce resource for farmers. Learn how to cope with SGMA and other water limitations by exploring a variety of water savings solutions for dairies—enhancing the efficient use of water in milking parlors, cow cooling systems, manure management, and irrigation.
- **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.
- **Advocate for Dairy's Role in a Healthy, Sustainable Diet** - Milk and dairy foods are greatly enjoyed worldwide and celebrated throughout diverse cultures. They are also one of the most cost-effective sources of under-consumed nutrients, playing a critical role in healthy eating patterns. The California dairy sector works to improve environmental protection, while supporting local economies, and improving 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 aims to help share dairy's important story, while inspiring and equipping attendees to further spread the message in their communities.



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 (see link & QR code).

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

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

Questions?

For questions regarding sponsorship and 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) SOLD 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 of \$2,000 and above:

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