2027 Event Overview

Prospectus



California Dairy Sustainability Summit

March 16, 2027

Visalia Convention Center

Hosted by

DAIRY CARES

20+ YEARS OF IMPACT | California Dairy Quality Assurance Program

CALIFORNIA DAIRY RESEARCH FOUNDATION
Science for a Sustainable Future

DAIRY COUNCIL OF CALIFORNIA

REAL CALIFORNIA MILK
LOOK FOR THE SEAL.
California Milk Advisory Board



Be Part of the Future of California Dairy

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Where Leading Dairy Farmers Gather ... to Find Solutions for the Future

There is nothing quite like California's dairy sector, which has long been a modern marvel of efficiency and sustainability, nourishing people both here at home and around the globe with wholesome milk and dairy foods. At the heart of this success are family-run dairy farms. California's dairy families are remarkably resilient, continually adapting and innovating to meet ambitious goals and tackle the challenges of a changing world.

California continues to pioneer sustainable, planet-smart dairy farm practices. Our dairy farmers lead the world in methane reduction, with more than 5 million metric tons of emissions (CO_2e) reduced annually. They also continue to advance the conservation and protection of water resources, while improving air quality, creating renewable energy, and further reducing their environmental footprint. Much of this progress has been achieved with help from strong partnerships and effective incentive programs.

Since 2018, the California Dairy Sustainability Summit has recognized world-leading achievements, while promoting the kind of collaboration and learning needed to navigate ongoing challenges and promote continued advancement. Given the ongoing economic and environmental challenges, along with recent regulatory changes, sustaining California dairy operations well into the future will continue to require teamwork, strategic efforts, and innovation.

That's why leading dairy farmers attend the Summit, alongside regulators, technology and service providers, researchers, and other key partners. This past March, **more than 115 dairy farmers (500+ total attendees) gathered in Visalia to discuss the future of dairy**. The Summit welcomes all who share a commitment to strengthening the economic, environmental, and social sustainability of family dairy farms and our food system as a whole.

Dairy Cares, California Milk Advisory Board, Dairy Council of California, California Dairy Quality Assurance Program, and California Dairy Research Foundation welcome you to join us at the 2027 California Dairy Sustainability Summit, as we aim to:

- Foster learning, collaboration, and adoption of sustainable dairy farm practices
- Strengthen the California dairy community's readiness for future challenges
- Promote investment in on-farm sustainability
- Highlight California dairy's leadership and impact
- Advance a shared vision for California dairy's role in sustainable food systems

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

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Bringing Together the Best in Sustainable Strategies and Solutions



General Sessions with Impactful Speakers
Hear from dairy farmers, industry leaders, researchers, policymakers, and others about challenges and opportunities facing California dairy. The Summit focuses on timely issues of critical importance and ongoing challenges, while also paying tribute to what has always made dairy great: high-quality, dedicated people making wholesome and nutritious foods. General sessions celebrate success and inspire meaningful action.



Multiple Rounds of Breakouts Sessions
Dive deep into learning more about the topics you're most interested in. Dairy farmers and other experts will highlight technologies and practices for better protecting the environment and improving farm economics through strategic water management, animal health, nutrition, and breeding strategies, advanced manure management, and more. Thought leaders will discuss how to advance specific aspects of dairy sustainability.



Breakfast + Lunch + Closing Reception in Expo Hall
The Summit brings together top-tier vendors to highlight cutting-edge technologies, effective strategies, and unique programs that support dairy sustainability goals. The high-traffic expo hall is where most of the magic happens, as this room also hosts all meals and general sessions. There's no other event that brings together California dairy farmers quite like this. Attendees and exhibitors enjoy valuable networking in our high-impact expo hall!

Expert Speakers

High-Caliber Vendors

Innovative Farming Models

Valuable Networking

cadairysummit.com

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More than 215 Dairy Farmers attended the 2026 California Dairy Sustainability Summit. Surveyed farmers said the event...

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

See the next page for dairy farmer quotes.

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

cadairysummit.com

What Dairy Farmers Said About the 2026 Summit...

"Great topics covered. I will definitely make it a point to re-attend."

"Very good information and also gave time to make important connections."

"I thought the summit was very educational and I plan to attend next year. Also plan to bring others with me as well. Especially liked and attended all the panels related to water in California."

"Very insightful summit! Great representation of panelist speakers and topics addressed. Also very cool to witness all the women in dairy recognized for all their involvement!"

"The topics of the breakouts were great. I wish I could have attended them all."

"It had a lot to offer all of us dairy farmers as we look to the future. Learned what are other farmers are doing and what is working."

"Great topic. Water is our number one issue. Great to hear from experts on the topic."

"Great job! Would like to see some more dairy products during the refreshment breaks. Cheese snacks, yogurts, cottage cheese or ice cream!"

"Very organized and informative. Enjoyed the seminars and learned a lot of new information."





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Sponsorship Recognition Packages

The California Dairy Sustainability Summit brings together leading dairy farm families as they plan for the future of their operations. You don't want to miss this opportunity to support their efforts, showcase your company, and be a part of the conversation as we promote strategies, technologies, and partnerships to increase the resiliency and strength of California's dairy farms. Explore the many opportunities to support the Summit!

	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 & drape, 8-foot table, 2 chairs.	√ 8x20	√ 8x20	√	√	√
Early access to map with priority exhibit placement	√	√	√	√	
Recognition Benefits					
Company logo/link on the event website, promotional emails & expo hall map	√	√	√	√	√
Company logo on event signage/screens.	√	√	√	√	
Opportunity to include an item at the official "resource table" for attendee totes	√	√	√	√	
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)	√	√			

To Reserve Sponsorship...

Please complete the online form to reserve/confirm your sponsorship (see link & QR code).

Reservation Form: https://www.cadairysummit.com/sponsor

- Upon completion, an invoice will be sent via email.
- Payment is requested via check.

Reservation Form

Custom Sponsorships or Other Questions?

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

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Promotional & Hospitality Sponsorships

California Dairy Industry Supporter Sponsor (Multiple Opportunities Available) Opportunity to provide exposure for your Company 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) Display your company logo alongside the Summit logo on the official pen of the 2027 California Dairy Sustainability Summit. Pens will be displayed at registration, the official resource table, and attendee seating. Pen production included.	**$5,000**
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**
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**
Refreshment Sponsor (Multiple Opportunities Available) Be there where the action happens! Sponsor logos are placed on the highly-trafficked break tables, with an opportunity to display company literature.	**$6,000**
Monday Welcome Reception Sponsor (Exclusive/One Opportunity Available) Sponsor will be the host of the Monday-night welcome reception in the Visalia Convention Center Lobby. Sponsorship includes logo on drink tickets, opportunity to display/distribute materials, signage recognition, and exclusive booth placement within the lobby or outside plaza.	**$6,250**
Lanyard Sponsor (Exclusive/One Opportunity Available) Your company logo will be displayed on each lanyard (subject to approval). Lanyard 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**
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)
Closing 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)
Opportunity to Provide Materials for Official Resource Table (Multiple Opportunities Available) This is a standalone opportunity to provide one (1) literature item (one-page, 8.5 x 11") OR other type of giveaway item for inclusion on the official Summit resource table, located near registration. Attendees will select from these items to stuff there own conference totes. Item must be provided by sponsor and pre-approved by Summit hosts.	**$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