

FOR IMMEDIATE RELEASE

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CALIFORNIA DAIRY DISTRICTS SEEK AMBASSADORS TO SERVE AS 2023 DAIRY PRINCESSES

TRACY, Calif. – January 17, 2023– Each year, an exceptional group of young women are selected to represent California’s dairy farm families who contribute to making the state number one for milk production in the U.S. These Dairy Princess ambassadors and alternates are selected during events at Districts throughout the state, where they showcase speaking skills, knowledge of dairy and plans to represent the industry during their one-year term. The 2023 contests kick off in April and will run through June.

California Dairy Princesses serve as industry advocates in their home district and throughout the state, supporting the reputation of milk and dairy products through appearances at various events. Dairy Princesses and alternates participate in a mandatory orientation/training where they receive professional development coaching.

The California Dairy Princess Program has been in effect since 1958. Currently seven districts hold local contests, which represent 48 counties in the state of California. The California Dairy Princess contest is supported by California dairy producers through the California Milk Advisory Board (CMAB). Information and application forms can be accessed at <https://www.californiadairyprincess.com/ca-dairy-princesses>. Additional questions can be directed to Anastasia Stuyt, California Dairy Princess Coordinator, at dairyprincess@cmab.net.

Dairy Princess Program - 2023 Application Deadlines and Contest Dates

District	Application Deadline	Contest Date	Location
District 1	Friday, March 31	Friday, May 12	Fortuna
District 2	Friday, February 24	Saturday, April 1	Petaluma
District 3	Friday, May 5	TBD	TBD
District 4	Friday, May 12	Thursday, June 15	Turlock
District 5 Central	Friday, May 19	Friday, June 30	Hanford
District 5 North	Friday, March 10	TBD	Fresno
District 5 South	Friday, May 5	Friday, June 16	Tulare

California is the nation's leading milk producer, and makes more butter, ice cream and nonfat dry milk than any other state. California is the second-largest producer of cheese and yogurt. California milk and dairy foods can be identified by the Real California Milk seal, which certifies they are made with milk from the state's dairy farm families who lead the nation in sustainable farming practices.

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About Real California Milk/California Milk Advisory Board

The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture, is funded by the state's dairy farm families who lead the nation in sustainable dairy farming practices. With a vision to nourish the world with the wholesome goodness of Real California Milk, the CMAB's programs focus on increasing demand for California's sustainable dairy products in the state, across the U.S. and around the world through advertising, public relations, research, and retail and foodservice promotional programs. For more information and to connect with the CMAB, visit RealCaliforniaMilk.com, [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).