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SELINA LOPES JOINS CALIFORNIA MILK ADVISORY BOARD TEAM

New Producer Relations Coordinator to serve as liaison with California dairy families

TRACY, Calif. — (August 1, 2025) – The California Milk Advisory Board (CMAB), the marketing order representing California dairy producers, today announced the addition of Selina Lopes as Producer Relations Coordinator.

Lopes brings a deep-rooted passion for the dairy industry and a diverse background in agriculture to the CMAB. She joins the organization from her most recent role as an Agriculture Instructional Support Specialist at Modesto Junior College (MJC). Her professional experience also includes serving as Development and Donor Relations Coordinator at the St. John Student Center, and working as a Business Communications Intern at Corteva Agriscience. In a previous role at World Wide Sires Ltd. , she supported advertising and public relations efforts for dairy clients across international markets.

Raised on a dairy farm in Gustine, Calif., Lopes has been actively engaged in the industry from an early age showing dairy cattle through 4-H and FFA and participating in the California Junior Holstein Association. While attending MJC, Lopes was President and Vice President of the Dairy Science Club, the contest chairperson for the MJC Field Day Dairy Judging Contest, and the chairperson of the MJC Biannual Heifer Sale. During this time, she also held the title of District Six Dairy Princess from 2021 to 2022, representing the industry with enthusiasm and pride.

Lopes pursued her education in agriculture, earning an associate degree in Agricultural Business from MJC, followed by a bachelor's degree in Agricultural Communications from Oklahoma State University (OSU), graduating in 2024. While at OSU, she was actively involved in campus organizations including the Dairy Science Club and Agricultural Communicators of Tomorrow, further solidifying her commitment to advancing the dairy community.

“As a farmer-funded organization dedicated to driving demand for products made with milk from California dairy farms, we greatly value Selina’s extensive relationships and

comprehensive understanding of the dairy industry. Her insight is an exceptional asset to our team,” said Bob Carroll, CEO of the CMAB.

California is the number one dairy state. Its more than 1,000 family dairy farms are focused on delivering the wholesome goodness of California milk while creating a more sustainable future for dairy in the state.

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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.

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