



California Milk Advisory Board  
2156 W. Grant Line Road  
Tracy, CA 95377  
209.883.MILK · RealCaliforniaMilk.com

FOR IMMEDIATE RELEASE

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## **NEW DAIRY PRINCESS CROWNED**

### **Charli Roberts of Eureka Selected as District 1 Ambassador**

TRACY, Calif. – June --, 2023 – Charli Roberts of Eureka was selected as the 2023 Dairy Princess, with Jaiden Johnson of Fortuna selected as first alternate, for the California Milk Advisory Board’s (CMAB) District 1 on Friday, May 12, 2023.

Charli will represent District 1, which includes Humboldt and Del Norte counties. As Dairy Princess, she will play a key role on the CMAB’s Communication Services team in meeting community relations objectives.

Charli is the daughter of Nikki and Mike Roberts. Charli is raising a Holstein replacement heifer as her Supervised Agriculture Experience project. She will be a Senior at Eureka Senior High School, and she plans to attend Kansas State University or Texas Tech University to pursue a degree in Ag Education and Ag Business. Charli has served as the Eureka Future Farmers of America Chapter Reporter, as well as a Humboldt Del Norte Section Future Farmers of America and North Coast Regional Officer and is the Humboldt County Fair Junior Livestock Auction Future Farmers of America Representative. She is active in her community as a Yurok Tribal Member, an American Boer Goat Association Member, a Humboldt County Fair Junior Livestock Board Member, a Redwood Acres Fair Junior Livestock Board Member, a Junior Beef Ambassador, and she is an Intertribal Agriculture Council Youth Track Member.

Crowned 1<sup>st</sup> Alternate Dairy Princess, Jaiden Johnson, the daughter of Angela and Philip Johnson, will be a Senior at Fortuna Union High School and feeds calves at Renner Ranches on Sunday afternoons. Renner Ranches was started by her Great Grandfather, Carl Renner and is currently managed by her Uncles. Jaiden is also a member of the Fortuna Future Farmers of America Chapter for which she raises and shows dairy replacement heifers as her Supervised Agriculture Experiment Project. She has previously served as the Sentinel for the Fortuna Future Farmers of America Chapter, and she currently serves as the Secretary. She is also the Historian for the Fortuna High Associated Student Body, a member of the Interact Club, and a member of the California Scholastic Federation. Jaiden is also a cheerleader for Varsity Basketball and Football. She has supported her community through the Santa Sleigh Drive with the Fortuna Fire Department, as an assistant coach for the Eel River Valley Youth Football and Cheer and was a server for the Fortuna Sunrise Rotary Seafood Boil.



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Jaiden will assist the new District 1 Dairy Princess in her duties, which include speaking on behalf of the California dairy industry to various audiences throughout the year.

As Dairy Princess and Alternate, Charli and Jaiden will attend a professional development training focused on presentation skills, advocating for the California dairy industry, leadership, and business etiquette.

Candidates were judged on speaking ability, education, dairy background, poise, and personality. Judges for the contest were Valerie Elder, Julie Houtby, and Larry Nicholson.

For more information about the District 1 Dairy Princess contest and events, please contact Mary Ann Renner at 707-496-1501 or dmarenner@frontiernet.net.

California is the nation's leading milk producer, and produces 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.

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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](http://RealCaliforniaMilk.com), [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).