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JAMIE HO JOINS CALIFORNIA MILK ADVISORY BOARD TEAM

New Processor Partnerships Manager to strengthen industry collaboration and Drive Category Growth

TRACY, Calif. – (April 7, 2026) – The California Milk Advisory Board (CMAB), the marketing order representing California dairy producers, today announced the addition of Jamie Ho as Processor Partnerships Manager.

Ho brings more than two decades of experience driving growth and collaboration across the consumer-packaged goods industry. Throughout her career, she has worked at the intersection of strategy, partnerships, and data-driven insights, helping organizations translate consumer and market trends into actionable strategies that strengthen categories and deliver meaningful results.

In her role at CMAB, Ho will focus on building strong relationships with processors and industry partners to advance the growth and premium positioning of products that carry the Real California Milk seal on behalf of California’s dairy farm families. Her duties will focus on helping partners identify opportunities, navigating market dynamics, and translating insights into practical strategies that drive long-term category success.

Prior to joining CMAB, Ho held thought leadership roles across several consumer goods organizations, most recently at The Coca-Cola Company, where she led strategic initiatives involving category leadership, strategy, and partnership development. Her experience collaborating across retailers, suppliers, distributors, and cross-functional teams provides her with a deep understanding of the complex ecosystem that supports consumer product growth.

Born and raised in California, Ho is an alumna of the University of California, Davis. Her roots in the state and connection to its agricultural community make supporting California farmers especially meaningful to her. She is passionate about the role partnerships play in strengthening industries and believes that aligning data, insights, and collaboration is key to building sustainable growth for both businesses and the communities they support.

“As a farmer-funded organization dedicated to driving demand for products made with their

milk, we are excited to welcome Jamie to the team,” said Ben Yee, Director of Processor Partnerships at the CMAB. “Her extensive experience in building strategic partnerships and translating insights into action will be instrumental in advancing the growth and value of California dairy.”

California is the number one dairy state. Its more 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. Connect with the CMAB at RealCaliforniaMilk.com, [Facebook](#), [YouTube](#), [Tik Tok](#), [Instagram](#), [X](#) and [Pinterest](#).