



California Dairy Sustainability Summit

November 5–6, 2020 Virtual Event

Hosted by



Look for the Seal
California Milk Advisory Board

Virtual Sponsor Prospectus

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Organized by



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Summit Introduction

The California dairy industry is the nation's largest, accounting for nearly 1/5 of all the milk produced in the United States. Dairy is the leading agricultural commodity in California, making it crucial to the well-being of the state's economy — particularly the Central Valley. Ninety-nine percent of California dairy farms are owned and operated by families, who serve as dedicated stewards of the land, environment, and animal well-being.



19% of all milk

produced in the U.S. comes
from California



\$65 billion

generated annually in dairy-related
economic activity



180,000 jobs

depend on California's
dairy industry

In recognition of California's progressive climate, water, and air protection policies, the California dairy industry has made considerable investments in the development of research, strategies, technologies, and programs to further improve operational efficiency, boost sustainability, and create new economic opportunities. The California dairy industry came together in 2018 to organize the first California Dairy Sustainability Summit. In its inaugural year, the Summit welcomed more than 650 attendees, including 200+ dairy farmers, who discussed ways to bolster continued progress, elevate visibility, and accelerate adoption of sustainable practices.

Join Dairy Cares, California Milk Advisory Board, Dairy Council of California, California Dairy Quality Assurance Program, and California Dairy Research Foundation for a two-day event that will:

- Showcase world-leading achievements in planet-smart dairy farm practices and the important role California dairy farms play in nourishing a growing population in an increasingly low-carbon global food system
- Delve into new ways for dairy farmers to continue improving in environmental sustainability, develop new business opportunities, and reduce costs
- Feature research, technology, and services that can support dairy farmers' efforts to meet continuing challenges, further improve efficiency, and ensure economic and environmental sustainability

Official Event Partners: We are proud to have the support of the industry's leading organizations, including the California Dairy Campaign, California Dairies, Inc., Dairy Farmers of America - Western Area, Dairy Institute of California, Hilmar Cheese Company, Land O' Lakes, Milk Producers Council, Producer's Dairy, Joseph Gallo Farms, and California Farm Bureau Federation.



Virtual Summit Program

Event organizers are transforming the 2020 program to best fit the new, online format and provide valuable education for California and beyond. We will continue to include a wide range of expert speakers, as we discuss pathways for partnering with dairy farmers and advancing dairy's role in a sustainable and nutritious global food system. Expect a balanced mix of brief talks from dynamic presenters and in-depth discussions among dairy farmers and key stakeholders. The program schedule runs from 10:00 a.m. – 2:00 p.m. on both days, November 5-6, 2020.

Partnering to Advance Dairy's Role in a Sustainable, Nutritious Global Food System

- What does planet-smart dairy look like?
- Achieving climate neutrality in the dairy sector
- Disruption in the food business and where sustainability fits into the conversation
- Where sustainability and animal source foods for human nutrition and health intersect
- Advancing environmental performance for dairy farms in California and across the globe
- Evolving climate science and methane's role as a mitigation opportunity
- Improving the protection and conservation of water resources
- What COVID-19 has taught us so far, and what can we expect next?
- Balancing consumer expectations with the economic and environmental challenges farmers face
- What sustainability means to dairy's future leaders

Strategies and Tools to Advance Sustainability, Improve Efficiency, and Reduce Costs

- How dairy digesters are helping fuel a clean-energy future
- Regional, state, and federal incentive programs for boosting environmental sustainability
- People, cows and tech: Tips for implementing robots and automation to maximize efficiency
- Managing manure to create a circular fertilizer economy
- Understanding new regulations and how to improve water quality protection
- Managing the fast-approaching implications of the Sustainable Groundwater Management Act
- Feed additives and other potential solutions for reducing enteric emissions
- Exploring effective practices for soil health and water conservation
- Controlling energy costs as they continue to rise



California Dairy Sustainability Summit By the Numbers



600+
Registered Attendees



200+
Dairy Farmers

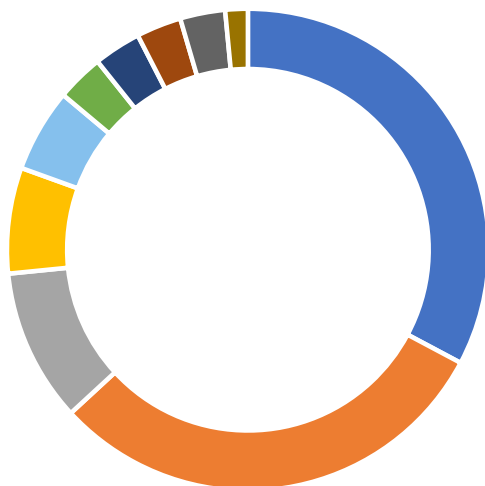


75+
Expert Speakers

Who Attends?

- Dairy Farmers and Operators
- Dairy Industry Stakeholders
- Dairy Product Processors and Marketers
- Manure and Nutrient Management Professionals
- Environmental Consulting and Engineering Firms
- Elected Officials that Represent Agricultural Communities
- Government Agencies that Regulate California's Dairy and Ag Industries
- Dairy Cooperatives and Industry Associations
- Water Quality and Conservation Specialists
- Nutrition/Health Professionals
- AgTech Entrepreneurs, Financiers, and Investment Firms
- Media Publications/Journalists
- Grocers and Retailers of Dairy Products
- Researchers, Students, and Cooperative Extension Advisors
- Stakeholders Involved with Innovative and Sustainable Farming Practices

2018 Attendees



- Technology & Service Providers
- Dairy Farmers
- Government Agency Staff
- CA Dairy Organizations
- University Faculty & Students
- Dairy Processors
- Energy/Utility Providers
- Environmental Non-Profit Organizations
- Out-of-State/National Dairy Organizations
- Media

Quotes from Attendees

"Awesome! This was one of the most focused and well-executed conferences I have ever attended."

"Very good, well-balanced program that addressed the needs of many stakeholders."

"I liked the quality of the speakers, the conviction, and the dedication to pursuing cleaner options."

"My expectations were greatly exceeded!"



Why Support the Summit?

The California Dairy Sustainability Summit is dedicated to promoting widespread investment and adoption of technologies and practices that address environmental, financial, and energy challenges, along with cow health and comfort for California dairy operators. The Summit provides an opportunity for farmers to see cutting-edge technology that can help them comply with methane emission targets, fast approaching water regulations, and rising labor and energy costs. The 2020 virtual event aims to strengthen and expand relationships, while continuing to develop solutions. Through unprecedented collaboration, California is leading the way, demonstrating how well dairy fits into a low-carbon, healthy, and sustainable future.

- **Promote Dairy's Role in a Healthy, Sustainable Diet** - Milk and dairy foods play an important role in healthy eating patterns. As the population grows, sustainable farming practices will be more important than ever, and dairy foods part of the solution.
- **Shrink the Carbon Hoofprint** - California dairy farmers are working with state agencies, researchers, and private partners to reduce methane emissions through the development of dairy digesters and a variety of alternative manure management technologies. They are also exploring potentially cost-effective means for reducing enteric methane emissions.
- **Protect Water Resources** - The dairy community is working in an organized and collaborative manner to chart a path toward improvements to the protection of water resources. This includes plans to work with academic institutions, private industry innovators, and other partners to minimize the costs of enhancing water protection on dairies, and to maximize the value of manure and manure-based products, which help build healthy soils.
- **Promote Energy Conservation and Clean Energy** - Dairies are increasingly turning to energy-use-efficiency, conservation, and clean-energy technologies. Farmers are partnering with their local utility providers and private companies to invest in these strategies — decreasing reliance on fossil fuels and reducing costs.
- **Improve Air Quality** - A growing number of dairy farms are working with the San Joaquin Valley Air Pollution Control District to convert diesel-powered equipment to electric. Additionally, dairy farmers are partnering with state agencies and private companies to turn dairy biogas (captured via digesters) into electricity and carbon-negative renewable transportation fuel.
- **Find Cost-Effective Solutions to Sustain Family Farms** - For dairy farmers, "sustainability" means making choices that will serve the animals, the environment, and their family and community well into the future. It's about finding cost-effective solutions that will optimize cow health and comfort, improve farm efficiency, and reduce costs. Ultimately, these technological advances will allow them to continue their way of life, while improving the environment, and providing nutritious and affordable foods for generations to come.

Who Should Sponsor?

- Dairy Waste-to-Energy Solution Providers
- Digester Developers
- Local, Regional, State and Federal Agencies
- Manure Management Technology Companies
- Biogas Conditioning Equipment Providers
- Financial, Insurance & Legal Service Providers
- Solar Energy Providers
- Wind Energy Providers
- Generator-Set and Engine Equipment OEM/Dealers
- Utility Service Companies
- Energy Efficiency Technology Providers
- Dairy Marketing Agencies and Partners
- Renewable Energy Technology Providers
- Waste Water Quality Treatment Solution Providers
- Robotic and Advanced Milking System Manufacturers
- Animal Health Care Technology Providers
- Herd Comfort Solution Companies
- Feed Nutrition Providers
- AgTech & Herd Management Technology Providers
- Genetic Services - Technology Providers
- Dairy Feed Mixing Equipment Manufacturers
- Irrigation Technology Providers
- Crop Production Technology Companies
- Milk Transportation Companies
- Ethanol Producers

To Reserve Sponsorship:

Tony Quist

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Sponsorship Recognition Packages

	Platinum	Gold	Silver	Bronze
Sponsor Packages				
Pricing	\$25,000	\$12,000	\$5,000	\$2,750
Registration Benefits				
Summit registrations for company/agency staff	25	15	10	5
VIP dairy farmer registrations	25	15	10	5
Pre-Event Benefits				
Sponsor level recognition on event website & sponsor page	✓	✓	✓	✓
Sponsor logo placement on attendee registration confirmation email	✓	✓		
Included in press release to announce sponsor level support (if confirmed by October 1, 2020)	✓	✓		
Option to add custom question to the online registration form	✓	✓		
Sponsor logo on pre-event marketing emails	✓	✓	✓	✓
Social media recognition of organization and sponsor level support	✓	✓		
Day-Of Event Benefits				
Verbal sponsor level recognition during opening remarks	✓	✓		
Sponsor level recognition on Sponsor page	✓	✓	✓	✓
Company profile page (virtual booth)	✓	✓	✓	✓
Sponsor promotional video played Day 1 and Day 2 (maximum length: 15-30 seconds per video)	✓	✓		
Optional add-on: Technology/Product Demonstration (pre-recorded, maximum length: 5 minutes)	Call for pricing	Call for pricing	Call for pricing	Call for pricing
Post Event				
Option to add custom question in the post-event survey	✓	✓		
Final database of all event attendees (full contact information: company name, contact, title, state, email)	✓	✓		
Final database of all event attendees (company name, contact name, and job title only)			✓	✓

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Virtual Exhibit Hall – Sponsor Page

Virtual sponsors will receive a dedicated page for attendees to visit leading up to, during, and after the virtual event. Your dedicated sponsor page will allow you to promote your products and services with photos and downloadable brochures. You can also reveal your latest technology and provide demonstrations with videos.



Your virtual page can be customized with:

- Company logo
- Company description
- Contact information
- Featured Video
- Downloadable Collateral
- Product Photos

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