

FOR IMMEDIATE RELEASE

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**CALIFORNIA DAIRY DISTRICT 1 SEEKS AMBASSADORS TO SERVE AS 2024
DAIRY PRINCESSES**

Annual Dairy Princess Contest Returns to Fortuna May 10th

FORTUNA, Calif. – February 27, 2024 – Each year, an exceptional group of young women are selected to represent California’s dairy farm families and their respective districts as advocates on behalf of the leading agricultural commodity in the state. During their one-year term, these Dairy Princess ambassadors represent the dairy industry in several local and state activities. Applications are now open for eligible candidates to compete in the District 1 Dairy Princess contest.

The District 1 Dairy Princess and her alternates will represent Humboldt and Del Norte counties. The application deadline is Friday, March 29, 2024. The contest will be held on Friday, May 10, 2024, at the River Lodge in Fortuna.

Contestants must be at least a junior in high school and can be up to 21 years of age by the contest date and be unmarried. Contestants can qualify to be a candidate by fulfilling the requirements of at least one of the following: 1) Have resided on a dairy cattle farm at some time during her life (does not have to currently reside on a dairy cattle farm); or be the daughter and/or the granddaughter of a past or present dairy cattle farm owner, 2) Be the daughter or ward of a person presently employed full-time as an owner or employee of a dairy cattle processing plant or dairy distributor in California, 3) Be the daughter or ward of a person employed full-time on an operating dairy cattle farm in California, 4) Be currently employed, or the daughter or ward of any person employed in a dairy cattle-related industry, such as dairy financing, sales, or service; veterinarian; milk tank, grain, or hay truck driver; milk inspector; grain supplier; hay dealer; alfalfa and/or grain producer; or raise dairy replacement heifers, 5) Currently is or has been a member of a 4-H or FFA program where she participates in dairy cattle-related projects, i.e. raise and show dairy cattle and/or evaluate dairy products; owns or has owned her own dairy cattle.

Dairy Princess ambassadors and alternates are selected during events in districts throughout the state, where they showcase speaking skills, knowledge of dairy, and plans to represent the industry during their one-year term. 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 schools, fairs, industry meetings, service clubs, and parades. The newly selected princesses and alternates will also participate in a mandatory orientation week where they receive professional development coaching.

The California Dairy Princess Program has been in effect since 1958 and is supported by California dairy producers through the California Milk Advisory Board (CMAB) and by local planning committees. Information and application forms are available at <https://www.californiadairyprincessroom.com/ca-dairy-princesses>. Additional questions can be directed to Anastasia Stuyt, California Dairy Princess Coordinator, at dairyprincess@cmab.net.

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](#).