



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

Yesenia Rivas of Sonoma Selected as District 2 Dairy Ambassador

PETALUMA, Calif. – May 13, 2025 – Yesenia Rivas of Sonoma was selected as the 2025 Dairy Princess for the California Milk Advisory Board’s (CMAB) District 2 in a crowning event on Saturday, April 26, 2025. Jamie Jensen of Petaluma was selected as the Alternate Dairy Princess.

Yesenia and Jamie will represent District 2, which includes Lake, Marin, Mendocino, Napa, Solano, and Sonoma counties. As Dairy Princess and alternate, they will play a key role on the CMAB’s Communications Services team in meeting community relations objectives.

Yesenia is the daughter of Antonio Rivas and Anaibed Munoz. Yesenia’s grandfather owned a dairy farm for 50 years and passed it down to her uncle. She grew up working on the farm and has enjoyed watching it expand. She is a freshman at Santa Rosa Junior College where she is pursuing a degree in Agricultural Education. During her first semester, Yesenia joined the Santa Rosa Junior College Ag Ambassadors, a club and class dedicated to advocating for the agricultural industry. She also began leading weekly dairy programs where she presents to children about the California dairy industry.

Crowned Alternate Dairy Princess, Jamie is the daughter of Jessi and Jerrad Jensen. She is a senior at Petaluma High School and plans to attend Fresno State University after graduating to pursue a degree in Agricultural Business. She showed dairy cattle at the local fairs, and her family has roots in the dairy industry. Jamie is a Student Director of California High School Rodeo and is serving as Chapter President for the Petaluma Future Farmers of America. Her experiences in Future Farmers of America have led her to want to study agriculture and she also hopes to work at the Fresno State dairy while in college.

Candidate Shane Renati of Petaluma won the Isolena Maestretti “Miss Vitality” Award which includes a scholarship. The Florence Gilardoni Scholarship, presented by the North Bay Dairy Women, was awarded to candidate Audrey Clark of Sonoma.

As Dairy Princess and Alternate, Yesenia and Jamie will attend a professional development training focused on presentation skills, advocating for the California dairy industry, leadership, and business etiquette. Jamie will assist Yesenia in her duties, which include speaking on behalf of the California dairy industry to various audiences throughout the year.

Candidates were judged on speaking ability, education, dairy background, poise, and personality. Judges for the contest were Genevieve Regli of Ferndale; Former District 1 Dairy



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Princess and Partner at Infinity Dairy, Michelle Stuyt from Escalon; Cheese Specialist at Stuyt Dairy Cheese and former District 5 Dairy Princess, and Marlene Silveira of Orland; District 3 CMAB Dairy Princess Committee Chair and Chattel/Real Estate Valuator for Golden State Farm Credit.

For more information about the District 2 Dairy Princess contest and events, please contact District 2 Chairperson Judy Buttke at dist2dairyprincesscommittee@gmail.com.

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.

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