

# DAIRY COUNCIL OF CALIFORNIA BOARD OF DIRECTORS (23) Effective as of April 2025

## PRODUCERS - 12

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## HANDLERS - 11

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**Vacant**

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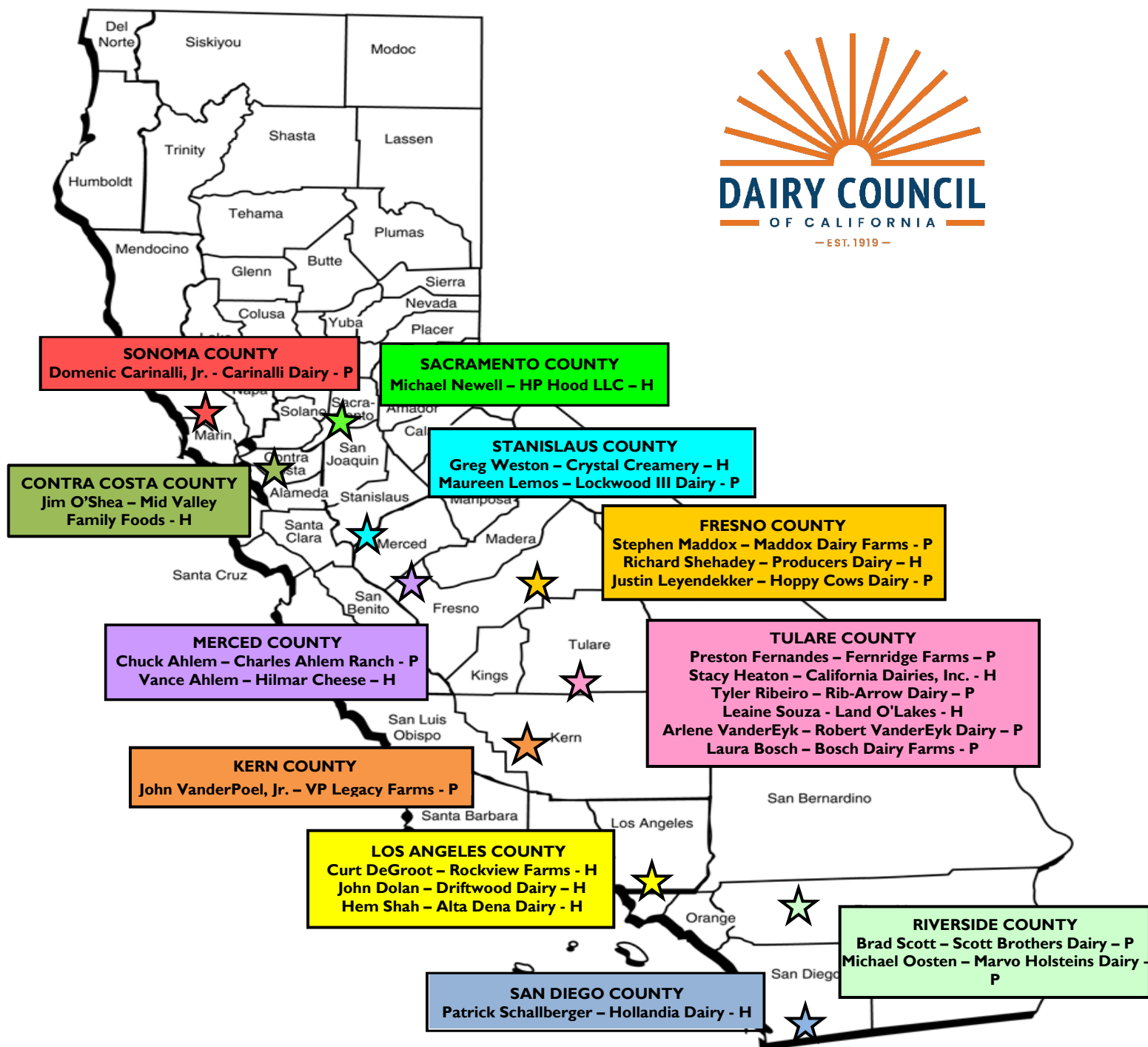
Richard Shehadey / Sue (Traci Freeman - secretary)  
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# Current Board Member Locations as of May 2025

H – Handler  
P – Producer



Attn: Rachel Otter  
Dairy Council of California  
3900 Lennane Dr, Ste 225  
Sacramento, CA 95834



Board Member Name \_\_\_\_\_

**Dairy Council of California  
Board Member Travel Expense Claim**

June 13, 2025 / June 11, 2025

**Board Meeting / Exec Meeting**

Circle Meeting(s) Attended \_\_\_\_\_

Location (City, CA) \_\_\_\_\_

*To receive reimbursement for travel expenses incurred while attending the Dairy Council of California meeting(s) indicated above, please complete the information requested below. Sign the claim, attach the necessary receipts as indicated, and return them to the address above.*

Departed from residence \_\_\_\_\_ at \_\_\_\_\_  
Date Time

**Means of Travel:**

**Amount**

Personal car mileage \_\_\_\_\_ (round trip) @ \$0.70 per mile (as of Jan. 1, 2025)

Rental car

(Attach original receipt)

Commercial airline

(Attach original airline passenger voucher. If unable to submit an original receipt, a note explaining the circumstances and signed by the claimant must accompany this claim.)

Private or chartered aircraft

(When flying alone: Attach itemized claim for actual expense not to exceed the cost of a commercial flight alternative)

(When transporting other board members or staff: Attach itemized claim for actual expenses for the charter and a signed note stating the names of the passengers and reason for the charter)

**Lodging:**

Hotel room and tax

(Attach original hotel receipt. If a receipt is lost, a duplicate must be obtained from the hotel.)

**Meals:**

*For each day of travel to attend this meeting, and for actual meeting attendance, check the boxes for meals that you paid for personally. If you paid for another Board member's meal, please indicate their name in the box. Meal rates do not include tax or tip (up to 20% tipping is allowable).*

	Breakfast (\$23)	Lunch (\$35)	Dinner (\$59)	Daily Total
Date:				
Date:				
Date:				

{Please share info and name(s) of Board members you paid for and the date}

Parking

(Attach receipt for charges in excess of \$8)

\_\_\_\_\_

Local transportation [includes, shuttle, taxi, bus, train, rideshare, etc.]

(Attach receipt for charges in excess of \$15)

\_\_\_\_\_

Bridges & road tolls

\_\_\_\_\_

Incidental expenses

(Members are allowed up to \$5/day without itemization or receipt)

\_\_\_\_\_

**Meeting Attendance Reimbursement:**

You are entitled to receive \$100 for each day spent in meetings.

(Fill in the blanks if you wish to receive this reimbursement, or write 0 if you do not wish to receive it)

Number of days in meetings \_\_\_\_\_ x \$100 =

\_\_\_\_\_

**Total of claim:**

=====

Returned to residence on \_\_\_\_\_ at \_\_\_\_\_  
Date Time

For Accounting Use Only: 6605-OPS = 6615-OPS =
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\_\_\_\_\_  
Print Board Member Name

\_\_\_\_\_  
Board Member Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Rachel Otter, Executive Assistant

\_\_\_\_\_  
Date

**\*\*Please make my check payable to,  
and mail it to the address below:\*\***

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Dairy Council Board of Directors

As of May 1, 2025



### Producer Members

Producer Member	Dairy Location	Term Ends
Charles Ahlem	Hilmar	10-31-2025
Justin Layendekker	Kingsburg	10-31-2025
Tyler Ribeiro	Tulare	10-31-2025
Brad Scott	Moreno Valley	10-31-2025
Laura Bosch	Visalia	10-31-2026
Domenic Carinalli, Jr.	Sebastopol	10-31-2026
Maureen Lemos	Waterford	10-31-2026
Stephen Maddox	Riverdale	10-31-2026
Preston Fernandes	Tulare	10-31-2027
Michael Oosten	Lakeview	10-31-2027
Arlene VanderEyck	Pixley	10-31-2027
John VanderPoel, Jr.	Shafter	10-31-2027

### Handler Members

Handler Member	Company	Term Ends
Vance Ahlem	Hilmar Cheese Company	10-31-2025
Curt DeGroot	Rockview Farms	10-31-2025
Mike Newell	HP Hood LLC	10-31-2025
Leaine Souza	Land O'Lakes	10-31-2025
Stacy Heaton	California Dairies, Inc.	10-31-2026
Patrick Schallberger	Hollandia Dairy	10-31-2026
Richard Shehadey	Producers Dairy	10-31-2026
Vacancy		10-31-2026
John Dolan	Driftwood Dairy	10-31-2027
Jim O'Shea	Mid Valley Family Foods	10-31-2027
Hem Shah	Alta Dena (DFA)	10-31-2027
Greg Weston	Crystal Creamery	10-31-2027



June 11, 2025

Attn: Bob Carroll  
California Milk Advisory Board  
2156 W. Grant Line Road, Suite 100  
Tracy, CA 95377

## Unified Dairy Leadership: Maximizing Dairy Community Resource for Nutrition Education and Research through Partnerships

### Background

The Dairy Council of California is committed to advancing public health through evidence-based nutrition education and research. Established under California law (Chapter 1, Part 2, Division 22 of the Food and Agricultural Code), the Dairy Council implements initiatives in research, strategic communication, and education to promote the essential role of dairy in healthy eating patterns. The Dairy Council disseminates scientifically accurate information on dairy's nutritional benefits, addressing nutrition security challenges. In collaboration with educators, health professionals, and communities, we empower stakeholders to implement impactful nutrition strategies that elevate the well-being of children and families. Funding for these programs is provided by dairy producers and handlers through assessments collected by the California Department of Agriculture.

Established in 1919, Dairy Council of California is a leading nutrition organization working to elevate the health of children and communities through multisector collaborations to foster lifelong healthy eating patterns. Focusing on education, advocacy, and partnerships, we advance the health benefits of milk and dairy foods in achieving nutrition security and sustainable food systems.

### Our Vision

Milk and dairy are globally accepted as an essential solution to achieve nutrition security and sustainable food systems.

### Our Cause

Elevating the health of children and communities in California by promoting lifelong healthy eating patterns that include milk and dairy foods.



## Our Values

We believe that:

- milk and dairy foods are essential in healthy, sustainable eating patterns.
- advancing evidence-based practices and solutions contributes to healthy communities.
- equitable access to culturally relevant nutrition education and healthy foods improves health.
- maximizing the dairy community's contribution through collaboration achieves greater collective impact.

## Executive Summary

California's dairy community is already navigating a complex economic landscape marked by rising operational costs, regulatory demands, and market disruptions. Adding additional assessment fees would further strain farmers who are working to maintain production amid federal and state budget uncertainties, environmental compliance costs, industry consolidation, and the impacts of Highly Pathogenic Avian Influenza (HPAI) on herds and milk production. Instead of imposing more financial burdens, a collaborative funding approach—leveraging industry dollars through partnerships can be explored.

To ensure the long-term sustainability and success of dairy nutrition education and research, California's dairy community must maximize its financial resources through strategic funding partnerships. By pooling investments, industry stakeholders can reduce individual cost burdens while amplifying their collective impact in public health, science translation, and consumer education. A unified funding approach strengthens research capabilities, drives innovation, and ensures the continued delivery of science-backed education, dairy agricultural literacy and research that benefits communities statewide.

A closer collaboration between the Dairy Council of California and the California Milk Advisory Board presents a strategic opportunity to amplify the impact of dairy nutrition education while optimizing industry resources. Both organizations share a commitment to promoting the health benefits of milk and dairy products, ensuring consumer trust, and supporting California's dairy industry. By aligning efforts and sharing funding, we can enhance public awareness of dairy's nutritional value, driving increased consumption through evidence-based education and marketing initiatives.

## Project Support

Dairy Council of California has implemented a strategic fiscal approach and targeted



financial strategies to optimize resources and decrease annual expenditures over the last few years including reducing overhead and operating expenses and total full-time equivalents through attrition. These measures have strengthened Dairy Council's long-term sustainability.

However, program and operating costs continue to rise including salaries, insurance costs and retirement fees. Additionally, our most beloved program, the Mobile Dairy Classroom, is the most expensive program that we operate, and we continue to see costs increase annually. Dairy Council has operated with the same budget for the past 20 years as the cost of doing business has continued to rise.

The Mobile Dairy Classroom is the original farm-to-school agricultural literacy program operating in California since the 1930s. With the aid of a working dairy cow, the assembly teaches how milk and dairy foods are produced and how they contribute to healthy eating. Attendees gain a greater awareness of the role of agriculture and a healthy diet. Events such as fairs, ag days and farmers' markets also have an opportunity to bring this experience to their communities. Additionally, we support schools, healthcare providers, and communities with nutrition education and dairy agricultural literacy tools and resources.

We also support the dairy community through research translation, nutrition education, and campaigns that convey accurate scientific information on dairy's health benefits and empower professionals to educate on dairy's role in healthy eating patterns. We provide in-kind services to all dairy community partners.

To continue these important services for years to come without an assessment increase proves to be challenging. When exploring assessment increases, our board recommended that we pursue a funding collaboration with CMAB. We do not currently receive any of the "check-off" dollars directly, even though we are an eligible entity for these funds. The CMAB budget is seven times more than Dairy Council's and our focus areas are complementary and not duplicative.

We are requesting project support dollars for the Mobile Dairy Classroom and the continuation of nutrition research with research funds going directly to California Dairy Research Foundation (CDRF). Dairy Council requests to have input into CDRF's decision process to fund nutrition research through a board seat. In addition to supporting research that is beneficial to the industry, we can bring the community, education and healthcare viewpoints into these discussions. Staff members can continue to support co-management of these research projects with CDRF.

Benefits to CMAB for collaborative funding include co-branding on the Mobile Dairy Classroom trailers, opportunities to coordinate on specific events throughout the year and creative input into MDC messaging. Additionally, Dairy Council staff will





continue to provide nutrition research translation to the CMAB team.

### Budget Allocation Request

Total combined costs for normal operations for the Mobile Dairy Council in FY 25-26 amount to approximately \$1.2 million. These costs include maintenance for the mobile units, caring for the animals, staffing educators, and delivering high-quality educational experiences.

The amount Dairy Council requests to support these programs is \$750,000. While it is not our intent to expand these programs, these funds will be utilized to continue normal operations throughout California with the added benefit of our collective expertise to further enhance and optimize our programmatic capacity. We anticipate this amount to be reevaluated annually to consider increased costs due to inflation or strategic opportunities.

As part of this collaboration, Dairy Council is committed to providing a detailed accounting of any funding associated with this request.

Line Item	Projected Costs
MDC Support	\$20,495
Vehicle Maintenance	\$23,320
Trailer Maintenance	\$13,460
Gasoline	\$50,000
Dairy Ag Education	\$15,000
Travel-Program Staff	\$27,800
Insurance (Truck/Trailer)	\$17,250
Insurance (Worker's Comp)	\$36,793
Marketing/Branding	\$10,000
CRM Maintenance (Scheduler)	\$7,000



Staffing (9 FTEs)	\$995,331
Nutrition Research	\$100,000
<b>Total</b>	<b>\$1,316,449</b>

## Conclusion

Dairy Council's expertise in nutrition science and stakeholder engagement complements the Advisory Board's strengths in marketing and promotion, creating a unified approach that strengthens dairy's position in both public health and consumer perception. Leveraging our collective strengths allows for greater efficiency, expanded reach, and a stronger foundation for sustaining the dairy industry's relevance in an evolving policy landscape.

Funding support will enhance Dairy Council's ability to maintain nutrition research, sustain the Mobile Dairy Classroom for years to come, increase dairy agricultural literacy efforts, and strengthen partnerships across the agricultural, education, and health sectors. By investing in this work, CMAB will be protecting the Dairy Community's collective investment by maximizing industry dollars in CA without increasing expenses for the Dairy Community.

I look forward to the opportunity to discuss this partnership and proposal in further detail as well as answer any questions that you may have soon. This is a unique opportunity to work closer and expand our collective impact across California.

Best regards,

Amy DeLisio  
CEO  
Dairy Council of California