3800 Cornucopia Way • Suite D • Modesto, CA 95358
phone 209 525 6875 fax 209 525 6899 web RealCaliforniaMilk.com

FOR IMMEDIATE RELEASE

CONTACT: Kris Costa
kcosta@cmab.net
(209) 525-6875

Jennifer Giambroni
jgiambroni@cmab.net
(650) 871-6455 ext. 304

NEW DAIRY PRINCESS CROWNED
Taylor Gatlin of Bakersfield is Selected as District 10 Dairy Princess

MODESTO, Calif. – April 23, 2012 – Taylor Gatlin of Bakersfield was selected as the 2012-2013 Dairy Princess for the California Milk Advisory Board's (CMAB) District 10. The crowning took place before a crowd of approximately 80 dairy industry members, their families and friends, on Friday, April 20, 2012, at the Four Points by Sheraton in Bakersfield.

Retiring Dairy Princess Jordyn Scheer ended her reign by turning over the title to Taylor, and wishing her well as she represents the California dairy industry throughout the coming year.

Taylor will represent District 10, which includes Kern, San Luis Obispo and Santa Barbara counties. As Dairy Princess, she will play an important role on the CMAB's Communications Services team in meeting community relations objectives.

Taylor is the daughter of Timothy Gatlin and Sarah Allen of Bakersfield. Taylor attends Frontier High School.

First Alternate, Haley Seals, is the daughter of Chad and Brook Bowman of McFarland. Haley attends Wasco High School

Haley will assist the new District 10 Dairy Princess in her duties, which include speaking on behalf of the California dairy industry at schools, service clubs, with the media, and at numerous public events throughout the year.

The 2012-2013 Little Miss Milkmaid is Melanie Martin, a first grade student at Sing Lum Elementary School.

In addition, the Dairy Princess and her First Alternate will attend a training session, including presentation skills, a CMAB orientation, and a tour of a processing facility.

Master of Ceremonies for the gala evening was Tracey Buys. Contestants were judged on poise, personality, speaking ability, education and dairy background. Judges for the contest were Mitch Millwee, Senior Vice President of Farm Credit West, Dana Oldenkamp, a past Dairy Princess and Vice President of Oldenkamp Trucking, and Pete Vanderpoel III, Tulare County Supervisor of District Two. The event chairperson was Agnes DeJong of Shafter.

California is the nation's leading milk producer. It also produces more butter, ice cream, yogurt and nonfat dry milk than any other state. Dairy products made with Real California milk can be identified by the Real California Milk seal, which certifies that the products are made exclusively with milk produced on California dairy farms. The state is the second-largest producer of cheese, which is available nationally under the Real California Cheese seal.

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About the 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 1,620 dairy families. With headquarters in South San Francisco and Modesto, the CMAB is one of the largest commodity boards in the United States. The CMAB executes advertising, public relations, research and retail and foodservice promotional programs on behalf of California dairy products, including Real California Milk and Real California Cheese. For more information on California dairy products and the Real California Cheese Pair Savvy App, visit www.RealCaliforniaMilk.com, like us on Facebook.com/RealCaliforniaMilk or follow us on Twitter @RealCalifMilk.