

# ***The Sustainable Grazing Board***

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# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

Today we are sharing the Real California Milk story of Upcycling while you enjoy Real California Milk Cheeses and Dairy Products from a few of our many excellent makers in the Golden State.

California is leading the nation in sustainable dairy practices. As the nation's largest dairy producer since 1993, California now produces nearly  $\frac{1}{5}$ <sup>th</sup> of all the milk in the United States. We say "leading the nation in sustainability" with pride, build on a legacy of farmers investing in sustainability initiatives – in fact, California is the first state to initiate an Environmental Stewardship certification program for dairy, part of the California Dairy Quality Assurance Program, which was established in 1998.



# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

Before you is a delicious Sustainable Grazing Board with selections of California Cheeses and Dairy Products that all carry the ***REAL CALIFORNIA MILK SEAL*** along with accoutrements that relate to the upcycling initiatives and sustainability efforts of California Dairy Farmers and Cheese and Dairy product makers. Nibble and Enjoy while we tell you about those initiatives and these selected products from the hundreds of California producers.



# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

Every product stamped with the Real California Milk seal is made with wholesome milk from the Golden State, where we believe in real food made by real farm families who are focused on a cleaner, more sustainable future.

## **What does that mean for our Dairy Farm Families and our Cheesemakers?**

California is at the forefront of creating a greener future. Our farm families have become world leaders, reducing their environmental impact while producing nutritious, planet-smart dairy products.

For California dairy families, sustainability means building a legacy of producing food that's good for people and the planet, now and for generations to come.



# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

## **Reducing Landfill Waste by Putting the Unused to Good Use**

About 40% of a CA dairy cow's diet consists of byproducts from food and fiber production, such as almond hulls and grape pomace from wine production, keeping these byproducts out of landfills.

Examples of upcycled agriculture byproducts we've included on the Sustainable Grazing Board are Almonds, Grapes and Apple wedges. Because of their unique digestive system, cows are able to digest a diverse number of byproducts and create one of the most nutritious foods – milk – which then goes into making all of the wonderful California cheeses you enjoy today. These byproducts provide an assortment of nutrients to cows while reducing the need for producing additional feed that requires water, land, energy or other inputs.



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## **Moo-ving Towards the Future with COW POWER**

CA's methane reduction efforts are truly world leading...

In fact, California is the only region in the world with a “statute” requiring a 40% reduction in methane (to 2013 levels) by 2030, including from the dairy and livestock sector.

The rest of the world... including the U.S. and over 100 other countries... have only “pledged” to reduce methane by 30%... and CA did it 5 years earlier

California dairy farmers are more than halfway to this statewide goal and on the pathway to climate neutrality. Projects to capture dairy methane are creating renewable electricity and fuels to power homes, vehicles and equipment.

California dairy farmers have made it their mission to reduce the impact that cows have on the environment. That's why our carbon footprint has shrunk 45% over the past 5 decades – and is among the smallest per gallon of milk produced in the world.



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A major initiative involves capturing methane produced by cow manure in a “digester” and converting it into clean energy for vehicles, homes and businesses. This is a win-win for the environment, preventing methane from escaping into the atmosphere while also displacing fossil fuels as an energy source. As long as we have cows, consumers have access to an **abundant clean low-carbon, renewable, energy source**.

TWO of the farmstead cheesemakers featured today use Methane Digesters as part of their sustainable efforts on the farm. Fiscalini Farmstead Cheese and Point Reyes Farmstead Cheese.





# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

Fiscalini Farmstead started as a dairy farm over 100 years ago in Modesto, CA. They are family owned and operated with the 4<sup>th</sup> generation in charge of all operations. Fiscalini is a Farmstead operation meaning the milk used to create their cheese, comes only from the cows on their farm. The milk is just hours old when it is pumped into the vat and the cheesemaking process begins, and the milk travels only a few hundred yards from the dairy barn to the cheese plant.

Farmstead is similar to Estate Grown for wineries where the grapes are grown onsite, and the wine is made right where the vineyards are located.





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They have 3 Signature Cheeses that are the “Estate Cheeses” made with traditional Old World methods. They are crafted using fresh, raw cow’s milk from the farms own herd.

Today we are tasting San Joaquin Gold an Fiscalini Original Recipe, made in Traditional Italian style that is ONLY made by the talented cheesemakers at Fiscalini. In Europe it is tradition to name cheeses after the region they are produced. This cheese is named after the valley in which Fiscalini Farmstead is located. They also make several Artisan Cheddars with unique flavor inclusions introduced during the cheesemaking process. We have Purple Moon a Wine-Soaked Cheddar on our Sustainable Grazing Board today.



# LOOK FOR THE REAL CALIFORNIA MILK SEAL

## SOLAR POWER

Dairies are also turning to the warm California sun to power their farms. More than **150 California dairy farms generate solar energy**, reducing their use of fossil fuel-based energy and producing more than 190 million kWh of energy annually, enough to meet the **electricity needs of 32,000 homes**.



# LOOK FOR THE REAL CALIFORNIA MILK SEAL

## REDUCING WATER CONSUMPTION

The amount of water needed to produce a gallon of milk has decreased more than 88% over the past 50+ years. Water is used and reused on a dairy up to four times.

Clean water is used to wash the milking parlor, equipment and to cool milk tanks. This water is then recycled to wash cows and stored in a holding pond, to be reused multiple times to flush manure from barn floors.

Water from the holding pond – rich with plant nutrients from natural dairy manure – is then used to fertilize feed crops for cows.

This recycling process **substantially reduces the amount of fresh water needed** and **reduces the need for synthetic plant nutrients**, further reducing the carbon footprint of dairy farms by **avoiding some of the greenhouse gas emissions** associated with fertilizer production.



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Two of the cheeses on our sustainable grazing board today are Point Reyes Toma and Point Reyes Original Blue Cheese.

**Point Reyes Toma-** In Italian, Toma means “wheel of cheese made by the farmer herself.” What better way to describe their versatile, any time of day table cheese. All natural, pasteurized, semi-hard table cheese with a waxed rind. Aged for 90 days

**Point Reyes Original Blue Cheese** is the cheese that started it all at Point Reyes Farmstead Cheese. Produced on their family farm since 2000, California’s classic style blue cheese is rindless, all-natural and gluten-free. The flavor is bold with hints of sweet milk and a peppery finish. Made from raw (non-pasteurized), rBST-free cows’ milk. Aged 3-4 months.



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The Giacomini family has been farming since 1904 and making cheese from their farmstead dairy since 2000. Farming responsibly has been a focus of Point Reyes Farmstead Cheese, the Giacomini family dairy farm has always been known for making the freshest, highest quality milk. Their family's herd of Holsteins were all raised from birth right on the property, giving them complete quality control from start to finish with specific attention on humane animal welfare, water conservation and land stewardship.

In 2009 they installed a methane digester to generate clean energy while reducing the farm's carbon footprint. In addition, multiple, on-farm reuse and recycling efforts helped garner the family the prestigious 2013 National Leopold Conservation Award.



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Because the happiness of their cows depends on healthy diets and land stewardship, sustainability is placed above all else. Water is conserved through innovative reuse and recycling programs and they manage their nutrient-rich pastures with careful attention to erosion control.

To ensure cow comfort Point Reyes installed state-of-the-art robotic technology in two dairy parlors. The first creamery is right next to the milking parlor for the freshest milk to create Point Reyes Original Blue Cheese. Robotic milking systems gives the dairy the advantage of closely monitoring the health of each cow and their milk volume.

The farm has sustained their family now going on four generations. They feel honored, and obliged, to respect it in every way possible. Not only as a legacy to pass along to future generations and as an example for farming that promotes healthy food and a healthy environment for everyone.



# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

## **HAPPY COWS MAKE QUALITY MILK**

Happy cows are our standard! When they are cared for with proper nutrition, comfortable, clean housing and professional veterinary care they will produce more milk that is inherently high quality. California was the first state to adopt the National Dairy Farmers Assuring Responsible Management (FARM) program to ensure our cow care goes above and beyond.

## **PROSPEROUS COMMUNITIES**

99% of California dairy farms are family owned and operated, many of which are multi generational. Dairy related activity produces over 180K jobs and over 57 billion in economic activity for the state (the 5<sup>th</sup> largest economy in the world). A healthy California dairy community also keeps family farmers thriving. Dairy families live, work and raise their families in our local communities.





# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL***

California is the leading Dairy producing state in the U.S. with about half of that dairy going into Cheese and the rest into other nutritious, delicious ways to have your dairy needs met.

On our sustainable grazing board we have TWO dairy products made with 100% REAL CALIFORNIA MILK carrying the REAL CALIFORNIA MILK SEAL.

Karoun Dairies Mediterranean Lactose Free Labne. The perfect balance of creamy strained yogurt and rich flavor, but without the lactose! Labne is a type of soft cheese made by straining yogurt or kefir to create a thicker, more highly concentrated final product that can be seasoned for use as a dip or spread. Packed with gut-friendly Probiotics, 60 calories, no artificial additives, and 0g added sugar. Lactose free makes it more accessible for consumers who have dairy restrictions as a delicious alternative for a healthy lifestyle.



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Dosa by Dosa Lassi- pronounced (Luh-See) is an ancient Indian yogurt drink that Dosa adapted for a modern world. Lassi is made simply with homemade yogurt, fresh fruit and freshly roasted spices. With up to 13 grams of protein and less than 8 grams of added sugar per 8 oz it is a nutritious snack to enjoy anytime of day.

DOSA was founded in San Francisco in 2005, inspired by the savory, fermented South Indian crepe, 'dosa', made from lentils and rice flour. Over the years, DOSA grew to four Bay Area restaurants with twelve consecutive years of Michelin awards under its belt. **dosa by DOSA** was later founded in 2017 to share the brand's favorite, regionally-inspired food and beverages with the rest of America.



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On our Sustainable Grazing Board we have a cocktail using a specialty spirit made from upcycled Whey from Wheyward Spirit. (Brochures about Wheyward Spirit on the tables).

**WHAT IS WHEY?** - Whey is the liquid co-product of cheese and other dairy products.

For every ten pounds of milk, a cheesemaker can produce one pound of cheese, leaving nine pounds of nutrient-rich whey left behind.

Fresh whey is quite tasty with a mild sweetness and creamy smoothness. It contains mostly water, sugar (lactose) and small amounts of protein and minerals.

By partnering with domestic dairies, their handcrafted process of upcycling is helping to reduce whey waste and creating bold, sippable and more versatile spirits for consumers. Upcycling is using all parts of what you have and putting ingredients to their best use to reduce waste. Upcycling utilizes ingredients that would otherwise leave the food system to make high-quality products with a positive environmental impact.



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Our sustainable grazing board has a Wheyward Spirit Paloma as one of just many examples for cocktails you can create. Crisp and refreshing with fresh grapefruit juice and a touch of bubbles. With Wheyward spirit you'll have an easy and delicious cocktail in minutes, an elevated alternative to your traditional tequila!

## **Wheyward Paloma**

**2 oz Wheyward Spirit**

**3.5 oz fresh Grapefruit Juice**

**1/2 oz fresh lime juice**

**1/2 oz agave syrup**

**Club soda**



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We hope this gives insight into what the REAL CALIFORNIA MILK SEAL means and how the milk in products with the seal are produced. You've had a chance to hear about the real experts – the farmers and cheesemakers – We hope this gave a broader overview of the overall commitment of California dairy families, regardless of size, to continuing their journey to climate neutrality.

Look for the REAL CALIFORNIA MILK SEAL and know you are enjoying Sustainably Produced Dairy products from a very special place – the Golden State.



# ***LOOK FOR THE REAL CALIFORNIA MILK SEAL QUESTIONS??***

