Dairy Princess Handbook

by

Kari Kronberg

Dairy Science Department

College of Agriculture, Food and Environmental Science

California Polytechnic State University

San Luis Obispo

2009

TABLE OF CONTENTS

Page

ACKNOWLEDGEMENT……i

LIST OF FIGURES……..…ii

INTRODUCTION……1

LITERATURE REVIEW……3

California Milk Advisory Board Main Program……..3

Promoting Dairy Products……4

Making Future Leaders……5

MATERIALS and METHODS……8

Gathering of Materials……8

Construction of the Handbook……..…...10

RESULTS AND DISCUSSION……..……11

CONCLUSION……..…..12

REFERENCES……..…..15

APPENDIX……..……16

ACKNOWLEDGEMENT

The author wishes to express her sincere gratitude and appreciation to the California Milk Advisory Board for her experiences as a Dairy Princess and for providing a wonderful learning opportunity through the Dairy Princess Program for young female dairy enthusiasts such as herself. Appreciation is also extended to all the dedicated men and women at the heart of the dairy industry who have supported the author in all of her endeavors.

LIST OF FIGURES

Figure Page

1. Image used for cover……9

INTRODUCTION

There are many misconceptions about dairying in the world today and the dairy industry is fortunate enough to have many qualified representatives that are passionate about presenting it in the best light possible. It should be the goal of all dairy enthusiasts to better educate the public with accurate information on the dairy industry, the strides it has made and the struggles it is facing. It is very important for any dairy industry representative to present themselves in a professional, respectable manner so that a similar image is reflected on the entire industry.

The Dairy Princess Program is an opportunity provided by the California Milk Advisory Board (CMAB) for young ladies with a dairy background to be ambassadors for the dairy industry and to promote its many nutritious products. These princesses travel to various schools and public events to educate the public and young people all over California. It is important that these young ladies are trained to handle the various situations that they might face. Given their age, they might not be familiar with professional attire or have limited experience with public speaking, media use, and/or interviews. Situations such as these can be intimidating and stressful but with training and a simple guide they can be mastered with grace and ease.

The purpose of this senior project is to develop a handbook for Dairy Princesses to utilize as a guide during their year-long reign. This handbook has been discussed with CMAB personnel and will include many of the important concepts

that are introduced during the training week organized by the California Milk Advisory Board. Professional procedures for personal presentation and important information about the dairy industry will also be included. In addition, suggested ideas for educational presentations and activities to get young people involved will be presented.

The main purpose of this handbook is to prepare the Dairy Princesses, as much as possible, so that it will be an educational experience. In addition the educational materials will help inform people they come in contact with. The handbook will also be of a convenient size so each Dairy Princess can carry it with them to their various events and assignments. The purpose will also be helpful in improving dairy industry ambassador skills for after their reign is completed.

LITERATURE REVIEW

California Milk Advisory Board Main Program

The main program. The California Milk Advisory Board (CMAB) exists to promote the value and importance of California dairy products in a marketplace that is competitive and ever-changing. The budget of the CMAB is divided into three categories: promotion, research and education. Eighty percent of the budget goes toward promotion using various advertising tools such as television, radio, print ads, publicity, in-store promotions and outdoor media. Research receives ten percent of the budget to fund ongoing research toward making improvements in productivity, herd health and food safety. The final ten percent funds the education aspect of the CMAB (3). Pamphlets, brochures, recipes and various educational materials are made to help inform the public of the importance of the California dairy industry and its dairy products (1).

Dairy Princess Program. A key way that the educational materials developed by the CMAB are utilized is through the Dairy Princess Program. The state of California is divided into ten different districts which are composed of numerous adjacent counties (1). A contest is held for each district and a Dairy Princess is selected for each district by a panel of judges based on a score card with seven different categories. The judging panel looks for a young woman that will make the position her number one priority and has knowledge and interest for the dairy industry. She almost must be physically presentable, mature, possesses a good

personality and enthusiasm, portrays admirable communication, personal involvement and an appropriate amount of education (4). These ten young women will serve a one year term as ambassadors for the dairy industry, using their knowledge and speaking skills to promote dairy products and educate the public on the importance of the dairy industry in their community.

Promoting Dairy Products

Community relations. Dairy Princesses go to various public events to promote the dairy industry and its available products. Fairs, festivals and dairy cattle shows are all community events at which a Dairy Princess might be present. Promotion is done through the showing of 'Happy Cow' commercials and handing out educational materials developed by the CMAB, such as pencils, coloring books, brochures and pamphlets filled with creative recipes incorporating dairy products (1).

School visits. One of the main responsibilities of a Dairy Princess is to visit schools and speak to children about dairy products and the dairy industry. A Dairy Princess may speak to dozens of schools and over one thousand students during her year long reign. When visiting these schools she will provide each student with a plastic 'It's the Cheese' bag filled with educational, promotional materials, developed by the CMAB. It is important for all these students to come away from her presentation knowing how important dairy products are in their daily diet. By reaching out to these students at a young age, the CMAB hopes to inspire a healthy life and an appreciation for the dairy industry that will last them a lifetime.

Industry relations. Along with community appearances and school visits, a Dairy Princess also interacts with various people in the industry. There are numerous district meetings to attend as well as an annual CMAB district banquet. At district meetings a Dairy Princess meets with the local advisory committee and reports to those in attendance what she has been doing and any information or suggestions she might have for them regarding her duties or the goals of CMAB. All board members and numerous local dairymen and industry people attend the annual banquet. At this meeting the Dairy Princess gives a speech in front of the hundreds of people in attendance highlighting her reign thus far (1). These meetings of industry people are a good opportunity for the Dairy Princess to interact with professionals in the industry.

Making Future Leaders

A firm root in the dairy industry. Young women that are fortunate enough to have the opportunity to be Dairy Princess are equipping themselves with needed skills for a future in the dairy industry. In this position they are able to meet and network with various industry people and build relationships that will last a lifetime. Someone that they meet at the annual CMAB banquet has the potential to be a future employer or co-worker.

Individual growth. In addition to connecting with other industry people, the Dairy Princess Program also inspires the building of tremendous character. Through public speaking, relationship building and teaching, these young women will

ultimately be able to relate better to the world around them so that they can share their message about the importance of the dairy industry in the world today.

Development of life skills. Handling the honor and responsibility of being crowned Dairy Princess is time consuming and challenging. Scheduling the dozens of school visits during the spring and scheduling other responsibilities such as school can be trying but it will help instill responsibility, time management and efficient use of time. Having experience handling such tremendous responsibility is something these young women can carry with them for the rest of their lives.

A strong voice. As an ambassador for the dairy industry each young woman will be required to speak at various events. Presenting information about the dairy industry to children at numerous schools will be one of the main focuses but a Dairy Princess will also give self-formulated speeches at community and industry events. Developing a strong, informed voice for the dairy industry is something to be greatly valued. These developed speaking skills will also transfer into other areas of their life, helping them be more eloquent speakers and a better candidate for many future job opportunities.

Growing future leaders. The development of life skills, growth as an individual, building of relationships with other professionals of the dairy industry and a strong voice are all key aspects to growing successful leaders for the future of the dairy industry. These young women have a dedication to the dairy industry and by giving them a professional and positive guide to success that can easily be taken with

them wherever they go, they will be better equipped to promote the dairy industry of tomorrow.

MATERIALS AND METHODS

Gathering of Materials

Acquiring of information. Meetings were held with Kris Costa, Manager of Special Problems at the California Milk Advisory Board, to acquire information about the Dairy Princess Program and facts about the California milk production, the Real California Milk seal, the Real California Cheese seal and the California Milk Advisory Board. Once the handbook is completed, Costa expressed interest in distributing it to future Dairy Princesses. The production of each handbook is estimated to cost five dollars.

*Formulation of categories***.** The author utilized her own life experiences and the advice of the California Milk Advisory Board in order to select which categories would make up the Dairy Princess Handbook. By her own experience as a Dairy Princess as well as observing other Dairy Princesses, the author suggests that public speaking, physical presentation, and knowledge of the dairy industry should be important categories in a Dairy Princess Handbook. After meeting with a California Milk Advisory Board Representative the author decided that the categories should include Dairy Princess policies, school presentations and appearances, public speaking and facts about the industry. These categories embody the main guidelines for a Dairy Princess to help her throughout her reign.

Development of information for categories. Once the author divided the handbook into the necessary categories, she began to compile information for each

category that would help each Dairy Princess to better understand what is expected of her. In the Dairy Princess policies category there will be information regarding the insurance form, the mileage form, and appropriate. Under school presentations and appearances there will be suggestions for presentations, suggestions for getting students involved and handout suggestions. The public speaking category will consist of sample speech formats, suggestions for organizing your talk, points to cover, how to deal with uncomfortable situations and media training information. In the final category, knowledge to share, there will be various facts and information that are vital to a Dairy Princess's speeches and presentations. In order to cover all areas that a Dairy Princess may need to speak about, there will be information about dairy product nutrition, Real California Milk, Real California Cheese, California as a leading dairy state, the California Milk Advisory Board and various milestones in the history of the California dairy industry. Having this information in their pocket will allow each young woman to better educate the public on the huge role that California has in the dairy industry and how important its products are in a person's daily diet.

Making the cover. The author located a picture via the internet to be on the cover of this handbook. The picture of a Holstein cow wearing a crown seemed to embody the idea that the cow really is the royalty of the industry because without her the industry would cease to exist. Once locating the picture, the author then did a free-hand pencil sketch of it to place on the cover of the handbook.

Figure 1: Image used for cover (5)

Construction of the Handbook

Putting the handbook together. Once all the materials were accumulated, the author organized them into their appropriate categories. She then placed the categories in the desired order and added a table of contents for easy utilization of the materials and information. The cover was placed on the front and the handbook was then bound, creating a small, convenient guide for being a successful ambassador of the dairy industry.

RESULTS AND DISCUSSION

As a result of this project, a handbook has been constructed for the utilization of young women in the Dairy Princess Program to use as a guideline while completing their tasks and managing their responsibilities. It will be five inches shorter in length than a standard sheet of paper making it more convenient for the young women to carry with them to various events and appearances. Kris Costa of the California Milk Advisory Board has expressed interest in distributing the handbook to future Dairy Princesses. The production of each handbook is estimated to cost five dollars with paper, ink and binding. The handbook has not yet been implemented and distributed so there is no data to observe as a result of the application of it into the program.

Dairy Princess Handbook

Table of Contents

Dairy Princess Policies……1

School Presentations and Appearances……4

Public Speaking……9

Fun Facts……..15

Dairy Princess Policies

Appearance Form

All appearances **must** be cleared officially by (1) the CMAB Manager, Special Projects and (2) the district Dairy Princess Chairperson. **Complete and mail or email the approved "pink" form** to the Manager, Special Projects at the California Milk Advisory Board. This will cover you under the insurance policy while you make appearances.

Mileage Form

After you complete your appearance**, fill out the mileage form and mail it to the Manager, Special Projects** at the California Milk Advisory Board to recover expenses for any official appearances you make as District Dairy Princess or Alternate. These forms must be submitted **as soon after the appearance as possible**. Return envelopes will be provided for your convenience in mailing them to the California Milk Advisory Board for payment.

Crown and Sash

Always wear your crown and sash when making official appearances.

Clothing

Clothing and shoes should be appropriate for the event. Each district has a dress code, if you are uncertain of your clothing dress code; contact your chairperson for approval.

- Dresses and skirts are required dress code for most districts and strongly encouraged for others.
- Attire should not be revealing, low cut or above the knee.
- Closed-toed, non-high heel shoes are suggested for show ring appearances.
- Casual sandals or 'flip-flops' are not appropriate for official appearances.

School Presentations and Appearances

School Presentations

As one of the best tools in the public relations effort for the Dairy Princess Program, a school presentation will relay the importance of dairy products to children. Many schools contact the District Chairperson every year to request a presentation. Some schools are not aware and this it will provide a good opportunity for you to contact the school to arrange a presentation.

To-Do List:

- Contact the school or teacher for a presentation unless already contacted.
- Set date of presentation.
- Review your presentation with the teacher; determine how long the presentation will be, what props you will use, etc.
- On the day of presentation, check in at the front office to obtain a visitor badge for the school before going to teacher's classroom.
- After presentation, send thank you notes to school.

Example thank you note

Date

Dear_____:

Thank you for inviting me to be your guest speaker about California's Dairy Industry.

Working with your faculty and students has been a pleasure. I would like to express my appreciation to everyone who helped make my presentations a success.

Also, a special thank you to all of the students for attentively listening, the fun questions, and actively participating in the presentation.

Sincerely yours,

(YOUR NAME)

District __ Dairy Princess

Dairy Princess Handouts

Be sure to bring enough handouts to every official appearance. All handouts are available for scheduled events and will be shipped to you.

Please place your order with Diane Iriqui at 209-525-6878 at least one week prior to appearance.

Make sure you allow yourself enough time to prepare the handouts a couple days before your scheduled appearance. Also, make sure that you ask each school how many students you will be presenting to and bring enough handouts so that every student gets one. It is also suggested that you bring extras to allow for variance of given student numbers.

Presentation Tips

- Get the students involved! They are more likely to learn and pay attention if they are involved in your presentation.
- Use props that the students can see, touch or hold.
- Reward students for answering questions with handouts.
- Do not talk throughout the entire presentation; incorporate activities and questions to keep the students' attention.
- Keep the students on topic, do not let unfriendly, confusing or inappropriate questions defer the presentation.
    - Respond to an unfriendly question in a calm, confident manner and control the length of your answer so that the question will not have a disproportionate impact on the audience.
    - If someone asks a rambling question and you do not quite get the point, ask for clarification or restate what you do understand.
    - If someone asks a question that is inappropriate because it is too personal, too specific or off the point, you can offer to discuss it with them afterwards.

Public Speaking

Organizing Your Talk

- **Where** are you headed in your talk? – summarize your agenda.
- **Why** should the audience care about what you're telling them? - how will it benefit them?
- **What** is it all about? – make a list of all the points you might include in your talk. Then screen each one: Will the audience benefit from hearing this? Can this be left out? Is this too detailed? Will it take away from my main point?

4 Main Parts of a Speech

1. **Opening statement** – should be attention-getting
2. **Main idea** and supporting points
3. **Transitions** from one idea to another
4. **Conclusion** – where you put things together so your audience will remember your most important points

Outline for Dairy Princess Speech

Introduction

- Thank you for inviting me
- Who I am
- Role as a Dairy Princess
- Role of CMAB
- Family & personal background
- Proud to be part of California dairy industry

Why Everyone Can Be Proud of California Dairy Industry

- Size – largest in nation, produces most milk, butter, ice cream, non-fat dry milk, Mozzarella cheese and why protein concentrate, etc.
- Cows among the most productive in the U.S.
- Dairy farmers use latest farming techniques
- Research in herd health & food safety conducted at UC Davis & Cal Poly
- California has highest milk standards – tastes better, more nutritious
- Cheese production – 2.29 billion pounds a year
- Real California Cheese seal – what it means

Conclusion

- These are a few reasons why we can be proud of California dairy industry
- Hope you remember that California cows and dairy farmers are working hard to bring you the freshest, healthiest dairy products available
- Think about why we are so fortunate to be able to enjoy California dairy products
- Thank you for the opportunity to share my enthusiasm about dairy farming with you.

Outline for Annual Meeting Speech

Thank you Chairman _____. Good evening. My name is _____ and I am serving as your District Dairy Princess along with Alternate Dairy Princess _____. Since being crowned, it has been an exciting few months. I have the opportunity to represent the district through public appearances. So far, a few events I have attended have been: (List 2 appearances and elaborate on each)_____.

Along with those appearances, I attended the Dairy Princess Training Week in _____. Each of the state's District Dairy Princesses and their Alternates also attended. We were able to learn more about representing the California dairy industry from media training to plant and dairy tours. We also attended etiquette training and had guest speakers tlak to us about our role in the California dairy industry. I was able to learn so much that week and have been able to use the information through my presentations.
In a few months I plan to attend: (List two events).

I appreciate the opportunity to be here tonight and am looking forward to representing the District this year. Have a wonderful evening.

Outline for District Meeting Speech

FIRST MEETING

Thank you Chairman _____.
Good evening. Thank you for the invitation to attend the District meeting. First, I wanted to give you a little bit of background on myself. My name is _____ and I live in _____. My background with the dairy industry includes _____.
*add more information if needed
Since the contest, I have had the opportunity to represent this District. Some of the events I have participated in are (List two appearances and elaborate on each) _____
_____.
The next planned events to attend are (List two appearances and elaborate on each)_____
_____.
Again, I appreciate the opportunity this District has given me to represent the California dairy industry.

Outline for District Meeting Speech

ADDITIONAL MEETING

Thank you Chairman _____.
Good evening. Thank you for the invitation to attend the District meeting. Since the last meeting, I have had the opportunity to represent this District in some of the events throughout the area. (List two appearances and elaborate on each) _____
_____.

The next planned events to attend are (List two appearances and elaborate on each)_____
_____.

Again, I appreciate the opportunity this District has given me to represent the California dairy industry.

Fun Facts

Nutrition

- Milk is a rich source of both calcium and vitamin D, important nutrients for all age groups.
- Milk and dairy products are part of a healthy diet. That is why the USDA food pyramid recommends three servings a day of milk or dairy products like yogurt and cheese.
- Milk and dairy products are among the richest food sources of calcium available, and calcium is important in building strong bones. One ounce of natural cheese such as Cheddar, Jack or Mozzarella contains approximately 20 percent of a person's recommended daily calcium intake.
- California milk provides 33 percent more protein and calcium in every eight ounce glass of 1% milk than federal standards require. The state's 2% reduced fat milk exceeds federal standards for protein and calcium by 21 percent.
- Those who are lactose-sensitive or lactose-intolerant can still enjoy cheese as long as they eat natural hard (aged) or soft-ripened types, which contain little or no lactose.
- One eight-ounce glass of California reduced-fat (2%) milk contains **9.1 g** of protein

Real California Milk Facts

- California leads the nation in total milk production. In 2008, California produced a record 41.2 billion pounds of milk – one-fifth of the nation's total production.
- Dairy farming is the leading agricultural commodity in California, producing $6.9 billion in annual sales in 2008.
- Forty-three percent of all of California milk goes to make California cheese.
- Currently there are 1,950 California dairy farms that house 1.83 million milk cows. Approximately one out of every five dairy cows in the U.S. lives in California
- California milk production is expected to exceed 50 billion pounds by 2020.
- The average California dairy cow produced 22,344 pounds of milk in 2008.
- Currently, 35% of the total U.S. exports of dairy products are coming from California.

Real California Cheese Facts

- California produced 2.11 billion pounds of cheese in 2008 and is the second-largest cheese producing state in the U.S.
- California produces nearly a quarter of the cheese produced in the U.S.
- California has more than 50 cheesemakers who produce 250 different varieties and styles of cheese.
- Total U.S. cheese consumption reached a record high in 2007 at 32.7 pounds per capita, a small (0.3%) increase over the previous record level set in 2006.
- Per capita cheese consumption has increased by more than 7 pounds since 1990, more than 14 pounds since 1980, and 20 pounds since 1970.
- California is the largest producer of Hispanic-style cheeses. In 2008, California produced 109 million pounds of Hispanic-style cheeses in more than 25 varieties and styles.
- California produces 15 percent of the Cheddar made in the U.S.
- California produces 100 types of spiced and flavored cheeses

California Milk Advisory Board

- Organized in 1969 for dairy families to promote dairy products.
- Represents commitment of California dairy families to help increase demand for dairy products made from California milk.
- CMAB's job is to remind consumers about the goodness, wholesomeness and naturalness of dairy products.
- Funding totals approximately $40 million. Funding comes from dairy families through an assessment on milk production. No tax dollars are involved.
- CMAB budget goes primarily to advertising, retail promotion, foodservice, publicity and research on dairy herd health, food safety and new dairy products.
- CMAB activities are supervised by a 24-member board of directors.
- CMAB funds research in dairy herd health, food safety and new dairy products at the University of California at Davis and California Polytechnic State University at San Luis Obispo
- CMAB offices are in Modesto and South San Francisco. The 14 staff members have backgrounds in advertising, product merchandising, retail management, public information and public relations.

CONCLUSION

Ensuring that the dairy industry is equipped with numerous excellent representatives is something worth putting time and effort into. Good representation is the best way to display a truthful face of the dairy industry to the public so that any irrational misconceptions might be prevented or eliminated altogether. A desirable representative is one that is professional in any situation. The industry is under constant surveillance so there is no time when they are not representing the dairy industry. A person that is respectable and approachable will be successful in reaching out to the public and sharing knowledge about the dairy industry; people will be more responsive to their relatable nature. Lastly, a good representative should be an eloquent speaker that will be able to deliver the information so that the public will receive it positively with a good understanding of the industry's values. The Dairy Princess Program is an excellent example of up and coming representatives developing the skills and characteristics needed to interact with and share their knowledge with others. In order to fashion this model ambassador for the dairy industry, some tutorials might be beneficial.

Formal training is one tool that might be utilized in order to help instill the experience needed to represent the dairy industry. Tutoring in areas such as dinner etiquette, press etiquette and proper dress will combine to inspire professional behavior and a professional image. The professionalism resulting from such education will allow the young ladies to present the dairy industry in a light that the

public can understand and respect. Having an industry professional there to mentor the Dairy Princesses would be another advantageous option. A mentor would be an experienced, personal lifeline that the young ladies could learn from or call upon if they have any questions. This relationship could be very helpful guiding them along their way throughout their reign.

Often times, the best way to learn something is to teach it to someone else. As a Dairy Princess, each young lady will be traveling to numerous schools and events to educate people of all ages about the dairy industry. However, as she teaches others she is likely to learn a thing or two as well. As she teaches, she will learn which techniques work best to get students involved and what illustrations will get the most response from the audience.

The author suggests that a handbook of convenient size be constructed so that Dairy Princesses will have something that they can refer to no matter where they are. It will encompass all the aspects of their training so they can be reminded of what they have learned and have something to look back on as a reference. Information which would be provided by a mentor will be included in the categories that will make up the handbook. However, unlike a mentor, it is always available for the Dairy Princess to utilize. With key categories filled with all the vital information that will be needed each young lady will be able to perform her tasks and responsibilities to the very best of her ability.

REFERENCES

1 California Milk Advisory Board. *California Dairy Princess Binder*. California Milk Advisory Board, 2009. Print.

2 Derry, Mark. "GilroyDispatch.com | New 2007-08 Dairy Princess." *GilroyDispatch.com of Gilroy California*. The Gilroy Dispatch, 23 June 2007. Web. 18 Nov. 2009. <http://www.gilroydispatch.com/news/217878-new-2007-08-dairy-princess>.

3 "Home |." *Real California Milk*. California Milk Advisory Board, June 2009. Web. 18 Nov. 2009. <http://www.realcaliforniamilk.com/rcm>.

4 Judging score card. California Milk Advisory Board, 2009. Print.

5 *Dairy Queen by Catherine Murdock*. Renee's Book of the Day, May 2009. Web. 19 Nov. 2009. <http://www.reneesbookoftheday.com/2007/05/dairy-queen-by-catherine-murdock.html>

APPENDIX