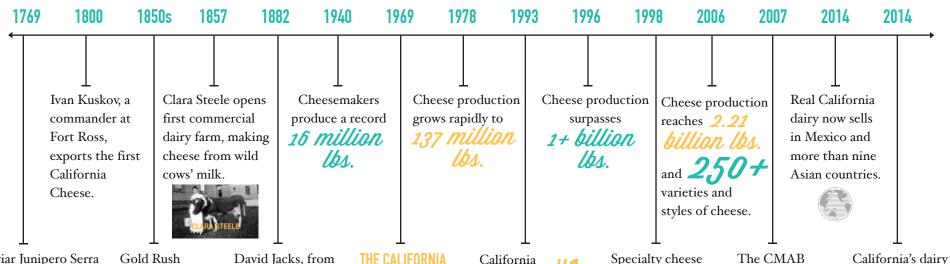
A TASTE OF HISTORY: Real Valifornia Milk

California has a rich heritage of dairy and cheesemaking reaching back more than 200 years. Following are milestones in California's development as the leading producer of milk, butter, ice cream, nonfat dry milk and whey protein concentrate and the second largest producer of cheese and yogurt.



Friar Junipero Serra introduces cows

and cheesemaking to his missions.

Gold Rush pioneers bring cows along for the ride. Cheese production reaches 1.3 million pounds annually by 1860.

David Jacks, from Monterey County, creates Monterey Jack Cheese.



THE CALIFORNIA
MILK ADVISORY
BOARD (CMAB) IS
ESTABLISHED.

California becomes the milk producer in the U.S.

Specialty cheese production increases by 70% in 3 years to

130 varieties/styles.



The CMAB introduces the Real California Milk



industry generates

\$65 Billion

in dairy related economic activity, including

\$21 Billion in direct economic activity.