



August 30, 2012

Subject: California Dairy Future Task Force Invitation

In late July I announced the creation of the *California Dairy Future Task Force* and I hope you will join it. **This is a personal invitation to you only and non-transferrable.** Over the course of more than a year, stakeholders from all sides of the California dairy industry have expressed their concerns about our current pricing and regulatory system and how they affect the future of the industry. The *California Dairy Future Task Force* is being charged with examining our current industry situation and to help lay the foundation for changes to ensure a better future for our industry. The task force will be made up of approximately thirty dairy producers and processors (owners, principals and investors) who are willing to collaborate on a growth and profitability strategy for the California dairy industry.

Specifically, I am charging members of the Task Force to:

- Use the 2006-07 McKinsey & Company data and strategic recommendations as a common starting place for looking at the future. (Copies of the two reports are being printed and will be distributed to all dairy families in September.)
- Work with a professional firm to update the industry facts by including current data and develop future strategic options with 2012 data for industry consideration.
- Play a leadership role with the industry and CDFA to pick one of the updated options to use as a guide in developing – or adjusting – our system for a brighter future.

I am asking each Task Force member to commit to:

- Read the 2006-07 reports: “Foundations for a Consumer Driven Dairy Strategy” and “Options for a Consumer-Driven Dairy Growth Strategy.”
- Participate in at least one in-depth interview with a professional firm on issues that need to be addressed moving forward.
- Fully engage in a facilitated two-day retreat to find common ground and articulate a vision for the future of California dairy that we all believe in.
- Be willing to communicate with friends and neighbors to develop an appreciation for the interdependence of California dairy families, cooperatives, and processors.

Time is of the essence but we also need to take the time to produce credible and long-lasting results. Therefore, I expect the interviews to commence in early September and for the two-day retreat to take place in October. My hope is that the Task Force will have an outline of



recommendations for action prepared in November and during the month of December engage dairy industry organizations and individuals to establish workgroups for implementation of the recommendations and timelines for reporting back to the full industry.

I sincerely hope you will consent to serve on the *California Dairy Future Task Force*. I look forward to your early response.

Yours truly,



Karen Ross

Secretary

Invitees:

Arlan Van Leeuwen

Ben Curti

Brian Pacheco

David Ahlem

Dennis Leonardi

Dino Giacomazzi

Dominic Grossi

Eric Erba

Frank Martins

Gary DeGraff

George Mertens

Gino Pedretti III

Gustavo Marquez, Jr.

Joe Augusto

Joe DeHoog

Joey Airoso

John Oostdam

Lucas Deniz

Marcus Benedetti

Mike Gallo

Patty Stroup

Ray Souza

Richard Shehadey

Rick Michel

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Scott Hofferber

Simon VanderWoude

Steve Maddox

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