June 2015
Salute to Dairy Month
A Dairyman’s Prayer

I long for a cow of modern make
That milks five days for leisure’s sake,
That sleeps on Saturday and snores on Sunday
And starts afresh again on Monday.

I wish for a herd that knows the way
To wash each other day to day,
That never bothers to excite us
With chills or fever or mastitis.

I sigh for a new and better breed
That takes less grooming and less feed,
That has the reason, wit and wisdom
To use the seat and flushing system.

I pray each weekend, long and clear
Less work to do from year to year.
And cows that reach production peak
All in a five-day working week!

- Author Unknown

The Tulare County Dairywomen and Tulare County Dairymen Team Up to Celebrate our Top Industry

He’s not an account, he’s Joseph.

We live here, work here, our kids go to school here.

Maybe with your kids. To us, you are more than a customer, you’re part of our lives.

When you come to us for financial help you’ll get our agriculture expertise, and a lot more. You’ll get a handshake and our word — a promise — to be here for you when you need us.

We believe in service. We believe in you. We are Farm Credit West.

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Three young women will compete for the prestigious title of Dairy Princess during ceremonies at the upcoming District 9 Dairy Princess Contest. The gala event will be held Friday, June 12 at Heritage Center in Tulare.

This year’s contestants are: Gabrielle Ribeiro, Danica Valencia and Madalyn Vieira, all of Tulare.

Gabrielle is the daughter of Dave and Donna Ribeiro of Tulare. She attends Mission Oak High School participating in FFA where she raises dairy replacement heifers for three years and has been a volunteer for the Tulare County Dairywomen’s Association for the last 10 years. Gabrielle plans to attend Texas A&M graduating in agriculture business.

Danica is the daughter of James and Jamie Valencia of Tulare. She attends Mission Oak High School participating in FFA where she shows dairy heifers and is a member of the dairy judging team. Danica plans to attend California Polytechnic State University, San Luis Obispo in the fall and major in agriculture business.

Madalyn is the daughter of Kevin and Amanda Vieira of Tulare. She currently attends Tulare Western High School participating in FFA where she is a member of the dairy judging team, the Dairy Show team and is an Agricultural Student of the Year recipient. Madalyn plans to attend California Polytechnic State University, San Luis Obispo and major in dairy science.

The young lady crowned as Dairy Princess will represent the dairy industry in the counties of Inyo, Mono and Tulare. She will serve the area as ambassador for the dairy industry at schools, service groups and with the media. The newly selected princess and her alternates will participate in a week of training provided by the California Milk Advisory Board (CMAB), which includes industry tours, presentation and etiquette training.

The contest is sponsored by the District 9 Dairy Princess Coronation and the CMAB. The contest will begin at 6:00 p.m. with a no-host social hour, followed by dinner and the contest at 7:00 p.m. To purchase tickets for the contest, please contact Tulare Chamber of Commerce at 559-686-1547 or online at www.tularechamber.org. 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.
Tulare County Dairy Family of the Year for 2014, is the family of Rib-Arrow Dairy. Dave and Donna Ribeiro, along with their children Tyler with wife Jennifer, Cameron and Gabrielle are pleased to carry on the family tradition that began more than 90 years ago.

The Ribeiro family began their journey into the dairy business in 1922, when Joe C. Ribeiro traveled from the Azores to California on a cattle boat. Joe was 17 years old at the time. He milked cows briefly in Merced County. In 1923, Joe C., along with his brother Filipe C. Ribeiro established their first dairy on Road 112, in Tulare. It was then that they became member-producers of Dairyman’s Cooperative Creamery (DCCA).

The journey continued eastward, when Joe C., with his three sons Joe L. Ribeiro, Leonel and Anthony, established the Joe C. Ribeiro and Sons Dairy (later know as Ribeiro Brothers and Sons) on Road 128, in Tulare. The current leg of the journey happened in 1995, when Joe L. and his son David opened their current dairy, Rib-Arrow.

Holding to coop loyalty, Rib-Arrow remained with DCCA for a family total of 76 years when it merged with Land O Lakes. Rib-Arrow has been with Land O Lakes ever since. The Ribeiro children have always been an active part of the dairy. Currently, Tyler is taking lead over the dairy operation. Cameron, an Ag-Business major at CSU Fresno, is transitioning to the farming side of the business. And Gabrielle, who is currently in high school, is finding herself more involved with computer inputting and cost analysis as well as learning the bookkeeping end of the business. The tradition that began so many years ago continues, and hopefully will for several more generations.
Baylee Cocagne - $500

Baylee will be attending Cuesta College, to pursue a career as an Agricultural Journalist. Her parents are Robert Cocagne and Diane Luiz.

Illenia Valdovinos - $250

Illenia is a recent graduate of Tulare Union High School. Illenia graduated with a 3.85 grade point average. She has been on the Honor Roll all 4 years of high school.

She is currently completing an internship at the Tulare County Farm Bureau Clinic. This internship has helped Illenia gain experience in her future work field of medicine. Illenia will be attending San Diego State University in the fall, majoring in Radiology. Her parents are Guadalupe and Maria Valdovinos.

Kaylee Santos - $500

Kaylee is a recent graduate of Tulare Western High School. Kaylee graduated with a 3.90 grade point average. She was Tulare FFA Sentinel, captain of the Cheerleading Squad and a member of ASB. She participated in Swimming and was also a member of the SOPAS club and CSF.

Kaylee will be attending Cal Poly San Luis Obispo in the fall, majoring in Agriculture science, and plans to pursue a career as a Dairy Cattle show judge. Her parents are Tony and Zelia Santos.

Tulare County Dairy
Children Scholarship
Hannah Van Dyk - $750

Hannah is a recent graduate of Tulare Western High School. She graduated with a 4.19 grade point average while staying involved in many activities. Hannah is the 2014 Tulare County Dairy Princess. Her accomplishments through FFA include being the 2015 Dairy Production Proficiency Sectional and Regional winner. She was also a member of the Dairy Cattle show team and Dairy Cattle judging team.

She was involved in the South San Joaquin Holstein association, including a President of the Junior Board and a member of the Junior and Senior Dairy Bowl teams. Hannah will be attending Virginia Tech University, majoring in Dairy science to pursue a career as a Dairy Cattle Genetic Evaluator. Her parents are Chris and Jolene Van Dyk.

Baylee Cocagne - $500

Baylee is a recent graduate of Mission Oak High School and graduated with a 3.45 grade point average. Baylee is the 2014 Alternate Dairy Princess and the 2015 California Right to Life Oratory Contest winner, and will be competing this summer at the National contest in New Orleans.

Baylee was a member of Tulare FFA and showed Dairy Cattle, Market Lambs and Market Hogs. She also competed in FFA speaking events and was a member of the Citrus Judging Team. She participated in Mock Trial, played Volleyball and was involved with Key Club, Link Crew and also served as Vice President of Forensics Club and Secretary of Service Club.

Sarah Dreyer - $750

Sarah, is a recent graduate of Exeter High School. She has maintained a 4.25 grade point average while juggling many extra-curricular activities. She was Secretary of Exeter FFA, and a 4-H project leader for Sheep and Vet Science.

She was also involved in clubs such as CSF, ASB, Key Club, Tulare County Farm Bureau Leadership program and also participated in the Exeter Chamber of Commerce Miss Exeter Program. Sarah will be attending Cal Poly San Luis Obispo in the fall, majoring in Animal Science, and plans to pursue a career as an Animal geneticist. Her parents are Dan and Patty Dreyer.

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Kaylee will be attending Cal Poly San Luis Obispo in the fall, and plans to pursue a career as an Agriculture teacher. Her parents are Tony and Zelia Santos.

David John Macedo - $250

David John is a recent graduate of Tulare Union High School. He has maintained a 4.17 grade point average while maintaining involvement in extra-curricular activities. He was ASB Class president, a member of CSF and Camp Royal alumni. He also was a member of the Water Polo, and Golf teams.

David John will be attending Cal Poly San Luis Obispo in the fall, to pursue a career as an Agriculture Business Manager. His parents are David and Tina Macedo.

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Serving as the 2014-2015 District 9 Dairy Princess is an experience that I will cherish forever. Through this opportunity, I have been able to share my passion for dairy cows, dairy products, and the dairy industry. As I near the end of my reign, I thank everyone who has given me love and support to help me become a better educator and promoter in our community.

My journey as Dairy Princess began in June 2014, when I was crowned in front of numerous family members, friends, and industry members. That night marked the beginning of a great year and one that I will remember forever.

My reign officially began the day after I was crowned, when I attended my very first industry event at the Heritage Complex. A few weeks later, I spent a week at Dairy Princess Training Camp. Not only did I learn how to be an influential dairy princess, I also learned several skills that I will use throughout my life, one of those being how to carry myself on media. After the week of training, my term took off and has flown by sense.

Throughout the year, I have attended several regional and district meetings, several local and state shows/fairs, and the World Ag Expo. I also have conducted several classroom presentations to educate students in my district about the importance of dairy products. Through these experiences, my passion for the dairy industry has continued to grow.

I have learned that, with or without my crown, I can be and need to be a positive voice for our dairy farmers and industry.

As I look into the future, I will always remember my Dairy Princess experience and what it has taught me. Although my reign is ending, my involvement within the dairy industry will not end. I have learned that strong education of dairy products in the community is very important to the success of the dairy industry. Along with studying dairy science at Virginia Tech and continuing raising my Registered dairy herd, I will continue to promote the consumption of dairy products.

The crown and sash is only a symbol of what I will continue in the years to come.

Yours Truly,
Hannah Van Dyk
2014 Tulare County Dairy Princess

Hannah giving a presentation about the dairy industry at St. Aloysius school in Tulare.
The Tulare Joint Union High School District is one of two high school districts in the nation that has committed to a hands-on education in the Dairy industry by providing their students with a commercially operated dairy laboratory. The Tulare High School Agriculture Education facility serves students from all three of the district’s comprehensive sites; Tulare Union High School, Tulare Western High School and Mission Oak High School. The Tulare High School Agriculture Education facility is its own campus of 90 acres; complete with classrooms, shops, ornamental horticulture facility, livestock barns, 60 acres for crop science and a 90 cow commercial dairy.

The 90 cow dairy is utilized regularly by the 850 students enrolled in Tulare High School Agriculture courses. Students learn all the aspects of the dairy operation from calf care to nutrition to breeding to milking.

Agriculture Science students study genetics and conformity, Dairy Skills students study dairy husbandry, Ag Business students study cost and market fluctuations in the industry and even the Agriculture Welding students get a hands on experience by building new fences and making repairs to the facility.

The staff members of the Tulare High School Agriculture Education Program are committed to providing all students with an unforgettable and unique hands on educational experience through the use of these facilities. The districts commitment to providing hands on laboratory facilities, like the Dairy and Farm, has helped to propel Tulare FFA and their students to find personal growth, career success and leadership opportunities in and out of the classroom.

The milk is processed and marketed by Land O’ Lakes Cooperative in Tulare. Students also have access to information about cooperative marketing through the districts membership in the Land O Lakes cooperative.

The Tulare Joint Union High School District has been a participant in the dairy industry for over 80 years; the district has seen its share of ups and down in the market. Yet through the market fluctuations, changing board members and other challenges; the TJUHS District has maintained a financial commitment to providing its students with this educational opportunity.

In 2008, the industry rewarded the district by completely modernizing and upgrading the operation with over $400,000 in donations of equipment, cattle and cash to provide students with a more current facility and operation. The Tulare High School Dairy has become a source of pride to the community of Tulare and the Tulare Joint Union High School District.

Tulare Chamber Member Feature

ROSA BROTHERS MILK COMPANY

Noel and Rolland Rosa, third generation dairy farmers, began production of their milk and ice cream in September, 2012, with a handful of stores selling their products. Now, two and a half years later, they have their products in over 180 locations in the following counties: Tulare, Kings, Kern, Fresno, Madera and San Joaquin. These include fine independent retailers, Vons, Save Mart and local restaurants. They also distribute on the Central Coast to independent retailers, Vons and most recently Haggen Stores and in Northern California in the San Francisco-Sonoma-Napa area and Santa Cruz area.

"We would like to thank the community, our customers, our retail store partners, our team members and everyone else who has contributed to the success of our business," said Noel Rosa, President of Rosa Brothers Milk Company.

"We feel so blessed to be where we are today and we will continue to strive to make the freshest and highest quality milk and ice cream products possible.

A new development for Rosa Brothers this past year was the unveiling of their new ice cream packaging. It has a retro look to compliment the old-fashioned glass bottles of milk. Rosa Brothers now offers 12 flavors of ice cream in the new packaging.

Their bottled milk is currently offered in white, chocolate, root beer, strawberry, orange cream and vanilla flavors, as well as, half and half creamer. Egg Nog will come back around for the holiday season. Look for new flavors in the very near future.

Along with making high quality dairy products, Rosa Brothers has also enjoyed immersing themselves in the community and participating in numerous events, fundraisers and Chamber events in Tulare and the surrounding areas.

Rosa Brothers Milk Company has been a Tulare Chamber of Commerce member since 2012. They chose to join the Tulare Chamber to become a part of the community and participate in events sponsored by the chamber.

"When we opened our doors in September, 2012, the chamber held a ribbon cutting for us which gave our company a lot of exposure to the community," said Noel Rosa. "In addition to the ribbon cutting, we have also held a chamber mixer at our creamery, which went over very well. We appreciate all that the Chamber has done for us."

Creamery Store hours are 9:00 a.m. to 7:00 p.m. Monday-Saturday. For more information, please visit www.rosabrothers.com or call (559) 685-2500. Farm Tours are also available at the dairy, located in Hanford. Please call our tour line, (559) 582-2209 to make a reservation.

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