



California Milk Advisory Board



2021 Dairy Princess Contest Application



California Milk Advisory Board 2021 District Dairy Princess Contest Dates and Counties

District 1	Humboldt and Del Norte counties Contest Date: Friday, May 7, 2021 Pages 3-16 and 18	Application Deadline: Friday, March 19
District 3	Lake, Marin, Mendocino, Napa, Solano and Sonoma counties Contest Date: Saturday, April 17, 2021 Pages 3-16 and 18	Application Deadline: Friday, March 5
District 4	Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity and Yuba counties No Contest in 2021	
District 5	Alpine, Amador, Calaveras, Contra Costa, El Dorado, Sacramento, San Joaquin and Yolo counties Contest Date: Wednesday, June 2, 2021 Pages 3-16 & 18	Application Deadline: Thursday, April 15
District 6	Alameda, Mariposa, Merced, Monterey, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Stanislaus and Tuolumne counties Contest Date: Thursday, June 17, 2021 Pages 3-16 & 18	Application Deadline: Friday, May 7
District 7	Kings County Contest Date: Friday, June 25, 2021 Pages 3-16 & 18-19	Application Deadline: Monday, April 26
District 8	Fresno and Madera counties Contest Date: TBD Pages 3-16 & 18	Application Deadline: TBD
District 9	Tulare County Contest Date: Friday, June 18, 2021 Pages 3-16 & 18	Application Deadline: Friday, April 23
District 10	Kern, San Luis Obispo and Santa Barbara counties	No program available in this district
Districts 11	Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura and San Bernardino counties	No program available in this district

For additional information about the Dairy Princess Program, please contact:

California Milk Advisory Board
Tiffany Nielsen
Phone 559.280.9859
Email dairyprincess@cmab.net



California Dairy Princess Program Spokesperson Agreement

By applying to be a contestant in the California Dairy Princess Program in your local district, you fully understand that your commitment to the program needs to be taken seriously. If selected as a District Dairy Princess or Alternate, you will be required to devote a substantial amount of time to fulfill your duties as a spokesperson for the California dairy industry. Before signing the spokesperson agreement and application for the program, you need to understand that you will be a representative for the California Milk Advisory Board (CMAB) and California's dairy families and this responsibility should not be taken lightly. The role of Dairy Princess and Alternate is an honor and a privilege and you will be asked to represent the industry in a professional manner.

California Dairy Princess Program Eligibility Requirements

1. Candidates must qualify under one of the following categories:
 - Have resided on a dairy cattle farm at some time during her life (does not have to currently reside on a dairy cattle farm); or be the daughter and/or granddaughter of a past or present dairy cattle farm owner; or
 - Be the daughter or ward of a person presently employed full-time as an owner or employee of a dairy cattle processing plant or dairy distributor in California; or
 - Be the daughter or ward of a person employed full-time on an operating dairy cattle farm in California; or
 - Be currently employed, or the daughter or ward of any person employed in a dairy cattle-related industry, such as veterinarian; milk tank, grain or hay truck driver; milk inspector; grain supplier; hay dealer; alfalfa and/or grain producer or raise dairy replacement heifers; or
 - Currently is or has been a member of a 4-H or FFA program where she participates or has participated in dairy cattle-related projects, i.e. raise and show dairy cattle and/or evaluate dairy products; owns or has owned her own dairy cattle.
 - The final determination of eligibility will be at the discretion of the CMAB.
2. **Age Requirements** - Minimum age requirement vary by district. Maximum age not to exceed 21 by date of the contest.
 - District 1:** Must be at least a junior in high school during the current academic school year.
 - District 3:** Must be at least a senior in high school.
 - District 4:** Must be 16 years old by Dairy Princess Training Week.
 - District 5:** Must be at least a junior in high school during the current academic school year.
 - District 6:** Must be 17 years old by the date of the contest
 - District 7:** Must be at least a junior in high school during the current academic school year.
 - District 8:** Must be at least a junior in high school during the current academic school year.
 - District 9:** Must be 16 years old by the date of the contest.
3. Contestant must be female, may not have been previously married, married at the time of the contest nor during her year of service, and never have had children.
4. Exhibit a strong, sincere desire to be a Dairy Princess along with being a genuine milk drinker and user of dairy products, and represent the dairy farmers professionally.
5. Be available for appearances in the district she serves, as scheduled in advance, from contest date through her determined reign, subject to any restrictions placed on group gatherings as mandated by national, state or local government officials.



6. Be healthy, have a pleasing personality, an ability to meet people and live a respectable and clean lifestyle. A Dairy Princess/Alternate may not cohabitate with a partner, or the opposite sex unless he is a family member.
7. Be proficient in public speaking, able to take direction and follow instruction as a representative of CMAB.
8. Candidates are eligible to submit applications in the district where they maintain legal residence. Applications are to be submitted online to CMAB through the CMAB website.
9. Each candidate may enter only one district contest in any one year.
10. The District Dairy Princess is not eligible to enter the contest any following year.
11. All candidates must present a signed statement of consent from a parent or guardian regardless of age.
12. CMAB will sponsor one Dairy Princess and a maximum of two alternates for each district at Dairy Princess Training Week, July 5-9, 2021.

I have read and understand the above California Dairy Princess program eligibility requirements and I agree:

Initials*

California Dairy Princess Program

The California Dairy Princess Program has been in effect for many years as part of the CMAB communications effort. This program provides an opportunity for young women to represent the dairy industry in their district and across the state.

Over the years, the program has built a favorable public image for milk and dairy products through Dairy Princess appearances at industry and agricultural functions, school groups and with the media. Each Dairy Princess also participates in a training and orientation week held July 5-9, 2021 (Location TBD). Local district contests are held from April through June. The program is sponsored by California dairy families through the CMAB.

The Dairy Princess and Alternates acceptable lifestyles are very important. There will be no drinking of alcoholic products, no drugs, no profanity, and no cohabitation with a partner or male roommate, other than family. In addition, the Dairy Princess and Alternates must always portray a positive image when using social media or electronic devices. The Dairy Princess and her Alternates are representing the dairy industry and must present themselves professionally.

If selected as District Dairy Princess or Alternate, I agree to attend the CMAB Dairy Princess Training Week, July 5-9, 2021 (Location TBD). *(Note: District 1 Dairy Princesses will arrive one day prior to the start of DPTW depending on the location of the training)*

I have read and understand the above statement about the California Dairy Princess program and I agree:

Initials*

**Required Fields*



Dairy Princess Selection Process

Candidates are first screened and deemed eligible from entry forms submitted to the CMAB. In all cases, decisions on eligibility made by the CMAB will be final. Application forms should contain all pertinent personal information. Each candidate will be notified as to whether or not she has been accepted. Detailed information about contest date and location of the district contest will be furnished to candidates accepted by the CMAB.

At each contest, candidates are evaluated by a panel of three judges. Judges interview each candidate individually, scoring her in the following categories:

- Desire to be a Dairy Princess
- Knowledge of the California Dairy Industry
- Knowledge of CMAB
- Public Speaking and Communication Skills
- Genuineness, Enthusiasm and Energy
- Ability to Meet and Converse with People
- Educational Background
- Future Plans
- Personal Appearance
- Social Graces and Maturity
- Adaptability

I have read and understand the above statement about the Dairy Princess selection process and I agree:

Initials*

Job Requirements for Dairy Princess and Alternates

The Dairy Princess must be available for appearances throughout her reign, including weekend and holiday events. If selected as Dairy Princess, your role is to serve as the lead representative in your district when an event is scheduled. Your role as a Dairy Princess or Alternate for your district means that you are a representative of the California dairy industry and the CMAB. The CMAB will reimburse mileage to Dairy Princesses and Alternates for events within their district. If selected, you will be asked to treat this responsibility as a job and be required to act in a professional manner during the process of setting up the event to attendance and follow up. By agreeing to participate in the District Dairy Princess program, you are agreeing to the requirements of attending all activities and events you are invited to participate in throughout the district. When making public appearances with crown and sash, you will be required to consume milk and dairy products. Please reference district participation agreement for specific requirements.

I have read and understand the above statement about the job requirements for the Dairy Princess and Alternates and I agree:

Initials*

**Required Fields*



Orientation and Pre-Contest Events

Each district will conduct an orientation prior the Dairy Princess contest. Your attendance at orientation is mandatory. In some districts, pre-contest events are part of the application process for contestants. Please see district participation agreement for specific dates and events. If not listed, the information will be provided in a letter to you upon your application acceptance. The dress code for orientation and pre-contest events is a street-length dress (no shorter than 1" above the knee). Shoes to be worn must be either dressy flats, or heels and wedges that are no more than 2 inches in height.

I have read and understand the above statement about the orientation and pre-contest events and I agree:

Initials*

Interview and Judging Process

Each candidate will have a one-on-one interview with a panel of three judges, either the day of the contest or another day prior to the contest. Dates and detailed information will be provided to you once your application has been accepted. You will be judged on your knowledge of the California dairy industry, your desire to be dairy princess in your district, and the ability to speak about yourself and the industry in a positive manner. In addition, you will be required to do a three minute presentation during your interview. The topic for the presentation will be provided to all contestants three days prior to the scheduled interview date.

The dress code for the contest interview is business attire – dress with jacket or skirt and blouse (dress/skirt no shorter than 1" above the knee). The district committee will need to approve your interview outfit.

I have read the above statement about the Dairy Princess interview and judging process and I agree:

Initials*

Contest/Coronation

On a day determined by the individual district committee, you will be interviewed in front of a group of dairy families and industry members with the intent for the judges to see how well you speak in front of an audience and your knowledge of the California dairy industry.

Selection of District Dairy Princess and Alternates will be completed by a panel of judges. The judges will base their decision on your one-on-one interview and your onstage personality and presentation.

All attire for day of contest must be reviewed and approved by the district committee at the orientation. There will be no exceptions to these rules. If attire is not appropriate, you will be asked to select more appropriate clothing. The judges will base some of their decision on your choice of clothing. If there is ever a question in your mind if an outfit is appropriate, always be cautious and default to modesty.

If selected as District Dairy Princess, you will also be required to dress in a professional manner. For all appearances, your attire must be clean, including your crown and sash. You are required to wear your crown and sash at every event you attend on behalf of the District Dairy Princess program.

I have read the above statement about the Dairy Princess contest/ coronation and I agree:

Initials*

**Required Fields*



Dress Code for Evening Gown at Contest/Coronation

- Your gown must be ankle-length or floor-length. Choose from a ball gown to a sheath style dress. Avoid overly form fitting gowns that appear sexy. Back, front and side slits up to the top of your knees are allowed. *Any dresses with slits higher than the tops of your knees are unacceptable.*
- No short cocktail dresses are allowed or those with a high-low hemline.
- No see-through garments.
- Bare midriffs and side-body cut-outs are unacceptable.
- Modesty is best. Your gown can have two shoulder straps, one shoulder strap or two off-the-shoulder straps. Halter style, spaghetti straps, tank or sweetheart necklines and strapless gowns are also acceptable as long as cleavage is not visible. No plunging V-necks. Undergarments are to be utilized.
- The back of your gown must cover your back from your waist up to your bra band. Plunging backless gowns are unacceptable.
- Comfortable dress shoes that you can wear for an extended amount of time are best. Dressy flats or heels or wedges, up to two inches, are acceptable. No heels over two inches are allowed.
- No flip flops, beach style sandals, athletic or Converse style shoes are allowed with your coronation dress.
- All gowns must be approved by the district committee chair in person or a photo of you wearing the gown, both front and back views.
- Your evening gown at the contest/coronation will be the gown for your official Dairy Princess headshots.

I have read and understand the above statement on dress code for evening gown and I agree:

Initials*

If selected as a Dairy Princess or Alternate, CMAB dress code for all appearances is as follows:

- A street length dress or blouse/skirt combination.
- A career suit – dress or skirt/blouse with jacket.
- Sleeveless dress as long as the straps on the dress are at least 2" wide.
- Dress/skirts no shorter than 1" above knee.
- Shoes should be dressy flats, heels or wedges, up to two inches in height. No heels over two inches are allowed.
- All visible tattoos must be covered during CMAB and industry events. Clothing, band-aids, or makeup can be used to cover visible tattoos.
- Limit the number of ear piercings to two piercings per ear. Remove nose, tongue, or lip piercings prior to attending all CMAB and industry events.
- CMAB specific events will have a strict dress code (black dress skirt and CMAB shirt) and must be adhered to in order to participate – i.e. California State Fair, World Ag Expo, and any other activities where Dairy Princesses and Alternates are invited to attend on behalf of CMAB.

Please remember to dress in a modest manner when representing the CMAB and the California dairy industry. If you show up to an event dressed inappropriately, you will be asked to change your clothing or sent home from the event. If you are unsure about your clothing selection, seek guidance from your district chairperson.

I have read and understand the above statement on Dairy Princess dress code and I agree:

Initials*

**Required Fields*



Social Media

If you choose to run for Dairy Princess and are crowned, remember that you are the Dairy Princess for an entire year. Whether you are on an official appearance or in your private capacity, you will be expected to act appropriately.

The application process requires you to provide CMAB with your social media pages/urls. The CMAB, District Dairy Princess committee and judges may review your social media pages to ensure that the image you portray on your personal pages are in sync with the professional image of the California Dairy Princess program. Your name and photo will be in local media as a contestant and the community will be visiting your pages to find out more about you. We recommend you review your social media pages carefully if you decide to participate as a candidate in the program.

Each candidate for Dairy Princess must realize that your activities, your actions and the actions of your peers are being observed by the local community. If you have a public Facebook page, LinkedIn site, Twitter, Snapchat, TikTok or Instagram page, please think twice before you decide what pictures are posted. All candidates are to portray a wholesome image for the dairy industry.

You must always be professional in your dress, demeanor and presentation even when your activities are not directly associated with the Dairy Princess program. Keep in mind when you are in the public eye, you should always remain professional. If selected as Dairy Princess or Alternate, you will be a representative of CMAB and the California dairy industry and your social media pages are a reflection of you and the organizations you represent.

I have read and understand the above statement on social media and I agree:

Initials*

Scholarships

The CMAB will award scholarships to the individuals selected as Dairy Princess and Alternate. A portion of the scholarship will be awarded after crowning and attending Dairy Princess Training Week. The final payment will be provided at the end of your reign. A list of activities will need to be submitted to CMAB on a monthly basis and a final activity list must be submitted to the District Dairy Princess Chairperson and CMAB **one week prior to end of reign** in order to receive the final scholarship balance. The CMAB ECR and Dairy Princess committees will decide if full payment will be disbursed based on participation of activities.

I have read and understand the above statement on scholarships as a Dairy Princess and I agree:

Initials*

Removal of Title

Failure to abide by the California Dairy Princess spokesman agreement and district participation agreement can result in the removal of your Dairy Princess crown and title. You will receive one warning about inappropriate behavior or clothing. If a secondary warning is required, you will be placed on probation. If a third violation occurs, you will be asked to step down from your role as Dairy Princess/Alternate.

If an applicant was selected as District Dairy Princess based on the commitment that she was a local resident and was attending local schools; subsequently, as Dairy Princess, she moved out of the district/state, then the local Dairy Princess committee has the following options:

- The Dairy Princess can retain her position and scholarship if she adequately represents her District according to the terms and conditions of the original contract; or
- The Dairy Princess can retain her position but not be awarded the scholarship due to the inability to meet the terms and conditions of the contract; or
- The Dairy Princess committee and CMAB can rescind the title of Dairy Princess and her scholarship and award the title of Dairy Princess to the First Alternate or to the Second Alternate, if declined by the First Alternate. The award of the scholarship would be based on if the terms and conditions of the original contract were met. If the terms and conditions of the original contract were not met by the Dairy princess but were met by the First Alternate, then the First Alternate would earn the rights to the Dairy Princess scholarship;

Final determination of whether the Dairy Princess in question retains her crown and the related scholarship will be determined by a review committee of the District Dairy princess committee and the California Milk Advisory Board.

I have read and understand the above statement on scholarships as a Dairy Princess and I agree:

Initials*

**Required Fields*



California Dairy Princess Program Contestant Application

Contact Information*

Name: _____ Date of Birth: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Mailing Address:
(If different from street address) _____
City: _____ State: _____ Zip: _____
Home Phone: _____
Cell Phone: _____
E-mail Address: _____

Parent/Guardian Information*

Father/Guardian: _____ Occupation: _____
E-mail Address: _____ Home/Cell Phone: _____
Mother/Guardian: _____ Occupation: _____
E-mail Address: _____ Home/Cell Phone: _____

Education*

High School Name: _____ Currently Attending
Current Grade in School: _____
College Name: _____ Currently Attending
(or college you plan to attend)
Major/Area of Study: _____
Current Occupation: _____

Social Media*

Facebook Page: _____
Twitter: _____
Instagram: _____
Snapchat: _____
Other: _____

**All Fields are Required*



Agreement and Signature

Note: Please complete the application and questions completely—your eligibility will be determined from your statements. Local contest dates will be sent to you as soon as your application is approved. You are encouraged to submit your completed application early. Each application will be reviewed for eligibility in the order in which it is received. Parental or guardian signature required regardless of age.

Dairy Princess Signature*

(Please type your full legal name as your signature)

Dairy Princess Parent/Guardian Signature*

(Please type your full legal name as your signature)

Please read and sign the Dairy Princess Scholarship agreement on page 11 of the application. In addition, complete questions one through seven on pages 12 - 16.

All activities including herein are subject to any Federal, State, or local governing regulations relative to stay-in-place safety measures related to the COVID - 19 virus. Should these activities be canceled, appearances may be scheduled through Zoom conferencing or prerecorded videos to ensure the safety of the Dairy Princesses and Alternate Dairy Princesses.

Date*

Print Name*

Dairy Princess/Alternate Signature*

Date*

Print Name*

Parent/Guardian Signature*

**Required Fields*



Dairy Princess Scholarship Agreement

The Dairy Princess and Alternates will receive a scholarship from the California Milk Advisory Board (CMAB). The scholarship will be distributed as follows:

- 50% of the scholarship will be awarded at the beginning of your reign, following your attendance at DPTW.
- The remaining 50% will be distributed at the end of your reign based on your participation at events and your communication during your reign

The Dairy Princess and Alternates must follow the guidelines as listed in the California Dairy Princess Spokesperson Agreement and the individual District Dairy Princess Contest Participation Agreement that will follow on pages 18 – 26 of the California Milk Advisory Board individual district participation agreements.

In order to receive the full scholarship amount, the Dairy Princess and Alternates must:

- Abide by the CMAB dress code policy for all events; if your dress code does not meet the requirements you will be asked to leave the event to change. Any violation of the dress code will be taken into consideration of scholarship distribution.
- Meet the minimum percentage of your district requirements as outlined in the District Dairy Princess Participation Agreement.
- Attend mandatory Dairy Princess Training Week, July 5-9, 2021 (Location TBD).
- Communicate with CMAB staff and the District Chair/Coordinator in a timely and professional manner. Your communication skills will be critical to fund distribution. The following will be considered as evaluation of your performance:
 - How you respond timely to email and phone/text communication from CMAB and District Dairy Princess representatives
 - Submission of Official Appearance Forms in a timely manner and PRIOR to each event you attend
 - Submission of Mileage Reimbursement Forms that must be completed no later than 30 days after attending an event
- Provide a monthly list of Dairy Princess/Alternates activities attended to CMAB Dairy Princess Coordinator Tiffany Nielsen.
- Provide a completed list of Dairy Princess/Alternates activities attended, at year end; must be submitted seven days prior to the coronation

The California Milk Advisory Board (CMAB) and the individual District Dairy Princess committees will work collaboratively with the Dairy Princess and Alternates to ensure you meet the requirements outlined in the California Dairy Princess Program Spokesperson and the district Dairy Princess contest participation agreements that you signed with your application. Failure to abide by the guidelines outlined in these documents may result in forfeiture of the remaining scholarship. The CMAB and local district Dairy Princess committee reserve the right not to disburse the remaining funds at the end of your reign if you do not meet the outlined criteria.

I understand the information and as the District Dairy Princess/Alternate, I will comply with these requirements. If I do not, I understand that the scholarship may not be paid in full at the end of my Dairy Princess reign.

_____	_____	_____
Date*	Print Name*	Dairy Princess/Alternate Signature*

_____	_____	_____
Date*	Print Name*	Parent/Guardian Signature*

**Required Fields*



1. Indicate your association with the dairy industry.*

**Required Fields*



2. Activities: Please list any clubs, societies, church, athletics, government or campus organizations. Please include any offices held and number of years you have participated in these activities.

High School*:

College*:

Community*:

**Required Fields*



3. Honors: List any academic, scholarship, citizenship or other honors you have received.*

4: Skills and Experience: Please explain your educational plans and goals. Include universities and/or colleges you plan to attend and degrees you are working towards.*

5. Career Goal: Please identify your long-term career goal.*

**Required Fields*



6. Why should you be chosen as Dairy Princess?* (not to exceed 800 words)

**Required Fields*



7. If selected as Dairy Princess, what contributions will you bring to your community? (not to exceed 800 words)*

**Required Fields*



California Milk Advisory Board Individual District Participation Agreements

District Agreements

Each district has their own individual agreements. Please scroll down to the district you are applying for to read and sign the requirements. By signing, you are agreeing to the individual districts eligibility requirements.



District 1 Dairy Princess Contest Participation Agreement

2021 Pre Contest and Contest Dates:

- Application Deadline: Friday, March 19, 2021
- Pre-Contest Orientation: Location and time TBD
- Interview and Contest Date: Friday, May 7, 2021 starting at 9:30am (to end of contest) at River Lodge, Fortuna, CA

In addition to the requirements set forth by the CMAB, the District 1 Dairy Princess Committee further requires contestants to abide by the following rules and requirements:

1. Dairy Princess, First & Second Alternate Dairy Princesses are expected to comply with all duties required of their title as outlined in the contestant handbook which include but are not limited to:

School Visits: Dairy Princess to do 9 appearances
First Alternate to do 7 appearances
Second Alternate to do 5 appearances

(These school visits are to be scheduled by the Dairy Princess/Alternate around her available time. Please contact a committee member if you need assistance for locating schools to contact.)

- The Dairy Princess or Alternates should be available for personal appearances in Humboldt and Del Norte counties during the year in which she reigns. You must be available for all major fairs, parades and any industry activities that take place in the district when attendance is requested.
 - Abide by the no drug, no alcohol, and no profanity requirements, outlined in the Spokesperson Agreement, while serving as the Dairy Princess/Alternate representative.
 - Abide by the code of conduct and dress code of CMAB as outlined in the Spokesperson Agreement.
2. A complete list of activities will be required to be given to the Dairy Princess Committee before scholarship monies will be paid.
 3. **Attend CMAB Dairy Princess Training Week, July 5-9, 2021 (Location TBD).**
 4. Attend CMAB Annual Meeting (Meeting usually held in October/November).
 5. Contact Dairy Princess Coordinator every month or as often as needed to recap events attended and discuss upcoming events that should be attended.
 6. Compile an outline at the end of the year listing all activities, month by month, attended by her and/or alternates. Outline must be given to CMAB and Dairy Princess Coordinator one week prior to Dairy Princess Contest. A complete list of activities will be required to be given to the Dairy Princess Committee before scholarship monies will be paid.
 7. Official Appearance Forms, which will be provided, must be completed prior to each event.
 8. Mileage Reimbursement Forms, which will also be provided, must be completed within 30 days after attending an event.

If any of these requirements are abused, the District 1 Dairy Princess Committee reserves the right to remove the crown, title, and/or any benefits or awards received as the result from being the Dairy Princess or Alternate.

I understand that if selected as District 1 Dairy Princess, I will comply with these requirements.

 Date* Candidate Signature* (Please type your full legal name as your signature)

 Date* Parent/Guardian Signature (required)* (Please type your full legal name as your signature)

**Required Fields*