

*unforgettable
starts here*



For a trip that's the perfect blend of business, inspiration and relaxation, register TODAY

You'll be taken care of PDPW-style; we'll make the arrangements for 6 nights of hotel accommodations, meals, wine-tasting experiences, ground transportation, entrance fees, gratuities and more.

To offer you the choice of when to depart – and extend your stay in California if you like – you'll cover your airline tickets and we'll bundle the amenities as listed above into the traveling costs.

Double occupancy fee: \$3,499/traveler

Single occupancy fee: \$4,499/traveler

Must be a PDPW member. A non-refundable deposit of \$500/traveler required to secure your spot.

REGISTER TODAY. This experience is limited to the first 50 members.

To register, call PDPW at 800.947.7379 or visit www.pdpw.org.

explore
CALIFORNIA



JOIN US FOR AN EXPERIENCE

you won't forget

tour top California dairies

encounter the majesty of Yosemite, Sonoma and Napa Valley

experience World Ag Expo

enjoy some R&R in the hills and valleys of wine country

welcome to the **GOLDEN** state . . . a land of awe and wonder

Sunday, February 11

Arrange your flight into Sacramento International Airport to join us for a welcome reception starting at 6 pm and continuing through 7:30. Casually indulge in some of California's finest cheeses, fruits and beverages while networking with the other producers joining us for the week.

Day 1: Monday, February 12

We'll kick off our trip with stops to two successful businesses that have earned worldwide recognition. We'll also see some amazing landscapes.



VIERRA DAIRY FARMS

Based in Hilmar, **VIERRA DAIRY** is a four-generation business built on Christian values and a commitment to family. Learn how their humble beginning has taken them from just three cows to more than 5,500 registered Holsteins and Jerseys – and a name world-renowned for breeding cows of elite genetic value. Home to the 2023 World Dairy Expo Supreme Champion and countless other show winners, Vierra Dairy is known for merchandising cattle around the globe and growing its brand through IVF technology. While here, we'll also tour their IVF facility.



photo by Cowsmopolitan

In 1984, twelve families formed **HILMAR CHEESE COMPANY** to make the most of their Jersey cows' high-solids milk while also creating new opportunities and a fair price for their milk. Along the way, the company has received such prestigious awards as the *Exporter of the Year Award* from USDEC and Dairy Foods, and the *Outstanding Dairy Processing and Manufacturing Sustainability Award* from the Innovation Center for US Dairy.



Located at the top of the long span of **SISK DAM**, the **ROMERO VISITOR CENTER** features exhibits about the area's history, the dam's construction and its key role in California's massive water storage and delivery system. Boasting a 385-foot-tall rock and earthfill profile, Sisk Dam is the largest off-stream reservoir in the US.

photo by Martin Varga

Day 2: Tuesday, February 13

Some people work a lifetime to spend a day the way you will today. Enjoy the beauty and splendor of one of California's nine national parks.



First protected in 1864, the **YOSEMITE NATIONAL PARK** is best known for its audacious waterfalls. One of the world's tallest, Yosemite Falls, drops a total of 2,425 feet. Within its nearly 1,200 square miles, this beloved national park is home to more than 400 species of wildlife including those of threatened status, such as the

Sierra Nevada bighorn sheep, Sierra Nevada red fox, California wolverine and more. And no wonder; the incredibly diverse wilderness includes deep valleys, grand meadows, ancient giant sequoias and a variety of surface water features.

Day 3: Wednesday, February 14

In California's Central Valley, where agriculture remains the lifeblood of the local economy, Tulare serves as the host of the world's largest annual agricultural exhibition.

With more than 1,200 exhibitors and spanning a footprint of 2.6 million square feet, **WORLD AG EXPO** is also affectionately known as the "Tulare Farm Show." Held in the heart of some of the world's most productive farmland, the event draws more than 100,000 attendees each year. You'll have the entire day to experience the vendors, seminars and other events. And if you need a break, stroll into the Wine & Cheese Pavilion for a comfortable seat in a place where the networking is always good.



Day 4: Thursday, February 15

Two dairies, a creamery and a winery are on the agenda for today. That's in addition to insights on dairy processing, world-class genetics, responding to customer needs and sustainability.



Operated by brothers Rolland and Noel, **ROSA BROTHERS DAIRY AND MILK COMPANY** are examples of a commitment to producing only the highest quality products. Diligence on the farm and at the creamery results in better tasting, longer-lasting milk

in customer refrigerators. Currently milking 1,000 cows twice a day, the family added the milk company to the operation in 2012 when they began processing their farm's milk in a small creamery.



photo by Sarah Damrow

During our tour of **MADDOX DAIRY**, we'll be among the first to see the farm after they converted three of nine barns to robots. Currently milking 3,800 cows, the family also owns 7,000 acres of land. Of that, 1,700 are in almond trees and 1,900 are in EJ Gallo wine grapes – a nod to their approach to success, which includes diversifying beyond milk sales. They've also bred registered bulls for commercial producers to export high-quality embryos worldwide, selling anywhere from 1,500 to 3,000 embryos a year and utilizing their in-house in vitro fertilization lab. In addition, every female born on the farm is genomically tested so they can prioritize cows for specific traits and determine their future market potential.



who have raised their families in the vineyard. Mike's daughter Melissa has joined the team, the first of the sixth generation. Sustainability is a way of life – and a hallmark of their family legacy and love for Lodi.

We'll conclude the day with a relaxing wine-tasting experience at **MICHAEL DAVID WINERY**, owned by the Phillips Family. This family's heritage in Lodi dates back to the 1860s, with the early 1900s marking their foray into the cultivating of wine grapes. Their founders, brothers Michael and David Phillips, are fifth-generation grape growers

Day 5: Friday, February 16

We'll wind down our adventures with stops in Sonoma and Napa – and a new appreciation for all the wonders our country's most populous state has to offer.



In the 1980s José Ferrer ventured with his wife Gloria from Barcelona, Spain to Sonoma, California in search of the ultimate region to make sparkling wine. In the picturesque hills of Carneros, they knew they'd struck gold – this is where they'd establish **GLORIA FERRER WINES**. Championing his family's dream of producing exceptional traditional-method sparkling

wine in the New World, they knew the warm days, cool nights, predictable winds, summer fog and a long growing season would coax grapes to slowly and consistently mature with the optimal balance of sugar and acidity. They planted three quarters of the estate with Pinot Noir vines and one quarter with Chardonnay vines. From night-harvesting their grapes to their commitment to sustainability, their wines are inspired by a centuries-old understanding of the balance between earth and wine. Consistently employing sustainability practices in the areas of biodiversity, soil health, energy conservation and green methods for managing water and pests, Gloria Ferrer Caves & Vineyards has held the official sustainable certification from the California Sustainable Winegrowing Alliance since 2016.



After lunching at the Gloria Ferrer estate, we'll travel to the **NAPA VALLEY** to spend the rest of the afternoon at our leisure. With a legendary history, Napa is revered for its palatial, Victorianaesque architecture, its riverfront promenade dotted with shops and restaurants, and an arts scene anchored by the

Napa Valley Opera House. The Oxbow Public Market houses a farmer's market and cheese shop, and the Napa Valley Wine Train visits area wineries via vintage Pullman cars.

Gold and silver may have inspired the crowds that flocked to Napa in the 1800s, but liquid gold – Chardonnays, Cabernet Sauvignons and Pinot Noirs – fuels the modern migration. With an abundance of fine restaurants and inns, Napa represents the heart and soul of the Napa Valley wine region.

Saturday, February 17

This part of the itinerary is yours for the choosing.

Some will travel to Sacramento or elsewhere for an overnight stay and a flight out at their leisure on Saturday.

Others will extend their time to take in more of the wonder and splendor of the Golden State. The choice is yours!

