



Contact: Emily Janowski
publicity@sonomacountyfair.com
(707) 545-4200

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BERETTA FAMILY DAIRY NAMED NORTH BAY'S 2018 DAIRY OF THE YEAR

Beretta Family to receive Edward J. Maddalena Memorial Trophy

SANTA ROSA, CA – June 14, 2018– Running the dairy is truly a family affair for the Berettas, with five generations actively involved on the farm and in supporting the local agriculture community. The Sonoma County Fair Board of Directors is proud to recognize the Beretta Family Dairy as the North Bay's 2018 Dairy of the Year.

In 1948 Doug Beretta's grandfather bought a ranch on Llano Road and started what would become Dairy of the Year in 1998. The dairy was an early adopter of environmentally friendly practices and has continued to champion management practices in regards to water quality, nutrient and pasture management. In 2007, Doug and his father transitioned the dairy to an organic operation. The decision was an easy one as many of the requirements were already implemented into their current management practices.

In 2010, Doug purchased the dairy from his father and continues to run it with the help of his wife Sharon, their three children Jennifer, Lisa and Ryan, and what will be the 5th generation on the Beretta dairy, his 7 year old grandson Braydon.

Doug said he always envisioned running the dairy someday with the help of his entire family. Today, Sharon and their children all have significant roles on the ranch. While Doug knows it is important for him to oversee all aspects of the ranch, he and his oldest daughter Jennifer share an appreciation specifically for the cow herd, while his son Ryan focuses on farming and ranch operations. Sharon not only still handles the books, but she spends an equal amount of time with their other daughter Lisa taking care of calves at the Dolcini Jersey Dairy.

While everyone has their specialty, the whole family is well versed on all aspects of the dairy. He explained that at times, Ryan will help with the cows, and Jennifer has clocked several hours on a tractor. With such an important emphasis on a family run dairy, Doug's future goals are to continue



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working hard with Sonoma County agriculture, environmental requirements, and open space concerns, to make the necessary fluctuations and ensure this 400 acre dairy will continue to fit into the community.

Outside of the dairy, Doug has been a Board Member of the Sonoma County Fair for the last 10 years, chairman of a resource management group, and past President and Board Member of the Sonoma County Farm Bureau since 1996.

Doug feels it is important to dedicate the time to organizations such as these to safeguard the future of agriculture in Sonoma County. After a push from his grandmother to join Farm Bureau, he realized there is a ongoing need to keep ranchers influence resilient when it comes to future innovations in agriculture without giving up some of the traditions.

Selected for their leadership in the dairy industry, herd management and ranch appearance the Sonoma County Fair is proud to honor the Beretta Family Dairy with the 2018 Dairy of the Year Award for the North Bay region. They celebrated the honor during its annual Awards Ceremony on Tuesday, May 22 at the Fairgrounds. Beretta Family Dairy received the honor in loving memory of Edward J. Maddalena. They will also be recognized on Farmer's Day at the Fair, Sunday, August 5 in Chris Beck Arena.

Join in a "Salute to Heroes" at this summer's Sonoma County Fair from August 2 to August 12! In addition to tributes to the many heroes of Sonoma County, visitors to the Fair will find all the makings for a fun-filled family outing. A floral tribute to the beauty of Sonoma County, free entertainment and tasty fair foods are just the beginning. From the exhibit buildings filled with your neighbors' works of art to the livestock in the barns; from the cheering horse race fans to the screams of excitement in the carnival, the Fair has something for everyone. For details, visit SonomaCountyFair.com or call (707) 545-4200. Like us on Facebook, and follow us on Instagram and Twitter to keep up with the fun. See you at the Fair!

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