



**For Immediate Release**

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**Dairy PROS Offers Discussion Series for Dairy Professionals**

Series to Address Pricing, Policy and Programs Available to Farms

**Harrisburg** – Agri-business professionals working with dairy farms can expand their network and knowledge base at 2011 Dairy PROS meetings, a series that offers participants the opportunity to gain tools to help their customers and clients excel. The April series will address pricing, policy and programs.

“We introduced Dairy PROS last year exclusively for dairy professionals working day-in and day-out with Pennsylvania’s 7,400 dairy farms,” said John Frey, executive director of the Center for Dairy Excellence. “This year we are focusing on roundtable discussions and networking to allow participants to share the opportunities and challenges facing their dairy farm customers and clients.”

Dairy PROS meetings are hosted three times a year by the center and Penn State Dairy Alliance, with the cost offset by a grant from the Department of Labor and Industry’s Workforce Investment Board.

Three April meetings are planned:

- **Wednesday, April 13**, at Lancaster Farm and Home Center, 1383 Arcadia Road #22, Lancaster, Lancaster Co., from 8–10 a.m.
- **Thursday, April 23**, at Comfort Inn Mercer, 835 Perry Highway, Mercer, Mercer Co., from 8–10 a.m.
- **Wednesday, April 27**, at Celebration Hall, 2280 Commercial Blvd., State College, Centre Co., from 8–10 a.m.

“We will again offer ‘Take It to the Farm,’ a segment that explains the tools available to help farmers enhance their management, performance and profitability,” said Lisa Holden, associate professor with Penn State Dairy Alliance.

For more information or to register for the April series of Dairy PROS meetings, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org), and click on the “Dairy PROS.” Dates for the July Dairy PROS series are also available online.

Questions about the Dairy PROS meeting series can be referred to Penn State Dairy Alliance at 1-888-373-7232 or [askdairyalliance@psu.edu](mailto:askdairyalliance@psu.edu), or to the Center for Dairy Excellence at 717-346-0849 or [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org).

**Media contact:** Jayne Sebright, 717-259-6496; [c-jsebrigh@state.pa.us](mailto:c-jsebrigh@state.pa.us)

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The Center for Dairy Excellence is a non-profit organization developed by the Pennsylvania Department of Agriculture and was launched in January 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center's mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more about the Center at [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).