



Lolly Leshner

Producer

## I belong to...

### Another member of DTF who I admire is ...

Allyn Lamb. His insight and vision have been a help in creating an effective task force. He saw a need to create a profitability measurement system. His support for a benchmarking system and protocols that all dairy farmers can use to evaluate their business is a really essential business tool.

### DTF has five subcommittees, which serve as the "think tanks" for the Center for Dairy Excellence. I have been a part of ...

the communication and education subcommittees. The volunteers who serve on the committees offer a wide variety of talents and skills. The discussions are lively, thoughtful and intuitive. This is an excellent way to get new ideas and better serve the industry from the farm to the fork.

### DTF is a valuable resource for Pennsylvania dairy producers because ...

it provides honest evaluation, unlimited resources and skills and works continuously to provide a positive atmosphere so that all dairy farms in Pennsylvania can succeed.

### My worst struggle in dairying has been ...

getting the real dairy message out to consumers, and getting the message out to educators and decision-makers that I value my animals, my land and my water resources. Farmers are the original environmentalists and animal caregivers.

### I hope my dairy legacy will be ...

that the customers that visit Way-Har Farms have the best-tasting milk and ice cream they ever experienced. That as they visit our store and farm, they see the care and dedication we have for our farm, resources and family.

### My advice to dairy producers is ...


speak up at church, at PTA, at the doctor's office – to share a quick story about your family and your farm. No need to preach or lecture on the values of milk – but share the joy and value you and your family have in your daily life. Help our non-farm neighbors understand, just a little, how much we care about our cows, our land, our water and our families.

**I want other Pennsylvania producers to know ...** we are always seeking new members and volunteers

for DTF. The committees and task force need producers, suppliers, buyers and retailers to make the circle of the dairy industry complete. **PD**

Read more at [http://bit.ly/PD\\_DTF](http://bit.ly/PD_DTF).





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Year organized .....2003  
Volunteers who serve ..... 110  
Number of dairy farms served by DTF:  
7,400 (all Pennsylvania dairy farms)  
**Vision:** DTF was created to identify and coordinate the leadership and resources necessary to ensure a competitive and profitable dairy industry in Pennsylvania.  
**Related programs:**  
Dairy Decisions Consultant, Dairy PROS, Risk Management Advisory Resources, Dairy Profitability Forum, Open House and Dairy Tours, Discover Dairy and Dairy Farmers Speakers Bureau

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