



For Immediate Release
May 4, 2010

Contact: Jayne Sebright, 717-259-6496
c-jsebrigh@state.pa.us

CENTER RECOGNIZES ‘ALLIES FOR ADVANCEMENT’
Organizations Commit to Growing Profitability and Sustainability of PA Dairy Industry

HARRISBURG – The Center for Dairy Excellence recognized organizations committed to becoming “Allies for Advancement” by providing monetary support to the center’s programs and initiatives. Introduced in January 2010, Allies for Advancement will help enable the center to take existing programs and resources, such as the successful “On-Farm Resource Team” and “Mastering the Dairy Business” programs, to the next level.

“The center was created in 2004 to empower the people, create the partnerships and coordinate the resources to bring greater profitability and sustainability to Pennsylvania’s dairy industry,” said John Frey, executive director of the Center for Dairy Excellence. “Our progress in the past five years is largely due to the tremendous amount of in-kind support we receive from the dairy industry, for which we are extremely grateful. However, additional monetary support is needed to continue to grow the depth and breadth of programs and resources we offer for Pennsylvania’s dairy farm families and other industry stakeholders.”

As of April 30, 12 organizations have committed to supporting the Center for Dairy Excellence and its mission of growing Pennsylvania’s dairy industry. Those organizations include three long-time supporters of the center including the Pennsylvania Department of Agriculture, Pennsylvania Dairy Promotion Program and Pennsylvania Dairymen’s Association.

Additional organizations that have recently committed to supporting center initiatives include AgChoice Farm Credit, Land O’Lakes, Agricultural Veterinary Associates, Inner Link, Pennfield Feed, Wegmans Food Markets, Zinpro and Mount Joy Farmers Cooperative.

Funding from these organizations will help to support existing center programs and new resources like the “Dairy Decisions Consultants” and “My Dairy Plan.” Contributions will also be used to support dairy educational events, like the Dairy Profitability Forum, which are often offered at no



cost to participants.

“The Center for Dairy Excellence is committed to helping Pennsylvania’s dairy farm families not only survive, but thrive, in a volatile and ever-changing industry,” Frey added. “We are grateful to have these allies partnering with us to provide programs and resources that can have a meaningful impact on farmers’ ability to succeed in a challenging environment.”

For more information about the center’s “Allies for Advancement” program, visit www.centerfordairyexcellence.org and click on “Become an Ally.” More information about other programs and resources available from the center can also be found at www.centerfordairyexcellence.org or by calling 717-346-0849.

The Center for Dairy Excellence is an initiative of the Department of Agriculture and was launched in January 2004 by Governor Edward G. Rendell. 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.