



For Immediate Release

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New Brochure Showcases PA Dairy Farm Families as Community Treasure

Center Receives Grant from PA Dairymen's Association to Fund New Resource

Harrisburg –A new educational brochure available from the Center for Dairy Excellence showcases the many contributions dairy farm families make to their local communities and economy.

"We are excited to offer this new brochure to help educate our non-farm neighbors about the treasures they have in Pennsylvania's dairy farm families," said John Frey, executive director of the Center for Dairy Excellence. "The piece demonstrates the vital role dairies play in Pennsylvania's rural communities through economic revenue, environmental stewardship and as a local food source – points that are important to the public."

The full-color "Pennsylvania's Dairy Farmers: Something to Treasure in Your Community," funded through a grant from the Pennsylvania Dairyman's Association, is available at no cost to farmers, agribusiness members, civic leaders and others who want to educate the general public about the dairy industry.

Ideal for distributing to community leaders, economic planners and general consumers, the brochure could be used at farm tours, dairy princess promotions, community events or as part of scheduled presentations. It could also be made available at visitor centers and other community meeting places.

To order the "Something to Treasure" brochure, call the center at 717-364-0849 or [visit www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org) and click on "Consumer and Media" and then "View Brochures."

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 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.

Photo One: New brochure shows the many ways Pennsylvania's dairy farm families are a treasure in their local communities.