



## For Immediate Release

**July 11, 2011**

### **STILL TIME TO REGISTER FOR UPCOMING DAIRY PROS**

July meeting series to focus on dairy recovery across state

**Harrisburg** – There is still time to register for the July Dairy PROS meetings, held across the state later this month. The July series of Dairy PROS meetings will offer a first-hand look at the dairy price recovery and how it is affecting individual farms as they work with agribusinesses and the banking industry. The Dairy PROS series are held exclusively for agribusiness representatives working directly with dairy producers.

“These round table discussions will provide excellent information on what lies ahead for our dairy industry,” says John Frey, executive director of the Center for Dairy Excellence. “Our goal for this round of meetings is to have participants leave with new perspectives from the ag lenders and service providers scheduled to share their strategies for dairy.”

Dairy PROS meeting series are hosted three times a year by the center and the Penn State Extension Dairy Team, with the cost partially offset by a grant from the Department of Labor & Industry’s Workforce Investment Board. Beginning in July 2011, a new approach to registering for Dairy PROS will offer incentive to those companies that support the center’s Allies for Advancement Program.

If an organization is a supporter of the Allies for Advancement Program at any level above \$200, any member of the organization can attend the Dairy PROS meetings at no charge. If the organization is not an Ally for Advancement, each member from that organization who attends the Dairy PROS meetings will be charged a \$20 per person registration fee.

Meeting dates, times and locations include:

- Tuesday, July 19, at the Lancaster Farm and Home Center, 1383 Arcadia Road #22, Lancaster, Lancaster County, from 7:30 – 10 a.m..
- Friday, July 22, at Premiere Events, 429 East Orange Street, Shippensburg, Franklin County, from 7:30 – 10 a.m.
- Tuesday, July 26, at Celebration Hall, 2280 Commercial Blvd., State College, Centre County, from 7:30 to 10 a.m.
- Wednesday, July 27, at the Comfort Inn Mercer, 835 Perry Highway, Mercer, Mercer County, from 2 p.m. – 4:30 p.m.

Each Dairy PROS meetings will continue to offer a “Take It to the Farm” segment, led by a member of the Penn State Dairy Extension Team, offering a look at resources available that can directly benefit the dairy farms that serve as the customers and clients of Dairy PROS participants.



For more information or to register for the July series of Dairy PROS meetings, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org) and click on the "Dairy PROS" icon in the middle of the page.

Questions about the Dairy PROS meeting series can be referred to Penn State Extension Dairy Team 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).

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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 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](http://www.centerfordairyexcellence.org).