



For Immediate Release
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OCTOBER DART MEETINGS FOCUS ON REVIEW OF FORAGES, FINANCES

Five Meetings Will Showcase Retail, Processing and Service Industries

HARRISBURG – On-farm sales and service representatives can become an even greater resource for their customers and clients by attending the October round of Dairy Advocacy and Resource Team, or DART, meetings.

Hosted by the Pennsylvania Dairy Task Force and the Center for Dairy Excellence, the five meetings will also include an update on the 2009 Northeast forage quality and production, factors impacting dairy farm profits and losses in the past nine months, and a roundtable discussion about the current dairy situation.

Each meeting will be held at a processing, retail or service facility to showcase innovation in the industry. Penn State extension educators will discuss the forage harvest and AgChoice Farm Credit and other financial representatives will address dairy profitability. The Center for Dairy Excellence will demonstrate its new business planning template online resource.

“The October DART meetings are designed to give participants ideas to recommend to their producers to help them work through this extended period of depressed milk margins and plan for the future,” said John Frey, executive director of the center.

Five meetings are scheduled across the state. Dates, times and locations for those meetings are below:

- **Oct. 7, 1 - 4 p.m., at the Walmart Distribution Center**, 181 Wal-Mart Road, Bedford, Bedford County. Known for its efficiency in managing inventory and distribution, participants will observe Walmart’s innovative distribution process. (No lunch will be provided.)



- **Oct. 8, 1 - 4 p.m., at the Lancaster DHIA Lab**, 1592 Old Line Road, Manheim, Lancaster County. Lancaster DHIA will showcase a new mastitis identification technology, and how producers will be able to use a DHIA milk sample or a sample from the bulk tank to help identify 11 strains of mastitis, plus the B-Lactamase penicillin resistant gene. (No lunch will be provided.)
- **Oct. 15, noon - 4 p.m., at Schreiber's Cheese Plant**, 208 Dykeman Road, Shippensburg, Cumberland County. The plant is part of Schreiber Foods, the world's largest supplier of private-label dairy products to grocery stores and wholesale distributors including the biggest names in fast foods. (Lunch will be provided by Schreiber's Cheese.)
- **Oct. 21, noon - 4 p.m., at Dean Farm**, 571 Cow Path Lane, New Castle, Lawrence County. Dean Farm is home to Pasture Maid Creamery, LLC, where fresh raw milk is sold, and a variety of cheeses are made right on the farm. (Lunch will be provided by Dean Farm.)
- **Oct. 22, 12 - 4 p.m., at Fraley's Auction House**, 1515 Kepner Hill Road, Muncy, Lycoming County. Fraley Auction Co. Inc. is one of Pennsylvania's largest and oldest auction companies known for quality service and knowledge of the products sold. (Lunch will be provided by Fraley's.)

Any dairy professionals directly involved with Pennsylvania producers are encouraged to attend. The meetings qualify for continuing education credits from the American Registry of Professional Animal Scientists and in veterinary medicine.

For more information or to register, visit www.centerfordairyexcellence.org. Click on "Industry Rep." and then on "Register for DART meetings." Reservations can also be made with Cerrita Reed at c-creed@state.pa.us or 717-346-0849.



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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.