



**For Immediate Release**  
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## **BEWLEY TO LEAD PROFIT TEAM INITIATIVES**

**HARRISBURG** – Cathy Bewley of Susquehanna, Pa., has been chosen to serve as project manager for the Center for Dairy Excellence’s Dairy Profit Team Program.

Bewley will work with the 150 Pennsylvania dairy farm families that have initiated dairy profit, target profit or succession planning teams for their farm businesses, as well as expand their use of the center’s Practical Dairy Advisors and Penn State’s Profitability Assessment Dairy Tool (PA Dairy Tool). Bewley will also work with Penn State Dairy Alliance to provide training for any new profit teams.

“We are excited to have Cathy join our team,” says John Frey, executive director of the Center for Dairy Excellence. “Her prior communications and marketing experience, combined with her direct dairy farm involvement, will give her a unique ability to relate to program participants and will be a tremendous resource for them as they work with their profit teams.”

A graduate of Penn State University, Bewley will work with profit team farms to evaluate the effectiveness of the program and summarize results the program has generated for the participants. She will also work to generate renewed interest in the program to help more dairy farms improve profitability and milk flow through the use of an on-farm resource team.

Bewley brings significant dairy industry experience to the position, from the on-farm and agribusiness standpoint. She currently works as a consultant for the Northeast Dairy Leadership Team, providing communications and coordination for the leadership team that involves industry leaders from Pennsylvania, New York and Vermont.

Prior to that, Bewley worked in the artificial insemination industry for 10 years, as a sales representative and a communications specialist. She also plays a key role in her family’s dairy farm,



JoSan Farms, a 65-cow dairy in Susquehanna County, and is active in the Pennsylvania Holstein Association, serving as the Susquehanna County club president for the past three years.

Bewley lives in Susquehanna with her husband, Owen, and their two children. She replaces Heather Hostetter of Lebanon, Pa., who worked with the profit team program for nearly two years.

Producers interested in learning more about the profit, target or succession planning team programs can contact the Center for Dairy Excellence at 717-346-0849. Applications, fact sheets and more details can be found on [www.centerfordairyexcellence.com](http://www.centerfordairyexcellence.com). Click on “Producer” and then on “Learn About Profit Teams.”

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