



For Immediate Release

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CENTER TO OFFER 'TRANSFORMATION TEAMS' TO HELP PRODUCERS PLAN MAJOR BUSINESS CHANGES

Center Seeks 10 Dairies to Participate in Pilot Project

Harrisburg – The Center for Dairy Excellence is launching a pilot project called “Transformation Teams” to aid 10 dairy farms planning significant business transformations. The center will help the chosen farms establish a team of experts to facilitate the business changes, and will offer access to funding and other resources to support planning costs.

“Our industry continues to experience change at a very fast pace and to remain viable, dairy farms need to evolve constantly to meet the challenges of today and the opportunities of tomorrow,” Center for Dairy Excellence Executive Director John Frey said. “Through this pilot project, the center will evaluate the use of a team approach and provide blueprints other dairy farms can use to move through a business evolution and transformation process.”

The Center for Dairy Excellence will select individual farms to participate in the pilot project that is being supported by a U.S. Department of Agriculture grant. The grant will fund the cost of paid team members, pre-implementation expenses, and other discovery-related costs of the transformation team.

“Individual farm grants will be provided by the center to share case studies of farms pursuing a transformation or modernization project on the farm, including permitting and regulatory processes involved,” added Frey. “This is a unique opportunity for the center to catalog best practices for developing a business model for the next generation.”

Producers interested in applying must have a documented interest in navigating the planning and exploratory processes needed for pursuing a transformation within their business. Those planning to implement increased use of technology, modernization best management practices, environmental improvements, renewable energy systems and enhanced marketing plans are eligible to apply.

Participating farms must provide detailed documentation of their planning processes and experiences, which the transformation team will use to prepare the case studies to share with others contemplating transformation projects.

The case studies will be used to document the steps involved in the transformations and how the teams aided in each of those steps. The center will compile those studies and share them with the dairy industry to be emulated by other dairy farms considering business model changes.



Applications for the pilot project must be submitted by June 25 and are available through the Center for Dairy Excellence by calling 717-346-0849 or e-mailing info@centerfordairyexcellence.org. Farms will be selected based on eligibility and scope of the project.

Farms accepted in the project will be notified by July 15, with the farms expected to establish their transformation team within 60 days of being notified. The amount of funding available will be announced upon selection of the farms and all funds will be dispersed as work is completed. Funding will be used primarily to cover the cost of paid team members on the teams.

For more information about the "Transformation Team" pilot project, contact the Center for Dairy Excellence at 717-346-0849 or info@centerfordairyexcellence.org. For more information about the center's "On Farm Dairy Resource Team" program, visit www.centerfordairyexcellence.org and click on "Learn about Profit Teams" under "Producer."

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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.