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DART MEETINGS TO PROVIDE FIRST HAND VIEW OF INNOVATIVE, EFFICIENT BUSINESSES

Five October Meetings to Showcase Retail, Processing and Service Industries

HARRISBURG – On-farm dairy sales and service representatives can learn about innovative retail, dairy manufacturing and service industry businesses during the October series of Dairy Advocacy and Resource Team, or DART, meetings, hosted by the Pennsylvania Dairy Task Force and the Center for Dairy Excellence.

Five meetings include tours of the Lancaster DHIA testing facility, Walmart distribution center, Dean Farm's on-farm processing facility, Fraley's Auction House and Schreiber's Cheese. The programs also include a review of the 2009 forage report, and factors influencing 2009 profits and losses on the farm.

“This round of DART meetings gives us the opportunity to showcase some innovative businesses related to all aspects of the dairy industry,” says John Frey, executive director for the Center for Dairy Excellence. “All five businesses are unique in how they operate and how they serve the industry. We are looking forward to having them share a little of their story with DART participants.”

In addition to the tours, the program includes an update on the 2009 forage harvest, quality and production in the Northeast, and a review of a case study of farm financial statements of the past six months to evaluate factors influencing profits. Participants will also see a demonstration of the center's new business planning template online resource.

“Income-over-feed-costs have a dramatic impact on dairy farm profitability,” Frey says. “We will look at how forage quality influences that, as well as other ways producers can control costs to increase their income-over-feed-costs.”



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 AgChoice Farm Credit.)



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.