



**For Immediate Release**  
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## **PA DAIRY INDUSTRY TO BE HIGHLIGHTED IN ‘CENTRAL PENN BUSINESS JOURNAL’**

*PA Dairy Producers to Showcase Farms with 30,000 Business Leaders*

**HARRISBURG** – The Center for Dairy Excellence will collaborate with the *Central Penn Business Journal* on a 20-page supplement in the paper’s Jan. 9 issue that will focus on Pennsylvania’s dairy industry. The supplement will be distributed to more than 30,000 readers, along with key policy influencers across the state and 2,500 of the state’s largest dairy farms.

“This is a tremendous opportunity for the dairy industry to share positive dairy messages with *Central Penn Business Journal* readers, as the industry is vital to our commonwealth and to the residents that live in this state,” says John Frey, executive director of the Center for Dairy Excellence. “We are excited about the potential to influence attitudes and promote widespread support for our dairy producers.”

“The dairy industry and its impact in central Pennsylvania is a great story to tell and we look forward to sharing it with our readers,” says Zander Gambill, associate publisher for the *Central Penn Business Journal*. “The dairy industry is vital to our region’s economy, and we look forward to working with the Center for Dairy Excellence and communicating this to central Pennsylvania.”

The section will showcase the contributions Pennsylvania’s dairy industry makes to the commonwealth, including its role in providing a safe, secure source of wholesome, high-quality dairy foods; its support in terms of economic revenue and jobs for the local community; producers’ stewardship of the environment through recharging the water, recycling nutrients and providing wide open spaces; and the industry’s support of other businesses and industries important to Pennsylvania. It will also show how dairy farm families provide quality care to their animals and the products they produce.



Individual dairy producers can showcase their operations by placing ¼-page advertisements in the publications at a discounted price of nearly 75 percent off the market price, thanks to negotiations by the center. Limited space is available for these advertisements, which are being coordinated through the Center for Dairy Excellence. Any dairy producers interested in placing an ad should contact Jayne Sebright at 717-346-0849 or by e-mail at [c-jsebrigh@state.pa.us](mailto:c-jsebrigh@state.pa.us).

Area agricultural businesses will be contacted by the *Central Penn Business Journal* to support the effort through advertising in the publication. For information on rates and space availability, agricultural businesses should contact Kelli Gallagher with *the Journal* at 717-236-4300, extension 364, or [kellig@journalpub.com](mailto:kellig@journalpub.com).

For more information about the *Central Penn Business Journal* dairy supplement, contact the center at 717-346-0849 or by e-mail at [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org).

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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).*