



For Immediate Release

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Volunteers Needed for Modern Dairy Display, Dairymen's Booth

Dairy Producers Have Opportunities to Connect with Consumers at PA Farm Show

Harrisburg – Dairy farmers are needed to assist in providing consumers with a look at a modern day dairy during the 2012 Pennsylvania Farm Show in Harrisburg on Jan. 7 – 14. A new display at this year's event will show how dairy and other livestock animals are housed, demonstrating how farmers prioritize animal care.

The dairy portion of the "Today's Agriculture" display is being developed by PennAg Industries, the Pennsylvania Dairymen's Association, the Professional Dairy Managers of Pennsylvania and the Center for Dairy Excellence to show how dairy cows are housed and cared for in modern dairy facilities.

"The display is an opportunity to 'open our doors' to consumers, providing transparency on how food is produced with the care of our animals being our highest priority," said John Frey, executive director of the Center for Dairy Excellence. "We are excited to be a partner of PennAg's in developing the display, and we hope dairy farmers will join us in sharing a positive story about modern day practices on the farm."

During the week, a 40' by 10' dairy freestall facility, set up within the "Today's Agriculture" display and complete with sand bedding, floor matting, a bunk feeder, fans and a cow brush, will house dry cows from the Reid and Diane Hoover family in Lebanon, Pa. Volunteers are needed to staff the exhibit, visit with spectators and answer questions about dairy farm practices.

Volunteers are also needed to help serve and prepare dairy foods at the Pennsylvania Dairymen's Association booth within the Food Court, which is adjacent to the "Today's Agriculture" display. Volunteers are needed to serve ice cream cones, sundaes, and fried mozzarella cheese cubes during the week. The association uses proceeds from the Farm Show food sales to financially support agriculture and dairy programs within the state. The dairy portion of the "Today's Agriculture" display is being partially funded by the Dairymen's Association.

Shifts for "Today's Agriculture" volunteers are broken into 3.5 hours from 9 a.m. to 7 p.m. each day of the show. Shifts for the Dairymen's Association food stand are five hours, from 10 a.m. – 3 p.m. and from 3 p.m. – 8 p.m., each day of the show.

Individuals, families, or company groups are welcome to volunteer. Contact Emily Yeiser, dairy initiatives managers with the Center for Dairy Excellence, at 717-346-0849 or eyeiser@centerfordairyexcellence.org for more details and to volunteer.



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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. 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.