



**For Immediate Release**

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**ATTEND THE 2020 DAIRY INNOVATION FORUM ON FEBRUARY 4**

*Dairy Processors Will Learn About Resources Available to Support Innovation in Pennsylvania*

**Harrisburg, Pa.** – The 2020 Dairy Innovation Forum will be held at the start of the Pennsylvania Dairy Summit on Tuesday, February 4, 2020 from 5-9 p.m. at the Penn Stater Conference Center in State College, Pa. Dairy processors will learn about the resources and opportunities available to support innovation in Pennsylvania, including the latest data, research and trends influencing transformation across the dairy industry.

“As the industry changes, dairy processors must utilize the resources available to them to reignite their business and find opportunities to innovate and grow,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “The Dairy Innovation Forum will give processors an inside look at the research that is fueling innovation across the Pennsylvania market.”

The event will feature two keynote speakers. Bill Graves, Senior Vice President of Product Research and Food Safety at Dairy Management Inc. will share how dairy processors can utilize findings from the research done at National Dairy Foods Research Centers to spark innovation. Dr. Ferdinand Wirth, associate professor at St. Joseph’s University, will discuss the Department of Food Marketing’s Consumer Survey and its implications on consumer trends and innovation opportunities in Pennsylvania.

Attendees will also learn about the PA Preferred® program, the statewide branding program for locally produced products supported by the Commonwealth of Pennsylvania. Representatives from the Pennsylvania State University and American Dairy Association Northeast will highlight the resources available to dairy processors who want to pursue innovation opportunities.

“When you’re making decisions for your business and learning about these innovation opportunities, it’s important to build relationships with the people and organizations that can help you succeed,” Sebright said. “The Innovation Forum is a great way to discover the range of tools and resources available to you.”

Registration for the 2020 Dairy Innovation Forum is \$60 and includes dinner. Visit [centerfordairyexcellence.org/innovationforum](http://centerfordairyexcellence.org/innovationforum) to register online or download a registration form. Mail completed registration forms with payment to the following address:

Pennsylvania Association of Milk Dealers c/o John Pierce  
240 W. Third Street, Suite 406  
Harrisburg, PA 17101

Checks should be made payable to the "PA Dairy Summit." To register for the remainder of the Pennsylvania Dairy Summit on February 5 and 6, visit [padairysummit.org](http://padairysummit.org).

The 2020 Dairy Innovation Forum is made possible in part through the PA Preferred Program®. Visit [centerfordairyexcellence.org/innovationforum](http://centerfordairyexcellence.org/innovationforum) to learn more about the event.

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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 at [centerfordairyexcellence.org](http://centerfordairyexcellence.org).

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