



For Immediate Release

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ATTEND THE 2022 DAIRY INNOVATION FORUM ON FEBRUARY 1, LEARN ABOUT INNOVATIVE DAIRY PARTNERSHIPS

Dairy Processors Will Hear From Panelists Who Have Forged Partnerships to Strengthen Dairy

Harrisburg, Pa. – The 2022 Dairy Innovation Forum will be held at the start of the Pennsylvania Dairy Summit on Tuesday, February 1, 2022 from 5:30- 8 p.m. at the Lancaster Marriott in Lancaster, Pa. The Innovation Forum, titled “Strength Through Partnership,” will feature several panelists who will share how they have forged successful, innovative partnerships to strengthen the dairy industry. Dairy processors who attend the in-person event will also learn about consumer trends and opportunities available to support innovation in Pennsylvania.

“As the industry changes and consumer trends evolve, dairy processors have a lot of opportunities to drive innovation and profitability through creative partnerships,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “We have an exciting program planned for this year’s Dairy Innovation Forum that gets to the heart of how successful partnerships can strengthen your businesses and the dairy industry as a whole.”

The event will feature four speakers and a question-and-answer discussion where attendees can talk to panelists about partnerships in dairy processing and opportunities for innovation. Learn more about the partnerships that will be featured:

- **Consumer Trends Update – Kristina Alexander, Dairy Management, Inc.** Learn about recent consumer trends, including new data and opportunities for innovation in the dairy industry.
- **Tröegs Independent Brewing and Caputo Brothers Creamery – Rynn Caputo, Caputo Brothers Creamery.** Hear how these two Pennsylvania-based businesses have connected with consumers through their innovative, best-selling beer cheese.
- **Turner Dairy Farms, Giant Eagle, and Eat n’ Park – Chuck Turner, Turner Dairy Farms.** Learn about the inspiration behind Turner Dairy Farms' collaboration with Eat n' Park and Giant Eagle for its "Smiley Cookie" milk and how the product has achieved success

for the small Pennsylvania dairy processor.

- **Chesapeake Bay Alliance, Turkey Hill, and Maryland and Virginia Milk Producers Cooperative Association (MDVA) – Speaker to be announced.** See how these organizations have partnered to make environmental sustainability improvements in the dairy industry and beyond.

“Our panelists have so much to share in terms of creativity and innovation. They have worked together to think outside the box to meet consumer demand, and dairy processors can learn a lot from their experiences,” Sebright added.

Registration for the 2022 Dairy Innovation Forum is \$50 and includes dinner. To attend Day One of the Dairy Summit on February 2 after the Innovation Forum, registration is \$150. To attend the full, two-day Dairy Summit, along with the Innovation Forum, registration is \$250.

Visit centerfordairyexcellence.org/innovation-forum to register online or download a registration form. Mail completed registration forms with payment to the following address:

Center for Dairy Excellence
2301 North Cameron Street
Harrisburg, PA 17110-9408

Checks should be made payable to the “PA Dairy Summit.” To register for the remainder of the Pennsylvania Dairy Summit on February 2 and 3, visit padairysummit.org.

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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.

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼
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