



CENTER FOR
DairyEXCELLENCE

For Immediate Release

Media Contact: Emily Barge, 717-346-0849; ebarge@centerfordairyexcellence.org

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HEAR STORIES OF DAIRY INNOVATION DURING VIRTUAL PANEL ON JANUARY 13

Awardees of the PA Dairy Investment Program Will Share Their Stories

Harrisburg, Pa. – On Wednesday, January 13 from 11 a.m. to 12 p.m., the Center for Dairy Excellence and Team Pennsylvania will host a virtual panel discussion during the Pennsylvania Farm Show. Titled “Stories of Dairy Innovation,” the one-hour event will feature inspiring stories and innovative business advancements from three of the PA Dairy Investment Program awardees. The event is free, and no registration is required.

“The Pennsylvania Dairy Investment Program has helped more than 70 dairy businesses find innovative ways to advance their businesses. Their stories are inspiring, and by sharing their experiences during the virtual event, we hope it helps spark discussion and generate new ideas for other dairy businesses,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence.

During the panel discussion, individuals will hear from Lance Mitchell of Mitch-Hill Dairy Farm; Chuck Turner of Turner’s Dairy; and Angie Rondolet of Cow Belle LLC. Each panelist will share their individual experiences with the Pennsylvania Dairy Investment Program and how the grant helped advance their businesses. Attendees will have opportunities to ask panelists questions during a live question-and-answer segment.

To join the panel discussion at 11 a.m. on Wednesday, January 13, visit <https://us02web.zoom.us/j/89538136689>. The event is free, and no registration is required. Visit www.centerfordairyexcellence.org/events for more information. The program is hosted in partnership with the PA Department of Agriculture, Center for Dairy Excellence, and Team Pennsylvania.

The Pennsylvania Dairy Investment Program was established under Act 38 of 2019 for research and development, organic transition, value-added processing, and marketing grants in support of Pennsylvania’s dairy industry. Over two years, the state-funded program awarded 76 projects for a total of \$ 10 million.

The 105th Pennsylvania Farm Show will take place virtually from January 9-16, 2021. The Pennsylvania Department of Agriculture plans to share stories of agriculture and explore ways to cultivate a brighter tomorrow for Pennsylvania's leading industry. Visit

www.farmshow.pa.gov/pafarmshow/participate-virtually/schedule to view the full virtual Farm Show schedule.

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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 ▼

www.centerfordairyexcellence.org