



For Immediate Release

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CENTER FOUNDATION LAUNCHES REDESIGNED EDUCATIONAL WEBSITE

Discover Dairy Website Now Easier to Navigate with Additional Resources

Harrisburg, Pa. – Educators, students and farmers looking to “discover dairy” now have a new resource at their fingertips. The Center for Dairy Excellence Foundation of Pennsylvania recently launched a new, more user-friendly website for its Discover Dairy Educational Program, offering additional resources for elementary teachers, dairy farmers and industry representatives who want to implement dairy education within their classrooms or within their community.

Discover Dairy, first introduced in 2008, is an engaging, interactive, cross-curricular educational lesson series that meets Common CORE Standards for Math, Science and Reading to teach elementary and middle school students where milk comes from and how dairy farmers contribute to the world around them. The lesson series includes five elementary level lessons and four additional lessons that contain labs for upper elementary or middle school students. Currently, over 825 educators from across the nation are enrolled to utilize the program with their classroom, 4-H group or other youth organizations.

The new Discover Dairy website is free-to-use and offers a variety of resources at no cost. These include posters, informative videos, educational classroom materials and monthly blogs written by teachers, dairy princesses, dietitians and dairy farmers. Dairy farmers can request supplies to help prepare to host a farm tour, volunteer to be a farm tour host and receive on-farm activity ideas specifically for youth.

One major highlight of the Discover Dairy program is its Adopt-A-Cow program which engages classrooms throughout the school year. Teachers can sign up to receive individual updates about their very own “adopted” calf’s growth and care, while learning about the broader dairy industry. Bi-monthly updates include an introductory kit with the calf’s name, birthday and home as well as how the farmer takes care of her. In addition, photographs of the calf, bookmarks, posters and activity sheets are included as well as ways to incorporate Discover Dairy lessons. Registration for the Adopt-A-Cow program ends on Wednesday, November 15, 2017.

Discover Dairy is an initiative of the Center for Dairy Excellence, American Dairy Association North East, Midwest Dairy Council and the Pennsylvania Dairy Promotion Program, and funded through the Center for Dairy Excellence Foundation of



Pennsylvania. Individuals interested in registering for Discover Dairy can do so at any time by visiting discoverdairy.com.

To learn more about the Discover Dairy program, visit discoverdairy.com or contact Mary Foote at (717) 346-0849 or at mfoote@centerfordairyexcellence.org.

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Established in 2010, the Center for Dairy Excellence Foundation of Pennsylvania is a 501(c)(3) non-profit, tax deductible organization that is Educational Improvement Tax Credit (EITC) approved. The foundation was created to develop and support programs for both the Center for Dairy Excellence and other Pennsylvania dairy organizations which educate, cultivate, and inspire a thriving and sustainable Pennsylvania dairy industry. Learn more about the foundation at centerfordairyexcellence.org.