Dairy Excellence FOUNDATION

EVERY STORY *starts somewhere*

2025-26 ANNUAL SUMMARY

DOWNLOAD THE REPORT

10 MILLION LIVES. 10 MILLION *stories.*

*"Do you remember that spark, the energy, that connection when you first found what you were truly passionate about in this life? For me, it was like a lightbulb went off in my head saying THIS is what I was meant to be. Over the past 10 years, the Dairy Excellence Foundation has connected more than **10 million** young people with opportunities to engage in and learn more about the dairy industry. That could be the eight-year-old who first witnesses the miracle of birth at the Calving Corner, or a fourth-grader who first learns about dairy science through our Discover Dairy lesson series. It could be that high school student who just doesn't know what comes next until he attends an on-farm Exploration Experience or a college student who finds their passion for herd management through an on-farm internship. Each of these individuals could find their lives forever changed by that one experience, that one moment, when they felt a spark to learn more, explore more and do more within the dairy industry. Everybody's story starts somewhere. We are thankful for the work we do to shape more of those stories toward a future in dairy."* ~Jayne Sebright, Executive Director

"Over the last 10 years, the Dairy Excellence Foundation has impacted 10 million students. Their stories all had to start somewhere. For some, it was their classroom's Adopt A Cow experience that sparked a lifelong appreciation for agriculture. For others, it was a connection they made during an on-farm internship that kickstarted their career. As a dairy farmer, there's no better feeling than knowing the dairy farmers of today are helping to inspire, and invest in, the dairy farmers of tomorrow. The Dairy Excellence Foundation is proud to play a small part in the stories that were shaped through our dairy education programs over the past 10 years." ~Reid Hoover, Chairman of the Board of Directors

Vision

To empower the next generation of the dairy industry.

Mission

We build and invest in programs that cultivate and inspire the next generation of producers, consumers and advocates for the dairy industry.

Our Values

Legacy | Education | Collaboration | Integrity | Creativity

WATCH THE STORY BEHIND IT

Starting the Next Chapter *stories still unfolding*

Thanks to our donors and partners, the Dairy Excellence Foundation helps college students and young dairy professionals start their next chapter. From on-farm internships and scholarships to professional development opportunities at the PA Dairy Summit, these opportunities push them to discover their passions within the dairy industry and start writing their own stories.

"The health and mastitis side [of the internship] were very interesting to me. We do some of it at school, but they never fully explained why we're doing it or what we're looking at. I loved the hands-on part of the job, and I really enjoyed this experience." ~Malayna Barnhart, a 2026 on-farm intern

"I'm so honored to receive this scholarship from organizations that help to make sure the PA dairy industry thrives. I plan to use this scholarship money to fund my education, go on to my career, and give back to the dairy industry that's given me so much." ~Hannah King, Student Leader Scholarship recipient

"The Dairy Summit speakers inspired me in my own career goals with what I want to do with my farm. I wasn't expecting how much I would learn [through this scholarship] from being around other farmers and listening to what they had to say with the knowledge they've accumulated over their years of experience." ~Claire Hahn, Silvercrest Farm LLC, Young Dairy Professionals Scholarship recipient

MEET THE 2026 ON-FARM

WATCH THE STORY BEHIND IT

- **$46,000** given to scholarship recipients with partner support
- **32** individuals received Young Dairy Professionals Scholarships to attend PA Dairy Summit
- **4** students completed on-farm internships in 2026

Putting Pen to Paper *crafting the future of dairy*

Dairy Leaders of Tomorrow

Agriculture educators are crafting the future of dairy by helping high school students explore agriculture careers. Through our Dairy Leaders of Tomorrow (DLT) program, we provide curriculum, scholarships, and on-farm learning experiences to students who are considering a career in dairy farming or a related field.

"Going into the DLT Farm Tour, I was trying to decide whether I really wanted to do animal science in the future or if I wanted to transfer to Health Care Pathways instead. Once I talked to some of the vet techs and veterinarians there, I pictured that scene 20 years in the future. I fell in love with animal science for a second time on that trip. It was an amazing opportunity to reaffirm my love for the field of animal science and veterinary medicine." ~Madison, high school student

"I use the DLT Introduction to Dairy and Dairy Herd Management courses. It gives a nice background for my students who don't come from a dairy farm. The DLT program gives some great hands-on labs that I wouldn't have had directions to before." ~Amanda Gagne, PA agriculture educator

"During my senior year of high school, I had the opportunity to visit the New Bolton Center for a DLT event. I didn't come from a dairy background, so seeing how the operation worked really interested me. After that event, I then completed the high school DLT courses. I ended up getting credits for three college courses, so it saved me a little bit of money and I learned so much." ~Lyndsey Smith, student at Delaware Valley Univ.

WATCH THE STORY BEHIND IT

- **799** educators enrolled in DLT from **49** states
- **41,248** students impacted through the DLT program
- **118** students attended DLT Farm Tour events
- **79** students attended hands-on Exploration Experience events

Opening Minds *one page at a time*

Discover Dairy

The Discover Dairy and Adopt A Cow programs continue to open minds each year. Thanks to partner support, the passion dairy farmers have for sharing their stories, and the buy-in and energy from teachers who use the programs, the programs have grown to new heights. By introducing the world of dairy farming to students in creative ways, the Foundation is sparking lifelong connections to where our food comes from.

"These programs make it easy for me to incorporate meaningful agricultural lessons into our classroom each week. The materials are informative, engaging, and thoughtfully designed. By following the growth of a calf, learning fun farm facts, and exploring how dairy farms operate, students develop curiosity, respect, and a stronger connection to their community." ~Maria Young, a PA elementary teacher

"My students have loved feeling connected to our cow knowing she is from a local farm. They really look forward to the monthly updates, and she comes up in conversation or lessons organically all the time. I have seen amazing growth in their open-mindedness and respect for animals and food through teaching about agriculture." ~Alex, an AZ elementary teacher

"My school has a high poverty rate. Students have limited experiences outside their neighborhoods. I decided to sign up for Adopt A Cow because I wanted my kids in the city to better understand where their food comes from. They loved the calf updates and the virtual farm tour." ~Callie, a WA elementary teacher

WATCH THE STORY BEHIND IT

- **98,046** teachers & groups enrolled in Discover Dairy and Adopt A Cow, impacting **3.9 million students**
- **46** countries & classrooms from all **50 states** participated in Adopt A Cow, along with **367** Spanish classes
- **3.1 million** views on Discover Dairy website
- **26,870** views of virtual live chats with dairy farmers

Making Our Mark *in the community*

The Foundation is committed to making our mark in the community by forging important connections between our dairy industry and consumers. Through the Calving Corner Exhibit at the PA Farm Show that allows families to learn directly from dairy farmers and by providing leadership recognition programs like the Jan Harding Ruslavage Memorial Service & Promotion Award, our donors help us invest in the next generation of dairy and connect with our communities.

"We brought our cows to the Calving Corner. It's one of the premier outreach opportunities for the PA dairy industry where we, as dairy producers, can show what happens everyday on our farms to the public. It really gives the general public the chance to watch the entire birthing experience." ~Jared Kurtz, Kurtland Farms and Calving Corner host farm

"Receiving the Jan Harding Memorial Award is an incredible honor that deeply humbles me. To be recognized in the spirit of someone who gave so much with quiet strength and compassion means more than words can express." ~Cara Trotter Itle, 2026 Jan Harding Ruslavage Award recipient

"I greatly appreciate what you do [at the Calving Corner] and your goal to educate people about the dairy industry and the calving process! Your staff is so great at explaining everything, answering questions, and translating into terms that kids can understand, too... I love talking to the farmers. They are knowledgeable and speak about the birthing process in a reliable way." ~Visitors to the 2026 Calving Corner

WATCH THE STORY BEHIND IT

- **100,000+** people reached through the Calving Corner
- **1** Jan Harding Ruslavage Memorial Service & Promotion Award recipient
- **2,000+** individuals attended on-farm events through Adopt A Cow

Turning the Page *on what's possible*

The Dairy Excellence Foundation not only exposes school-age children to dairy farming for the first time, but we are turning the page on what's possible by providing career development opportunities to young professionals who are just getting their start in the dairy industry. We enjoy gathering around the table with our donors each year to celebrate the vibrant future of dairy.

"Weis Markets is always committed to serving the families and communities where we live and serve. We understand that PA agriculture is so important to everyone in the state so this is our way to show we love and support our farmers [by donating to the Dairy Excellence Foundation]." ~Hannah Gratti, WEIS Markets, EITC donor

"I enjoyed the various food stations, connecting with industry members, and the overall passion and excitement of the evening at the Toast to Dairy event." ~Toast to Dairy attendee

"I grew up on a farm in Elizabethtown, PA. I was a mathematician at Elizabethtown College, and I worked for the government. Having grown up on a dairy farm, farming was always part of me. When my parents' inheritance came, I made a vow that I was going to do something in the dairy or agricultural field so farmers would have support. My financial advisor directed me to the Dairy Excellence Foundation. When I saw the wonderful programs that were set up, I said 'I have to get involved.'" ~Darlene Myer, Foundation donor

WATCH THE STORY BEHIND IT

- **$88,500** received in EITC funds
- **57%** donor retention rate
- **$71,537** received in in-kind contributions
- **390** people attended our annual "Toast to Dairy" fundraiser

Allocation of Funding & Expense Sources

(The financial statements are unaudited)

Contributions *2025-26*

TOTAL: $1,217,516

Expenses *2025-26*

**Campaigns include AAC Kits, Eartags, Stuffed Cows, DLT Boxes, and Book Sales*

TOTAL: $1,135,241

Annual Contributors *for 2025-26*

**Denotes in-kind contribution.*

+Including sponsorship or in-kind support of A Toast to Dairy.

Gold Level

American Dairy Association North East
Dairy Alliance
Dairy Farmers of Wisconsin
Friends of the PA Farm Show Foundation Inc
Midwest Dairy Association
New England Dairy Food Council
PA Dairymen's Association+
Rutter's+

Silver Level

Allied Milk Producers Co-Op Inc.
American Dairy Association Indiana
American Dairy Association Mideast
Cargill+
Center for Dairy Excellence
Cleveland Brothers Equipment Company Inc.
Dairy Council of Arizona
Dairy Council of Florida
Dairy West
First Citizens Community Bank+
Horizon Farm Credit+
Land O'Lakes Foundation
Maine Dairy & Nutrition Council/Maine Dairy Promotion Board
Northeast Agriculture Education Foundation
Oregon Dairy Council
Pennian Bank+*
Pennsylvania Department of Agriculture
Professional Dairy Managers of PA
The Hershey Company+
Thrivent Financial
Washington State Dairy Products Commission

Bronze Level

AgSouth Farm Credit
Central Pennsylvania Community Foundation+
Dairy Lea Legacy Endowment Fund
Schreiber Foods *(American Online Giving Foundation Inc)*
The Giant Company (Ahold Delhaize USA Inc)+
United Dairy Industry of Michigan
University of Pennsylvania
Univest+

Patrons

4Ward Ag+
Acuity Advisors and CPAs+
Agri-Applicators+
American Dairy Association of Michigan
Apex Ag-Tek Solutions Inc+
Ar-Joy Farms LLC+
B. C. Morrissey Insurance, Inc.+
Ben Newman
Berks County Department of Agriculture
Bernard C. Morrissey Insurance Inc+
Brokers Title NH
Brubaker Farms LLC+
Bureau of Market - PA Preferred+
Cornerstone HR & Management Consulting+
DAFGiving
Dairy Farmers of America+
Dairy Girls Giant Cow Rentals+
Everence Trust Company
Evergreen Farms Inc+
Farm Credit East
Farmer Boy Ag Inc+
Feedworks USA+
Four Seasons Produce+
Fox Meadows Creamery+
Fulton Bank+
G5 Agency LLC+
Giorgio Fresh Mushrooms+
Good Roots+
Harding Memorial
JBZ Dairy Advantage Inc+
Jobo Holstein Farm LLC+
Jubilee Dairy (Everence Foundation Inc)+
Karn's Quality Foods+
Katie Sattazahn
Kdr Etc Inc+
Keystone Boumatic
Kish Bank
Lancaster County Agriculture Council
Lanco-Pennland Quality Producers+
Land O Lakes
Lapp Valley Farm Creamery+
Maola Local Dairies+
Mark Hershey Farms Inc+
Meadow Springs Farm *(National Christian Foundation)+*
Michael & Jana Peachey
Mid Penn Bank
Milky Haven Farms LLC+
Nevada Farm Bureau Federation
New Holland Agriculture+
Orchard Crest Farm+
Oregon Dairy Farmstead LLC+
Penn England LLC+
Pennsylvania Beef Council, Inc+
Pennsylvania Holstein Association
Petersheims Cow Mattresses LLC
Pioneer Seeds+
Pleasant Lane Farms Creamery+
Pleasant View Farms+
Progressive Dairy Solutions+
Red Barn Consulting Inc+
Reid & Diane Hoover
Riverside Blooms+
Rocky Ridge Meats+
Rohrer Dairy Farms LLC+
Savencia Cheese USA LLC+
Scotch Hill Solutions Inc+
Simon Lever+
Star Rock Farms
Stroud Water Research Center
The Dime Bank
The JDK Group+
The Pennsylvania Bakery+
Tompkins Community Bank
Traditions Bank
True Edge Performance Solutions LLC+
Truist
Valley Grange #1360+
Vanguard
Walmoore Holsteins Inc+
Weis Markets+
Zoetis

Friends

Agriculture Veterinary Associates LLC+
Apple Shamrock Dairy Farms LLC+
Balsbaugh Insurance Agency Inc+
Bedford Farm Bureau Coop
Cabot Creamery+
Cherry Beckaert+
Colebrook Crossing+
Cool Springs Farm
DAFGiving360
Dairy One+
Dairyside Veterinary
Delgrosso's+
Dry Creek Farm+
East Gate Feed & Grain LLC
Fallen Walnut
Franklin View Farms LLC+
Furnace Hill Holsteins+
Great Creatures Veterinary Services PC
Harvest Rock Advisors LLC+
Hoober Inc. ....
Hostetter & Hostetter CPAs+
June Kocher+
K&K Feeds+
Karen Purnell
Kish View Dairy+
Kreider Farms+
Lancaster DHIA (Center for Dairy Excellence)+
Lancaster Pie and Coffee+
Lancaster Stormers+
Letort Trust
Maple Bottom Farm+
Meadow Vista Dairy LLC
Merck Animal Health+
Messick Farm Equipment Inc+
Misty Meadow Dairy
Misty Mountain Dairy+
Molly Pitcher Milk LLC+
Mount Rock Dairy LLC+
Mountain View Holsteins LLC
Nearhoof Consulting Inc
North Group Consultants+
Painterland Sisters
Penn Ag Industries+
Premier Select Sires Inc
Reinford Farms+
Ricecrest Farms+
Roaring Creek Farm
Robby & Jayne Sebright
S & A Kreider & Sons Inc+
S Clyde Weaver+
Savencia Cheese USA LLC+
Schrack Farms+
Stoners Hijos Hill Inc+
Talview Dairy LLC+
Team Ag Inc+
The Foundation for Enhancing Communities+
The Marketplace at John Gross and Hatfield Meats+
The Savory Gourmet (Cheese Shop)+
Thousand Hill Dairy LLC
Thomas & Tamara Brosius
Versant Strategies LLC
Way-Har Farms+
Weaver Associates Inc+
Wells Fargo Advisors
White Oak Veterinary Clinic PC
Zinpro+
Zugstead Farm Inc+

donate now:
centerfordairyexcellence.org/donate

Dairy Excellence Foundation *board members*

Reid Hoover, Lebanon, Pa. — *Chair*
Joe Bender, Kennett Square, Pa. — *Vice Chair*
Melissa Mattilio, Willow Street, Pa. — *Secretary*
Jason Frye, Ligonier, Pa. — *Treasurer*
Justin Potts, Hershey, Pa.
Rebecca Mohn, Myerstown, Pa.
Katie Dotterer, Gettysburg, Pa.
Yvette Longenecker, Williamsburg, Pa.
Duane Hershey, Cochranville, Pa.
Jordan Risser, Lancaster, Pa.
Katie Sattazahn, Womelsdorf, Pa. (CDE Chair)
Jayne Sebright

follow us!

BE PART OF OUR STORY:

centerfordairyexcellence.org/foundation

2301 N. Cameron Street, Harrisburg, PA 17110
717-346-0849