



For Immediate Release

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FREE YARD SIGNS AVAILABLE TO SHARE THE VALUE OF DAIRY

Dairy Producers and Industry Professionals Can Request a Choose PA Dairy Yard Sign

Harrisburg, Pa. – To demonstrate the value of dairy farming in our communities, free yard signs are available to dairy farmers and industry professionals on a first come, first served basis through the Center for Dairy Excellence.

As dairy farms and supporting agriculture businesses work to mitigate the spread of COVID-19 while ensuring a safe food supply, the yard signs highlight dairy farmers' essential role with a 'Still Farming for You' message. The signs also feature Choose PA Dairy messaging and encourage consumers to continue purchasing dairy at the grocery store.

Dairy producers are encouraged to display the signs on their farms to recognize the essential role dairy farmers are playing during the COVID-19 pandemic and showcase the value of wholesome, nutritious dairy products.

Learn more about how to request a yard sign:

- Visit centerfordairyexcellence.org/request-yard-sign to request your sign or call 717-346-0849.
- Provide your name and address, and a sign will be shipped to you as soon as possible.
- A limited number of signs are available on a first come, first served basis.

For more information about the yard signs or the Choose PA Dairy campaign, call 717-346-0849 or email Emily Barge at ebarge@centerfordairyexcellence.org.

Choose PA Dairy is a joint promotional campaign with a goal to increase consumer awareness about the year-round availability of local milk, how to purchase it, and the health benefits of consuming fluid milk. Campaign partners include the Center for Dairy Excellence, Pennsylvania Dairyman's Association, Pennsylvania Department of Agriculture, PA Preferred®, American Dairy Association North East, Professional Dairy Managers of Pennsylvania and other partners.

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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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