



For Immediate Release

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SHARE THE VALUE OF DAIRY WITH FREE “CHOOSE PA DAIRY” PROMOTIONAL MATERIAL
Request Promotional Materials at No Cost and Encourage the Community to Support Local Dairy

Harrisburg, Pa. – In honor of National Dairy Month, “Choose PA Dairy” promotional material is available at no cost to dairy farm families and other dairy stakeholders who want to showcase the value of dairy farming in their communities. Posters and rack cards are available to display at farms, businesses, offices, and more.

“As our communities begin to re-open, this material can help showcase the essential role of dairy farming and help our communities understand the nutritional value of milk,” said Emily Barge, Communications and Marketing Manager at the Center for Dairy Excellence. “As an industry, it’s important to share the stories of our local farm families and the overall value of dairy to help families continue supporting local farms.”

The Choose PA Dairy promotional material includes colorful graphics and impactful statistics that capture how the Pennsylvania dairy industry is building strong communities. The materials showcase how dairy supports Pennsylvania’s economy with \$12.6 billion in annual revenue and more than 52,000 jobs. The material also describes how Pennsylvania is home to more than 5,700 dairy farm families, nearly 40 dairy processing companies, and a wide range of small-scale dairy creameries and artisan cheesemakers.

The goal of the promotional items is to help consumers learn how to find local milk, which includes looking for the PA Preferred® logo or the Pennsylvania plant code 42 at the grocery store. The material also highlights the nutritional benefits and nine essential nutrients in milk.

Choose PA Dairy rack cards and posters are available upon request. To request material, email Emily Barge at ebarge@centerfordairyexcellence.org or at 717-346-0849.

Visit www.choosepadairy.com to learn more about the campaign, the partners, and the reasons to choose local milk.

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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.