



For Immediate Release

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DAIRY PRODUCERS ENCOURAGED TO SHARE INSIGHT IN NEW DAIRY SUPPLY CHAIN SURVEY

The Study Is Being Conducted by the Center for Dairy Excellence and The Pennsylvania State University

Harrisburg, Pa. – The Center for Dairy Excellence and the Pennsylvania State University Smeal College of Business recently distributed a [2020 Pennsylvania Dairy Producer Survey](#) to encourage dairy producers across the state to share their insight on how dairy industry changes, and the dairy supply chain’s current situation, are impacting their businesses. The confidential, voluntary survey takes approximately 10 minutes to complete and must be submitted by June 23, 2020.

“The effects of COVID-19 have impacted the entire dairy industry, including the supply chain. The 2020 Dairy Producer Survey is a chance for dairy producers to provide input and share their needs,” said Melissa Anderson, Programs and Operations Manager at the Center for Dairy Excellence. “The data from this survey may impact future programming and help identify ways the dairy industry can become more resilient when faced with crises and challenges.”

The survey includes questions about current milk production, farm employees, cost of production, facility improvement investments and more. To study the short- and long-term effects of COVID-19 on the dairy industry, the survey also asks dairy producers to share their insight on key issues, including:

- Dumped milk
- Financial support and compensation
- Contingency planning
- Ability to maintain a profitable operation

The data collected through the survey will remain anonymous and help illuminate trends across the industry and identify opportunities to strengthen the dairy supply chain. The study is being conducted through a collaboration between Dr. Veronica Villena, assistant professor at The Pennsylvania State University’s Smeal College of Business, and the Center for Dairy Excellence.

To complete the survey online, visit www.centerfordairyexcellence.org/2020producersurvey. Dairy producers can also [download and print](#) a copy of the survey to submit by mail. Surveys must be submitted by June 23, 2020.

For more information about submitting the surveys, contact Melissa Anderson at 717-346-0849 or by email at manderson@centerfordairyexcellence.org. To learn more about the study, contact Dr. Veronica Villena at 480-286-8656 or by email at yhvillena@psu.edu.

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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.