



CENTER FOR  
**Dairy**EXCELLENCE



## For Immediate Release

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### SAVE THE DATE FOR ANIMAL AGRICULTURE INDUSTRY BREAKFAST ON AUGUST 13

*Ag Professionals Are Invited to the Industry Breakfast Featuring Resources to Help Farm Clients*

**Harrisburg, Pa.** – Pennsylvania sales and service representatives are invited to the 2025 Animal Agriculture Industry Breakfast, titled “The Art of Conversation & Resources to Help.” The industry breakfast will be held on Wednesday, August 13 during the 2025 Ag Progress Days. The event will include a free breakfast and a panel discussion about the resources available to help sales and service representatives break into those conversations with their farm customers and clients. The event is free but pre-registration is required at [www.centerfordairyexcellence.org/industry-breakfast](http://www.centerfordairyexcellence.org/industry-breakfast) or by calling 717-346-0849.

The Pennsylvania Beef Producers Working Group, Center for Beef Excellence, Center for Poultry and Livestock Excellence, Center for Dairy Excellence, and the Pennsylvania Department of Agriculture are partnering to host the industry breakfast.

“Whether it’s related to a business transaction, about implementing biosecurity planning, or a more difficult conversation about transition, farm safety or mental health, the path to deeper, more effective conversations with your farm clients can sometimes seem a little rocky and definitely uphill,” said Jennifer Reed-Harry, Executive Director of the Center for Poultry and Livestock Excellence. “We hope you’ll join us for breakfast during Ag Progress Days to get ideas and learn about resources available to help bridge those connections, so you can form stronger relationships that benefit both you and your clients.”

Resource bags filled with resources for sale and service professionals will be given to the first 100 people who arrive at the event on August 13<sup>th</sup>. View more details about the speakers and the event:

- **When:** Wednesday, August 13, 2025 from 7-9 a.m.
- **Where:** Special Events Building at Ag Progress Days  
2710 W. Pine Grove Road  
Pennsylvania Furnace, PA 16865
- **Cost:** Free, but individuals must pre-register. Visit [www.centerfordairyexcellence.org/industry-breakfast](http://www.centerfordairyexcellence.org/industry-breakfast) or call 717-346-0849.
- **Speakers:**
  - Opening on the “Art of Conversation” – Dr. Brian Reed, Emcee and Dairy Farm Consultant
  - Resources From the Center for Poultry & Livestock Excellence – Jennifer Reed-Harry

- Resources From the Center for Dairy Excellence – Jayne Sebright
- Resources From the Center for Beef Excellence – Michelle Kirk
- Resources From the PA Beef Working Group – Nichole Hockenberry and Hannah Walters
- Resources From the Agricultural Business Development Center – Stephanie Shirk
- Remarks from Pennsylvania Department of Agriculture – Secretary Russell Redding

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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](http://centerfordairyexcellence.org).

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼  
[www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org)**