



CENTER FOR
Dairy EXCELLENCE



For Immediate Release

Media Contact: Emily Barge, 717-346-0849; ebarge@centerfordairyexcellence.org

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SALES AND SERVICE REPRESENTATIVES INVITED TO ANIMAL AGRICULTURE INDUSTRY BREAKFAST ON AUGUST 13

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

Harrisburg, Pa. – The 2025 Animal Agriculture Industry Breakfast, titled “The Art of Conversation & Resources to Help,” will be held on Wednesday, August 13 during the 2025 Ag Progress Days. Pennsylvania sales and service representatives who work with animal agriculture producers are invited to the free breakfast. Attendees will hear a panel discussion about the resources available to help them break into meaningful conversations with their farm customers and 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 13th. The event is free but pre-registration is required at 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.

“The path to deeper, more effective conversations with your farm clients can be difficult, but there are a variety of resources available across the PA animal agriculture industry that can help you start and have effective conversations that best support the producers you’re working with,” said Dr. Brian Reed, a dairy farm consultant and the emcee for the panel discussion. “From business planning and biosecurity protocols to more difficult conversations about transition plans and farm stress, this panel discussion should help you feel more confident in your ability to communicate effectively with your farm clients.”

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 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.

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼
www.centerfordairyexcellence.org**