



CENTER FOR
Dairy EXCELLENCE

CHOOSE PA DAIRY
goodness that matters

For Immediate Release

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"CHOOSE PA DAIRY" PROMOTIONAL MATERIALS AVAILABLE

Request "Choose PA Dairy" Campaign Items at No Cost

Harrisburg, Pa. – It's time to encourage the choice to buy local milk – for health, for local communities and for the commonwealth. On behalf of the "Choose PA Dairy: Goodness That Matters" campaign, the Center for Dairy Excellence is distributing promotional materials at no cost for distribution and display at farm tours, community events, community offices and more.

Items available include a colorful rack card and poster, which both communicate messages around the "Pennsylvania dairy: it's goodness that matters" campaign: Pennsylvania dairy is good for nutrition, for better health, for stronger farm families and for a strong economy. Dairy cow milk contains the most complete package of nutrition that is available naturally; it provides nine essential nutrients that are key to development and maintenance of quality health. On the economic side, Pennsylvania's dairy industry benefits our economy to the tune of \$14.7 billion in state annual revenue and provides over 52,000 jobs.

The "Choose PA Dairy: Goodness That Matters" promotional campaign is a joint initiative that strives to increase consumer awareness about the year-round availability of local milk, where to purchase those products, and the quality health benefits of consuming fluid milk. This campaign is an industry wide effort, with support from the Center for Dairy Excellence, Pennsylvania Dairymen's Association, Pennsylvania Department of Agriculture, PA Preferred®, American Dairy Association North East, Professional Dairy Managers of Pennsylvania, Pennsylvania Farm Bureau, Lebanon County Dairy Promotion Committee, and Pennsylvania Dairy Princess & Promotion Services.

To learn more about the campaign, the partners, and the reasons to choose local milk, visit www.choosepadairy.com. Promotional materials, such as a "Choose PA Dairy" informational card or poster, are available upon request. To request these items, please contact Myrannda Kleckner at (717) 346-0849 or at mkleckner@centerfordairyexcellence.org.

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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.