



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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“CHOOSE PA DAIRY” PROMOTIONAL MATERIALS AVAILABLE

Request Promotional Materials at No Cost and Encourage the Community to Buy Local Milk

Harrisburg, Pa. – With the dairy industry contributing more than 52,000 jobs and \$14.7 billion to Pennsylvania’s economy each year, the Choose PA Dairy campaign is offering promotional material at no cost to farmers to help encourage the community to buy local milk. Dairy farm families and other dairy stakeholders can order posters and rack cards to display at farm tours, businesses, community events, offices, and more.

“Pennsylvania dairy is good for your health, it’s the backbone of our communities, and it provides valuable economic revenue,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “Promoting the nutritional benefits of milk, along with the stories of our local dairy farm families, can help increase consumer awareness and educate our communities on how to purchase local milk.”

The Choose PA Dairy promotional materials include colorful graphics and impactful statistics that capture how the Pennsylvania dairy industry is building strong communities. The materials showcase how Pennsylvania is home to more than 6,500 dairy farm families, nearly 40 dairy processing companies, and a wide range of small-scale dairy creameries and artisan cheese-makers. The material also includes the nutritional benefits and nine essential nutrients in milk.

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.

Choose PA Dairy rack cards and posters are available upon request. To request promotional 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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Choose PA Dairy is a joint promotional campaign with a goal to increase consumer awareness about the year-round availability of local milk, how to purchase it, and the health benefits of consuming fluid milk. Campaign partners include 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 and other partners.

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.

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www.centerfordairyexcellence.org