



For Immediate Release

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PRODUCERS AND REPRESENTATIVES INVITED TO LISTENING SESSIONS

Sessions to Discuss Pennsylvania Dairy Industry Study

Harrisburg, Pa. – Dairy producers and industry representatives are invited to listening sessions to learn more about the preliminary findings from the Pennsylvania Dairy Industry Study, being conducted by Dr. Andrew Novakovic, Dr. Mark Stephenson and Dr. Chuck Nicholson.

Dr. Andrew Novakovic, E.V. Baker Professor of agricultural economics and director of land grant programs at the Dyson School of Applied Economics and Management, Cornell University, and Dr. Mark Stephenson, director of dairy policy analysis at the University of Wisconsin, will share the findings and provide insight, while gathering input and perspective from the audience on the study and their observations.

The first session is being held Wednesday, September 13, from 7 p.m. – 9 p.m. in the Southeast Hall of the Lebanon Valley Expo Center, 80 Rocherty Road, Lebanon, PA 17042. The second will be held on Thursday, September 14, from 10 a.m. – 12 p.m. in Conference Room 10 at the Kovalchick Complex, Indiana University of Pennsylvania, 711 Pratt Drive, Indiana, PA 15705.

As part of their discussion, Novakovic and Stephenson will share the preliminary results from a statewide dairy producer survey conducted this summer. Nearly 900 dairy producers completed the survey, which collected data regarding the current operation, management philosophy and future plans. The survey results will be incorporated into the dairy industry study findings and observations.

The comprehensive study evaluating opportunities and inhibitors to grow Pennsylvania's dairy industry is being funded by the Pennsylvania Department of Agriculture and the Center for Dairy Excellence.

More information about the listening sessions can be found online at the Center for Dairy Excellence. Click on "Dairy Study Listening Sessions" under upcoming events. Pre-registration is not required to attend, as the meeting will only include light snacks. For more information, please contact the Center for Dairy Excellence at 717-346-0849 or email Heidi Zimmerman at hzimmerman1@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

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industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.