



For Immediate Release

Media Contact: Jayne Sebright, (717) 346-0849;
jsebright@centerfordairyexcellence.org

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Promote Dairy Education Programs in the 2017-18 School Year

Discover Dairy and Dairy Leaders of Tomorrow Registration Available for Educators

Harrisburg, Pa. – The Center for Dairy Excellence Foundation of Pennsylvania has opened the 2017-18 school year enrollment for its dairy education programs, Discover Dairy and Dairy Leaders of Tomorrow, and encourages dairy producers and industry members to share information about both programs with local educators and curriculum advisors. These no-cost programs are designed for elementary, middle and high school educators that want to incorporate STEM-based education, as well as dairy education, into their curriculum.

Discover Dairy is an interactive, cross-curricular lesson series that follows state educational and Common CORE standards for science, math and reading. This education program is designed for upper elementary and middle school students. The lessons focus on the progression of milk production while demonstrating how dairy farms contribute to local communities and the economy. The lessons and program activities can be accessed at discoverdairy.com.

Educators who register for Discover Dairy between August 1 and October 15, 2017 will be offered classroom posters and bookmarks for their students. In addition, educators are encouraged to take advantage of this program's student enrichment tools, including dairy farm tours and the Adopt-A-Cow program.

The Adopt-A-Cow program engages classrooms throughout the school year with individual updates about their calf's growth and care, while also learning about the broader dairy industry. Bi-monthly updates include an introductory kit with the calf's name, birthday and home as well as how the farmer takes care of her. In addition, photographs of the calf, bookmarks, posters and activity sheets are included as well as ways to incorporate Discover Dairy lessons. At the end of the school year, classrooms have the option to video chat with the calf and her owner where they can ask questions. Enrollment for the 2017-2018 Adopt-A-Cow program will close on November 1, 2017 or when the program reaches capacity. There is limited space for the program at 125 classrooms. To enroll, visit discoverdairy.com.

Dairy Leaders of Tomorrow involves a comprehensive curriculum that is designed to prepare high school students that are interested in pursuing careers within or related to the dairy industry. Throughout the program's lessons, students can pursue industry-recognized certificates in Dairy Herd Management and in Dairy Business



Management. There are also various student enrichment opportunities, such as farms tours, Exploration Experiences, and scholarships.

The program offers annual day-long farm tours to give high school students the opportunity to visit modern dairy farms, while showcasing careers within the dairy industry as well as agricultural technologies used to help improve today's farming practices. High school students and agricultural educators are invited to attend the tours, though registration is required. Please visit dairyleadersoftomorrow.com to learn more about upcoming farm tours.

The Foundation supports two monetary scholarships that are available for teachers and students enrolled in the Dairy Leaders of Tomorrow program. The first scholarship is designed for teachers who have had at least one student that has taken and passed one of the program's certification exams in the past year. This scholarship funds registration and travels costs for attending an educationally-focused professional development conference or workshop. In addition, there are two \$3,000 student scholarships available for graduating high school seniors enrolled in a college or university in the fall. Preference is given to students who have completed both Dairy Leaders of Tomorrow certifications.

New for 2017, the Dairy Leaders of Tomorrow program has begun to offer its Exploration Experience events. These events will offer students the opportunity to see firsthand the techniques and skills that were learned in the classroom being applied in a real-world setting. Also, they allow students to engage in STEM learning through agricultural-focused areas all while exploring potential career opportunities and cultivating a network of industry professionals. To learn about upcoming Exploration Experiences, visit dairyleadersoftomorrow.com.

The cost for educators to participate in these programs is generously covered through donations made to the Center for Dairy Excellence Foundation of Pennsylvania. These contributions are donated by individuals, businesses or organizations that are aware of the importance of educating consumers about the dairy industry, while supplementing the next generation of industry leaders.

Additional information and questions for Discover Dairy and Dairy Leaders of Tomorrow can be directed to Mary Foote at (717) 346-0849, or via email at mfoote@centerfordairyexcellence.org.

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Established in 2010, the Center for Dairy Excellence Foundation of Pennsylvania is a 501(c)(3) non-profit, tax deductible organization that is Educational Improvement Tax Credit (EITC) approved. The foundation was created to develop and support programs for both the Center for Dairy Excellence and other Pennsylvania dairy organizations



which educate, cultivate, and inspire a thriving and sustainable Pennsylvania dairy industry. Learn more about the foundation at centerfordairyexcellence.org.