



**For Immediate Release**

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**HIGH SCHOOL STUDENTS INVITED TO “DAIRY CHALLENGE” STYLE EXPLORATION EXPERIENCE ON NOVEMBER 10**

*Students Will Visit Delaware Valley University and Learn About the Business Aspect of Dairy Farming*

**Harrisburg, Pa.** – High school students in eleventh and twelfth grades who are interested in dairy production and agribusiness are invited to this year’s Dairy Leaders of Tomorrow Exploration Experience. The day-long event will be held on Friday, November 10, 2023 from 9 a.m. to 3 p.m. at Delaware Valley University in Bucks County. Hosted by Dairy Leaders of Tomorrow in partnership with Delaware Valley University, students will get a firsthand look at the university’s dairy operation and get a preview of the “Dairy Challenge” collegiate activity.

“We are excited to partner with Delaware Valley University for a hands-on experience that allows students to explore a working dairy operation while participating in an interactive, Dairy Challenge-style activity,” said Michelle Shearer, Workforce Development Manager at the Dairy Excellence Foundation. “This event is a great way for high schoolers to explore some of the career possibilities available in the dairy industry, specifically on the agribusiness side, and learn directly from dairy educators and professionals.”

During the day-long event, high school students will tour the Delaware Valley University dairy operation and learn about their herd management practices. They will also explore the business aspect of dairy farming and participate in a “Dairy Challenge” style activity. In this activity, they will investigate an issue with the dairy farm and work in teams to present recommendations for solutions. Students must be accompanied by an adult.

“I have brought students to the Exploration Experiences for the past two years. By talking to people in the industry, they can see real-world applications of the careers we talk about in class. Maybe they will find a different career they weren’t even aware of,” said Raylene Russell, a high school teacher and FFA advisor at Juniata Valley High School.

To participate in the Exploration Experience event, students are required to submit a brief application by November 2. Only 24 students will be accepted to participate in the event on a first-come, first-served basis. Students who are interested in applying for the event must meet the following expectations:

- Must be in grades 11 or 12
- Should have an interest in dairy and agribusiness

- Must have a chaperone/advisor travel with them

The Exploration Experience event is free, and lunch and snacks are provided. Participants must provide their own transportation.

“Agricultural engineering, technology and the way the dairy industry seems to be going really interests me. I live on a small dairy farm. When I saw this [Exploration Experience] was an opportunity to go to a farm, I definitely wanted to broaden my horizons and see the future that agriculture is leading into,” said Skylar Peiffer, a high school student in Berks County and a previous Exploration Experience participant.

To apply for this year’s event and learn more about the experience, visit [www.dairyleadersoftomorrow.com/exploration-experience](http://www.dairyleadersoftomorrow.com/exploration-experience). If you have questions, contact Michelle Shearer at [mshearer@centerfordairyexcellence.org](mailto:mshearer@centerfordairyexcellence.org) or by phone at 570-768-8316.

The Dairy Leaders of Tomorrow Exploration Experiences began in 2017 and offer high school students the opportunity to utilize formal education skills in hands-on, experimental learning experiences. These experiences give students the opportunity to apply skills they learned in the classroom in real-world settings, engage in STEM learning through agricultural-focused areas, explore potential career opportunities, and cultivate a network of industry professionals.

Dairy Leaders of Tomorrow is a program managed by the Dairy Excellence Foundation and designed specifically to prepare high school students to work in the dairy industry. A three-part model program, Dairy Leaders of Tomorrow offers classroom instruction, on-farm experiences, and scholarship opportunities. Learn more at [www.dairyleadersoftomorrow.com](http://www.dairyleadersoftomorrow.com).

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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. Established in 2010, the foundation’s mission is to build and invest in programs that cultivate and empower the next generation of producers, consumers, and advocates for the Pennsylvania dairy industry. Learn more at [centerfordairyexcellence.org/our-foundation/](http://centerfordairyexcellence.org/our-foundation/).

Dairy Leaders of Tomorrow (DLT) is a program designed specifically to prepare high school students to work in the dairy industry. A three-part model program, Dairy Leaders of Tomorrow offers classroom instruction, on-farm experiences and scholarship opportunities. The DLT curriculum includes four main courses: Introduction to Dairy, Introduction to Dairy Herd Management, Introduction to Dairy Business Management, and Introduction to Dairy Technologies. The program is managed by the Center for Dairy Excellence Foundation of Pennsylvania, a 501(c)(3) non-profit, tax deductible organization that is Educational Improvement Tax Credit (EITC) approved. Learn more about the program at [www.dairyleadersoftomorrow.com](http://www.dairyleadersoftomorrow.com).

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