



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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DISCOUNT AVAILABLE FOR DAIRY PRODUCERS INTERESTED IN “SPANISH FOR AGRICULTURE” FALL COURSE

The Center Is Offering a \$100 Discount to Dairy Producers Who Enroll in Fall Course

Harrisburg, Pa. – To assist dairy farm families in improving communication, safety and productivity, while building respect and positive relationships with Spanish-speaking employees, the Center for Dairy Excellence is once again offering \$100 discounts to dairy producers who sign up for the “Spanish for Agriculture” (Dairy Beginners or Intermediate) online course with Katie Dotterer of AgvoKate this fall. The eight-week online course is designed for English-speaking dairy professionals who work alongside Spanish-speaking colleagues or team members. The course is being held from September 23 through November 20, 2025. Individuals who sign up will have 24/7 access to all course content through December 30.

Dairy producers will receive \$100 off the cost of registration and access to 16 online, interactive classes along with all the resources Dotterer, the instructor, provides. Producers will also receive regular check-ins from Dotterer and can take the course at their own pace. The \$100 discount is available for both the Beginner and Intermediate course. Producers must sign up by September 19 to receive the discount.

“The language barrier is real, but so is the solution. Whether you’re milking, managing or maintaining herd health, you’ll learn practical Spanish that improves communication, increases workplace safety, and builds mutual respect. Students of all stripes in this industry – veterinarians, herdsman, farm managers, employees and hoof trimmers – take this course and find it to be a gamechanger,” said Dotterer. “I teach these lessons the way I wish someone would have taught me: with simple explanations and fun ways to learn a second language quickly. Students get so excited when they’re putting applicable sentences together by week three. My goal is no fluff or endless grammar lessons—just targeted, real-world Spanish for your dairy operation.”

Led by Katie Dotterer of AgvoKate, a lifelong dairy farmer and former Spanish teacher, the online Spanish course will be held live on Tuesday and Thursday evenings from September 23 through November 20 from 7:45 to 8:45 p.m. EST for the Beginner course. The Intermediate course will have no live classes. Students will receive direct recordings of the very recent spring/summer session. Direct communication, feedback and continual support will be provided throughout the course. For both Beginner and Intermediate levels, all classes are recorded for on-demand viewing with no mandatory live attendance required. Individuals can save and download all resources, with the exception of videos, to utilize after the conclusion of the course. Resources include digital flashcards, comprehensive vocabulary lists, and resource links.

“I loved getting back into the Spanish language. For any dairy that works with Spanish-speaking personnel and are sweating the communication gap, this course will help alleviate the stress of communication. Learning the proper terms of all things dairy around the farm has been a great benefit

to communicating with our Spanish-speaking employees,” said Pamela Barnes of Maple Knoll Farm in Pennsylvania who completed the course.

The 16 classes span over a total of eight weeks and include two, one-hour classes per week. The course includes interactive discussions and practical activities, one-on-one support from the instructor, ag-specific vocabulary, and a certificate of completion at the end. The course begins with Spanish basics and expands to include specific dairy vocabulary that will help farmers better communicate with employees. Homework includes real life phrases used daily on the farm.

“This course met all my expectations and then some! Within a couple classes I was able to start putting phrases together and communicate with our employees. I don’t know who is more excited – them or me,” said Nicole, a dairy farmer who completed the course.

Learn more about the course:

- **When:** The online course will be held September 23 through November 20. Live classes are Tuesdays and Thursdays each week:
 - **Beginners:** The beginner’s live class will run from 7:45 p.m. – 8:45 p.m. EST on Tuesdays and Thursdays. Recordings will also be available.
 - **Intermediate:** There will be no live classes. Students will receive direct recordings of the very recent spring/summer session. Direct communication, feedback and continual support will be provided throughout the course.
- **Cost:** The course is \$747 per person, which includes a \$100 discount from the Center for Dairy Excellence for dairy producers. The course is designed to track individual progress, not a couple or family. For those who sign up by September 9, Dotterer is offering her HR Onboarding Script for free. This 10-page bilingual onboarding script guides employees through W-4, I-9, and payroll forms in Spanish and English.
- **How to Sign Up:** Dairy producers should visit www.centerfordairyexcellence.org/spanish-discount to sign up by September 19 and receive the discount. You will receive details on how to access the course after registering.

Dotterer is a lifelong dairy farmer who received degrees in business management, and secondary education, Spanish. She worked as a Spanish teacher in middle and high school for 4+ years, and has worked to develop curriculum and instructed online courses for the dairy industry for eight years — serving 800+ students from the U.S., Canada and the UK. She has worked with native Spanish speakers for 21+ years. Dotterer also studied abroad in Panama, Mexico, Cuba and Honduras. She is certified in ESL-English as a Second Language. She teaches ESL to the Hispanic community and her mission is to “meet in the middle.” She received the 2008 Employer of the Year (Dotterer Dairy) from The PA Department of Education Migrant Education Program.

Visit www.centerfordairyexcellence.org/spanish-discount to learn more about the discount and the course, or call 717-346-0849 for more details. Sign up no later than September 19, 2025 to receive the discount.

Visit <https://agvokate.com/course/beginner-spanish-for-dairy/> to learn more about the course.

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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.

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