



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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FAMILIES INVITED TO 'BREAKFAST ON THE FARM' ON SEPTEMBER 21

The Free Event Highlights Pennsylvania Dairy on a Modern Dairy Farm

Harrisburg, Pa. – Families are invited to celebrate Pennsylvania dairy at a free Choose PA Dairy “Breakfast on the Farm” event on September 21, 2019 at Kurtland Farms in Elverson, Pa. From 8 a.m. to noon, adults and children can enjoy a complimentary breakfast featuring local dairy products and free milkshakes from the Pennsylvania Dairymen’s Association.

Attendees will also be able to tour the multi-generational dairy farm, learn about modern dairy operations, and discover the nutritional benefits of milk.

“Our family farm recognizes the importance of agriculture to our communities. We are excited to give consumers an inside look at our operations, including our robotic milking technology and our sustainability initiatives,” said Tim Kurtz of Kurtland Farms.

Organized by the Choose PA Dairy campaign, the event will feature interactive stations with hands-on activities for children to learn about food production. Children can participate in cow-feeding, cheese-making, butter-making, calf-petting, a scavenger hunt, and an educational milk experiment.

“There are 6,200 dairies in Pennsylvania, but many consumers have never had the chance to visit a farm,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “This event is a great opportunity for families to gain a deeper understanding of where their milk comes from and interact with the dairy industry in a memorable way.”

The Breakfast on the Farm event is free, but advanced registration is encouraged. Families can register at centerfordairyexcellence.org/breakfast.

Donations will be accepted at the event to support the Center for Dairy Excellence Foundation of Pennsylvania’s next-generation dairy education programming.

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.

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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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