

Pennsylvania Dairy Stakeholders Approve Economic Impact Project

HARRISBURG (Dauphin Co.) — The Pennsylvania Dairy Stakeholders has authorized production of a professional information video and related materials to highlight the economic importance of the dairy industry to the commonwealth.

"While the direct economic contribution of dairying through farm sales of dairy products is \$1.4 billion, the total contribution is much higher," according to Don Schriver, co-chair of the Stakeholders' Economic Education Task force which recommended the project.

"The Task Force felt strongly that there is a need to highlight the multiplier effect that individual dairy farms have on their communities."

Similarly, farm sales of all agricultural enterprises amount to \$5.2 billion, and the combined output of all industries making up the food and agricultural enter-

prise of the commonwealth totals nearly \$40 billion.

Schriver is CEO for Milk Marketing Inc., a major marketer of milk in western Pennsylvania.

Laura England, public relations manager with Land O' Lakes Eastern Operations in Southampton, will chair a committee of communications and education professionals to oversee the production of these materials.

Each of the 10,800 dairy farms in Pennsylvania is an integral part of the total picture, paying taxes to local communities, providing both on and off farm employment and helping rural Pennsylvania to thrive.

In support of the project, Penn State's head of Ag Economics and Rural Sociology Dr. Milton Hallberg, said, "Agricultural issues impact urban areas as well as rural areas, but urban decision makers often don't understand and therefore overlook these relationships."

The information generated by this project should benefit all Pennsylvanians."



The video, designed for local, county and state government decision-makers, local business leaders and the general public, is scheduled to be completed in October.

Copies of the video, along with a presentation guide and brochure, will be available to the public.

Funding is being solicited from the major cooperative and private milk purchasing organizations in Pennsylvania.

For more information, call N. Alan Bair, director of dairy industry relations for The Pennsylvania State University at 717-948-6328.

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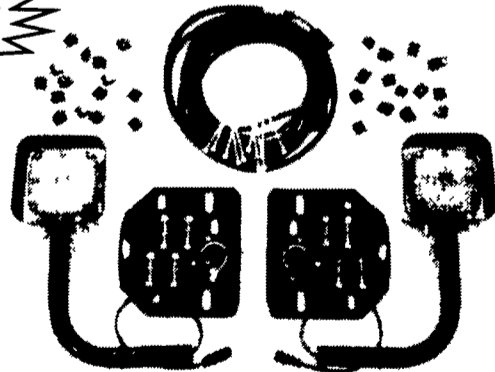
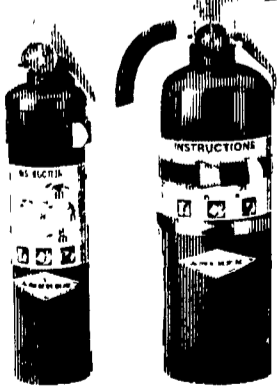
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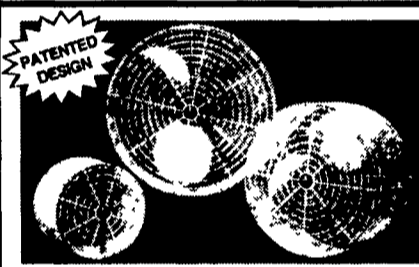


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