

Dairy Alliance To Help Meet Challenge

UNIVERSITY PARK (Centre Co.) — Pennsylvania's dairy producers face new and continuing challenges to stay competitive in a rapidly changing agricultural economy. Dairy Alliance, a new initiative launched by Penn State's College of Agricultural Sciences, has been created to help progressive dairy producers successfully access the opportunities in this new economic climate. "As we move into the next century, the College continues its commitment that teaching, research and extension programming be responsive and relevant to the needs of its stakeholders. Through the Dairy Alliance, we will do just that to work with the Pennsylvania

dairy industry to identify and address the issues both for today and tomorrow," says Robert Steele, the Dean of the College of Agricultural Sciences.

Funded in part, with monies appropriated by the Pennsylvania General Assembly in its current budget, Dairy Alliance will focus on enhancing the economic development of Pennsylvania's dairy industry through targeted education efforts.

To coordinate this initiative and develop dynamic educational programs, a core staff will be hired. The core staff will consist of associates working in the areas of labor management, information management and

business management within the departments of Dairy and Animal Science and Agricultural Economics and Rural Sociology in the College of Agricultural Sciences. There will also be key county-based educators working in animal health dairy business growth and farm management. The addition of faculty and staff with expertise in nutrient management will further extend the potential impact of the Dairy Alliance core staff. Programs offered through Dairy Alliance will augment existing extension and outreach programs.

The staff will collaborate with diverse stakeholders in the dairy industry to deliver educational programs to help produc-

ers take advantage of opportunities for future viability. They will look for specific ways to partner with private industry and supplement their existing educational work.

These collaborative efforts in all facets of the dairy industry will allow for high quality training for dairy employees, dairy managers and dairy agribusiness advisors. By expanding the skills of those involved in Pennsylvania's dairy industry, the entire industry will gain a competitive advantage in our global markets.

The success of Pennsylvania's dairy industry, the largest segment of agriculture in the Commonwealth, has an important and direct impact on the

Commonwealth's economy as a whole. The Dairy Alliance can play a pivotal role in increasing the profitability and sustainability of this vital economic industry. The Dairy Alliance will help to retain, develop and recruit economically viable dairies and dairy support businesses in Pennsylvania.

The Dairy Alliance is important to anyone with an interest in the dairy industry. Education and information are the keys to success for professional dairy managers, and will be the foundation for programs offered by the Dairy Alliance. The changes within the industry are greater than ever, offering expanding opportunities for success.

Applications are now being accepted for core staff positions. For more information, call Dr. Lisa Holden at (814) 863-3672.

New Holland Fair Livestock Sale Held



Jim Zimmerman sold his reserve champion market lamb to Alan Strock, Blue Ball National Bank for \$3.50.



Todd Stoltzfus sold his grand champion market hog to Myron Stoltzfus from Stoltzfus Meats for \$4.25 per pound..



Sarah Boyd sold her champion market lamb to Lowell Frey representing Fulton Bank for \$3.50 per pound last Friday night at the New Holland Fair youth livestock sale.



Radell Peters donated the funds from his lamb to help raise money to go the national convention. Myron Stoltzfus from Stoltzfus Meats in Intercourse bought the lamb for \$2.50 per pound. In the photo are the chapter members who are going to the convention, from left, Peters, Jim Zimmerman, and Derick Bollinger, and Stoltzfus.



Todd Stoltzfus sold his grand champion market hog to Ezra Gooch for \$4.25 per pound.



The Dr. Rol FFA Chapter's grand champion market hog has been sold to the Foundation for \$3.50 per pound. The hog was sold back to Herr for \$3.50 to the Chapter.