Ridge Administration Launches 'Export For Scholars' Program

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Scholars' program, students will prepare a marketing plan for the export of Pennsylvania-bred dairy heifers to Puerto Rico, Mexico and other Spanishspeaking countries in the western hemisphere.

Students will prepare the graphics and translation for the production of a two-language marketing brochure in Spanish and English that will promote Pennsylvania Holsteins.

Through private donations, students will have the opportunity to travel to Puerto Rico for a "trade mission" in August to complete their export business by meeting with livestock professionals and dairy farmers who will purchase the bred dairy heifers.

"We are very excited at this cooperation with the Pennsylvania Department of Agriculture,' Thomas Scott, principal of W.B. Saul, said. "This is a wonderful opportunity for our urban students to visit Puerto Rico and operate in international trade."

In addition to the Pennsylvania Department of Agriculture, the Pennsylvania Holstein Association, Delaware Valley College, and W.B. Saul High School, the "Export for Scholars" partnership includes Johnson Livestock Company, Andre Ruiz of Puerto Rico, Sire Power, and the Port of Philadelphia.

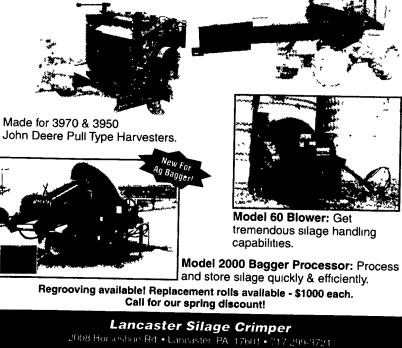


From left, Dr. Neil Vincent, vice president, academic affairs, Delaware Valley College, Samuel Hayes Jr., Pennsylvania secretary of agriculture, and Tom Leamer, president, Delaware Valley College.



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