

Video Highlights Forces Shaping Pennsylvania's Dairy Industry

MIDDLETOWN (Dauphin Co.)—What are the forces shaping Pennsylvania's dairy industry? Dairy farmers and dairy industry leaders share their thoughts in an upbeat video produced by the Pennsylvania Dairy Stakeholders.

Titled "Harnessing the Forces," the six and one-half minute video provides positive

examples of producers, processors, government and educators investing in the future of the state's dairy industry. It also highlights the many facets that make up Pennsylvania's number one agricultural industry.

According to N. Alan Bair, director of dairy industry relations for Penn State, the video serves as a strong educational tool for

both agriculture- and non-agriculture audiences.

"The video is designed to give an uplifting message at the start of dairy producer meetings," Bair said. "It also would serve well in the classroom to help explain the diversity of Pennsylvania's dairy industry."

Partial funding for the video was provided by Land O'Lakes

Inc., Pennsylvania Food Merchants Association, Pennsylvania Milk Dealers Association, and a matching grant from the Pennsylvania Department of Agriculture.

For a free copy of the video, contact the Pennsylvania Dairy Stakeholders, 777 West Harrisburg Pike, Middletown, PA 17057; phone (717) 948-6328.



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