



PA Department of Agriculture  
Laura England, Director,  
Bureau of Market Development  
May 16, 2018

# PA Preferred™



# PA Preferred™



LOCAL FARMERS LOCAL CHEFS LOCAL FOODS



*Grown in PA. It makes a difference.*

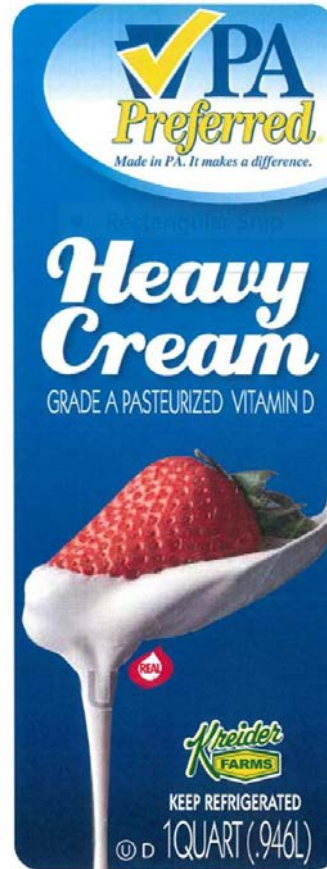


# PA Preferred Members

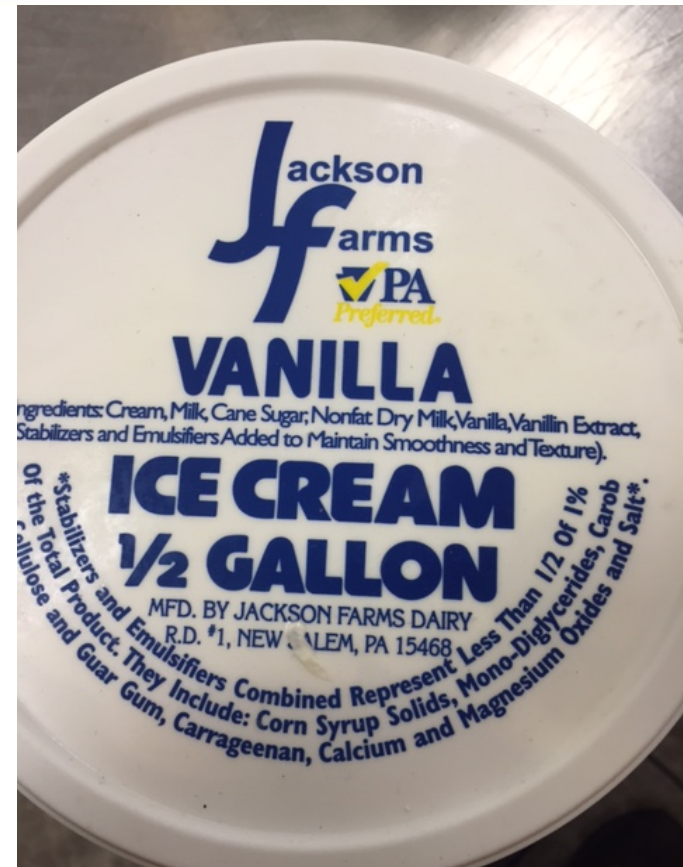




# PA Preferred Dairy



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# Member Benefits





# Member Benefits



# Member Benefits





# PA Preferred Culinary Connection







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# SUPPORT PENNSYLVANIA FARMS

# PA Dairy Promotion Program



# PA Dairy Promotion Program



- 19 dairy farmers serve on the PDPP board
- Includes PA Secretary of Agriculture or designee



# PA Dairy Promotion Program



# Statewide Dairy Campaign

**CHOOSE PA DAIRY**  
*goodness that matters*



# Industry Partners

- Center for Dairy Excellence
- PA Dairymen's Association
- American Dairy Association North East
- Professional Dairy Managers of PA
- PA Farm Bureau



# Campaign Kickoff

May 18, 2018  
Martin's, Altoona, PA



# Choose PA Dairy

