



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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PA PREFERRED CREAMERIES NEEDED FOR STATEWIDE PROGRAM

PA Preferred, CDE and DCED Gauging Producer Interest in Pa. Ice Cream Trail

Harrisburg, Pa. – The Center for Dairy Excellence is seeking dairy farms with a retail sales operation that includes ice cream to be featured as part of a series of ice cream trails in Pennsylvania. PA Preferred, the Pennsylvania Tourism Office and visitPA.com, along with the Center, are working to create the Pennsylvania-Preferred Ice Cream Trails to increase awareness of and visitation to PA Preferred farms with onsite creameries.

Each trail will feature an incentive-based passport program that would connect six to eight creameries in a geographic region. Creamery customers would be encouraged to travel the trail, collect stamps on their passports and in turn increase business across the entire ice cream trail.

Customers would be encouraged to complete the passport by receiving a stamp at every location on the trail and submit them via mail to the Pennsylvania Department of Agriculture who will distribute the incentive to the customer.

The PA Preferred Ice Cream Trails Passport Program is exclusive to PA Preferred farms and creameries. Farms included in the trails will be selected from those expressing interest based on their location and product offerings relative to the featured trails. Each participating location would be provided a resources kit which will include passports, stamps, and signage which can be used to identify participation. Passports will include rules and redemption procedures for the program. The passports will also be available on visitPA.com.

If interested in being a participating farm, or any questions about the program, please contact Myranda Kleckner, communications and marketing manager at the Center, by emailing mkleckner@centerfordairyexcellence.org or calling (717) 346-0849.

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the center's mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.