



**For Immediate Release**

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**Photo Caption:** Jeff Harding (left) and Judy Ligo (right) of the Harding family presented Cassandra Long (middle) with the Janet Harding Ruslavage Memorial Service & Promotion Award.

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**CASSANDRA LONG RECOGNIZED AS INAUGURAL RECIPIENT OF HARDING AWARD**

*Award Established to Honor Service of Janet Harding Ruslavage*

**Harrisburg, Pa.** – Cassandra Long, owner of Kolb’s Farm Store in Chester County, Pennsylvania, was recently recognized as the inaugural recipient of the Janet Harding Ruslavage Memorial Service & Promotion Award. The award program was created in 2024 to honor the memory and distinguished service of Janet Harding Ruslavage to Pennsylvania’s dairy industry by recognizing an individual between the ages of 18 and 30 who demonstrates exceptional service to and promotion of Pennsylvania dairy.

“My mom was a promoter [for dairy] all of her life, and she was a role model for many young ladies over the years. She felt promotion and service to the industry was pretty important, and we are proud that this award recognizing exemplary service and promotion to the industry was established with donations from many folks across the industry,” said Jeff Harding in presenting the award on behalf of the Harding family.

“We are proud to present this award to Casi. She does it all,” said Judy Ligo, who joined her brother Jeff in presenting the award. “She is a first-generation farmer who takes her role in preserving one of the few remaining farms in her township and is deeply committed to helping the next generation understand all dairy offers.”

Long owns and operates Kolb’s Farm Store in Spring City, Chester County. Kolb’s Farm Store has been in business for nearly 50 years and processes milk from 50 cows on the farm. She sells milk, ice cream, eggs and a variety of other local products in her store. Long has been recognized by Chester County Economic Development and Feeding Pennsylvania for her outreach to the community. Kolb’s has been a loyal partner of the charitable food system, working with three local food banks in the region. She also has an open-door policy at her farm, hosting community members at the farm, providing tours of the dairy, educating families about the milking and bottling process, and connecting the community to the farm-to-table experience.

"It is an absolute honor to be chosen for this award. Jan left a huge legacy of passion and promotion on the dairy industry, and it is a pleasure to be recognized by her family. I cannot wait to continue to promote the industry I fell in love with for many years to come," Long shared.

As a first-generation farmer, Long takes her role in preserving one of the remaining farms in her township seriously. She is deeply committed to helping the next generation understand all the career options available in dairy, volunteering countless hours in area schools and youth programs to connect young people to where milk comes from. Dairy promotion and advocacy are nothing new to Long, who served as the 2017-2018 Pennsylvania State Dairy Princess.

Long received a \$3,000 cash award and was recognized at the annual Pennsylvania Dairy Princess State Pageant in September. To qualify for this award, individuals must be a Pennsylvania resident, must be between the ages of 18 and 30 years old, and must be a high school graduate and pursuing a career in or related to the dairy industry.

To learn more about the award, visit [www.centerfordairyexcellence.org/janet-harding-ruslavage-award](http://www.centerfordairyexcellence.org/janet-harding-ruslavage-award). The Dairy Excellence Foundation helps to manage the Harding Fund, award and nomination process. Contact Jayne Sebright, Executive Director of the Dairy Excellence Foundation, at [jsebright@centerfordairyexcellence.org](mailto:jsebright@centerfordairyexcellence.org) with questions about the award.

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The Center for Dairy Excellence Foundation of Pennsylvania is a 501(c)(3) non-profit, tax deductible organization that is Educational Improvement Tax Credit (EITC) approved. Established in 2010, the foundation's mission is to build and invest in programs that cultivate and empower the next generation of producers, consumers, and advocates for the Pennsylvania dairy industry. Learn more at [centerfordairyexcellence.org/our-foundation/](http://centerfordairyexcellence.org/our-foundation/).

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