Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements

OMB No 1545-0047

2011

Open to Public Inspection

A For the 2011 calendar year, or tax year beginning 01-01-2011 and ending 12-31-2011

B Check if applicable
☐ Address change
☐ Name change
☐ Initial return
☐ Terminated
☐ Amended return
☐ Application pending

C Name of organization
CENTER FOR DAIRY EXCELLENCE

Doing Business As

Number and street (or P O box if mail is not delivered to street address) | Room/suite
2301 N CAMERON ST
ROOM/SUITE 205

City or town, state or country, and ZIP + 4
HARRISBURG, PA 171109408

D Employer identification number
20-1921470

E Telephone number
(717) 346-0849

G Gross receipts $ 991,778

F Name and address of principal officer

H(a) Is this a group return for affiliates? ☐ Yes ☑ No

H(b) Are all affiliates included? ☐ Yes ☐ No
If "No," attach a list (see instructions)

H(c) Group exemption number ▶

I Tax-exempt status ☐ 501(c)(3) ☑ 501(c) (6) ◀ (insert no) ☐ 4947(a)(1) or ☐ 527

J Website: ▶ HTTP //CENTERFORDAIRYEXCELLENCE ORG

K Form of organization ☐ Corporation ☐ Trust ☑ Association ☐ Other ▶

L Year of formation 2003

M State of legal domicile PA

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities
COORDINATE A COMPETITIVE AND PROFITABLE DAIRY INDUSTRY SUMMARY OF ORGANIZATIONS 2011 ACHIEVEMENTS AND 2012 INITIATIVES ARE ATTACHED

2 Check this box ▶☐ if the organization discontinued its operations or disposed of more than 25% of its net assets

3	Number of voting members of the governing body (Part VI, line 1a)	3	22
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	22
5	Total number of individuals employed in calendar year 2011 (Part V, line 2a)	5	10
6	Total number of volunteers (estimate if necessary)	6	50
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
b	Net unrelated business taxable income from Form 990-T, line 34	7b	

			Prior Year	Current Year
Revenue	8	Contributions and grants (Part VIII, line 1h)	162,973	165,424
	9	Program service revenue (Part VIII, line 2g)	603,807	826,269
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	1	85
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	766,781	991,778
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	13,304	0
	14	Benefits paid to or for members (Part IX, column (A), line 4)		0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	142,996	420,820
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		0
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶0		
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	751,704	471,511
	18	Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	908,004	892,331
	19	Revenue less expenses Subtract line 18 from line 12	-141,223	99,447

			Beginning of Current Year	End of Year
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	194,026	276,418
	21	Total liabilities (Part X, line 26)	108,324	91,269
	22	Net assets or fund balances Subtract line 21 from line 20	85,702	185,149

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

****** | 2012-11-08
Signature of officer | Date

JOHN FREY EXECUTIVE DIRECTOR
Type or print name and title

Paid Preparer's Use Only

Preparer's signature ▶ ANDREW L STECKBECK	Date 2012-11-16	Check if self-employed ▶ ☐	Preparer's taxpayer identification number (see instructions)
Firm's name (or yours if self-employed), address, and ZIP + 4 ▶ SIMON LEVER LLP, 444 MURRY HILL CIRCLE, LANCASTER, PA 17601			EIN ▶
			Phone no ▶ (717) 569-7081

May the IRS discuss this return with the preparer shown above? (see instructions) ☑ Yes ☐ No

Part III **Statement of Program Service Accomplishments**

Check if Schedule O contains a response to any question in this Part III . . . . ☐

1 Briefly describe the organization's mission

COORDINATE A COMPETITIVE AND PROFITABLE DAIRY INDUSTRY SUMMARY OF ORGANIZATIONS 2011 ACHIEVEMENTS AND 2012 INITIATIVES ARE ATTACHED

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? . . . . ☐ **Yes** ☑ **No**

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? . . . . ☐ **Yes** ☑ **No**

If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses $ 767,279 including grants of $) (Revenue $)

SUMMARY OF ORGANIZATIONS ACHIEVEMENTS AND 2012 INITIATIVES ARE ATTACHED

4b (Code) (Expenses $ including grants of $) (Revenue $)

4c (Code) (Expenses $ including grants of $) (Revenue $)

4d Other program services (Describe in Schedule O)

(Expenses $ including grants of $) (Revenue $)

4e **Total program service expenses** ▶$ 767,279

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1		No
2	Is the organization required to complete *Schedule B, Schedule of Contributors* (see instructions)?	2		No
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? *If "Yes," complete Schedule C, Part I*	3		No
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II*	4		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? *If "Yes," complete Schedule C, Part III*	5		No
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If "Yes," complete Schedule D, Part I*	6		No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? *If "Yes," complete Schedule D, Part II*	7		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III*	8		No
9	Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9		No
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? *If "Yes," complete Schedule D, Part V*	10		No
11	If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line10? *If "Yes," complete Schedule D, Part VI.*	11a	Yes	
b	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII.*	11b		No
c	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII.*	11c		No
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX.*	11d		No
e	Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X.*	11e		No
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If "Yes," complete Schedule D, Part X.*	11f		No
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI, XII, and XIII*	12a		No
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional*	12b		No
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		No
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at $100,000 or more? *If "Yes," complete Schedule F, Part I*	14b		No
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or assistance to any organization or entity located outside the U S ? *If "Yes," complete Schedule F, Part II and IV*	15		No
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or assistance to individuals located outside the U S ? *If "Yes," complete Schedule F, Part III and IV*	16		No
17	Did the organization report a total of more than $15,000, of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If "Yes," complete Schedule G, Part I*	17		No
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If "Yes," complete Schedule G, Part II*	18		No
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III*	19		No
20a	Did the organization operate one or more hospitals? *If "Yes," complete Schedule H*	20a		No
b	If "Yes" to line 20a, did the organization attach its audited financial statement to this return? **Note.** All Form 990 filers that operated one or more hospitals must attach audited financial statements	20b		

Part IV Checklist of Required Schedules *(continued)*

			Yes	No
21	Did the organization report more than $5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? *If "Yes," complete Schedule I, Parts I and II*	21		No
22	Did the organization report more than $5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? *If "Yes," complete Schedule I, Parts I and III*	22		No
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? *If "Yes," complete Schedule J*	23		No
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than $100,000 as of the last day of the year, that was issued after December 31, 2002? *If "Yes," answer questions 24b–24d and complete Schedule K. If "No," go to line 25*	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	**Section 501(c)(3) and 501(c)(4) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If "Yes," complete Schedule L, Part I*	25a		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? *If "Yes," complete Schedule L, Part I*	25b		
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? *If "Yes," complete Schedule L, Part II*	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? *If "Yes," complete Schedule L, Part III*	27		No
28	Was the organization a party to a business transaction with one of the following parties? (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV*	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV*	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or owner? *If "Yes," complete Schedule L, Part IV*	28c		No
29	Did the organization receive more than $25,000 in non-cash contributions? *If "Yes," complete Schedule M*	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M*	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I*	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? *If "Yes," complete Schedule N, Part II*	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301 7701-2 and 301 7701-3? *If "Yes," complete Schedule R, Part I*	33		No
34	Was the organization related to any tax-exempt or taxable entity? *If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1*	34		No
35a	Is any related organization a controlled entity of the filing organization within the meaning of section 512(b)(13)?	35a		No
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2*	35b		No
36	**Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? *If "Yes," complete Schedule R, Part V, line 2*	36		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? *If "Yes," complete Schedule R, Part VI*	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? **Note.** All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V . . . . ☐

					Yes	No
1a	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable	1a	6			
b	Enter the number of Forms W-2G included in line 1a *Enter -0- if not applicable*	1b	0			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?			1c		
2a	Enter the number of employees reported on Form W-3, *Transmittal of Wage and Tax Statements* filed for the calendar year ending with or within the year covered by this return	2a	10			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?			2b		No
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)					
3a	Did the organization have unrelated business gross income of $1,000 or more during the year?			3a		No
b	If "Yes," has it filed a Form 990-T for this year? *If "No," provide an explanation in Schedule O*			3b		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account or securities account)?			4a		No
b	If "Yes," enter the name of the foreign country ▶ See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts					
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			5a		No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			5b		No
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?			5c		
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible?			6a		No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?			6b		
7	**Organizations that may receive deductible contributions under section 170(c).**					
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?			7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?			7b		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?			7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d				
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			7e		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			7f		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?			7h		
8	**Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.** Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?			8		
9	**Sponsoring organizations maintaining donor advised funds.**					
a	Did the organization make any taxable distributions under section 4966?			9a		
b	Did the organization make a distribution to a donor, donor advisor, or related person?			9b		
10	**Section 501(c)(7) organizations.** Enter					
a	Initiation fees and capital contributions included on Part VIII, line 12	10a				
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b				
11	**Section 501(c)(12) organizations.** Enter					
a	Gross income from members or shareholders	11a				
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)	11b				
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?			12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b				
13	**Section 501(c)(29) qualified nonprofit health insurance issuers.**					
a	Is the organization licensed to issue qualified health plans in more than one state? **Note.** All 501(c)(29) organizations must list in Schedule O each state in which they are licensed to issue qualified health plans, the amount of reserves required by each state, and the amount of reserves the organization allocated to each state			13a		
b	Enter the aggregate amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b				
c	Enter the aggregate amount of reserves on hand	13c				
14a	Did the organization receive any payments for indoor tanning services during the tax year?			14a		No
b	If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O*			14b		

Part VI **Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI . . . . ☑

Section A. Governing Body and Management

				Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a 22			
b	Enter the number of voting members included in line 1a, above, who are independent	1b 22			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		2		No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		3		No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		4		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		5		No
6	Did the organization have members or stockholders?		6		No
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		7a	Yes	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		7b	Yes	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following				
a	The governing body?		8a	Yes	
b	Each committee with authority to act on behalf of the governing body?		8b	Yes	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		9		No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a		No
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	Yes	
b	Describe in Schedule O the process, if any, used by the organization to review the Form 990			
12a	Did the organization have a written conflict of interest policy? *If "No," go to line 13*	12a		No
b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c		
13	Did the organization have a written whistleblower policy?	13		No
14	Did the organization have a written document retention and destruction policy?	14		No
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	15a	Yes	
b	Other officers or key employees of the organization	15b		No
	If "Yes," to line 15a or 15b, describe the process in Schedule O (see instructions)			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		No
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the States with which a copy of this Form 990 is required to be filed ▶

18 Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection Indicate how you made these available Check all that apply

☐ Own website ☐ Another's website ☑ Upon request

19 Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public See Additional Data Table

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization ▶

KAREN PURNELL
2301 N CAMERON ST
HARRISBURG, PA 171109408
(717) 346-0849

Part VII **Compensation of Officers, Directors,Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response to any question in this Part VII . . . . ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees Enter -0- in columns (D), (E), and (F) if no compensation was paid
- List all of the organization's **current** key employees, if any See instructions for definition of "key employee "
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than $100,000 from the organization and any related organizations
- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

☐ Check this box if neither the organization nor any related organizations compensated any current or former officer, director, or trustee

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) JOHN FREY DIRECTOR	40 00	X						135,870	0	0
(2) ERICK COOLIDGE BOARD MEMBER	1 00	X						0	0	0
(3) BRIAN REED BOARD MEMBER	1 00	X						0	0	0
(4) CHRIS WADDELL BOARD MEMBER	1 00	X						0	0	0
(5) RON KLINE BOARD MEMBER	1 00	X						0	0	0
(6) DAVID DOWLER BOARD MEMBER	1 00	X						0	0	0
(7) ARLIN BENNER BOARD MEMBER	1 00	X						0	0	0
(8) JOHN LIGO BOARD MEMBER	1 00	X						0	0	0
(9) GLENN GORRELL BOARD MEMBER	1 00	X						0	0	0
(10) LEON GRAVES BOARD MEMBER	1 00	X						0	0	0
(11) JENNIFER HELTZEL BOARD MEMBER	1 00	X						0	0	0
(12) GORDON HOOVER BOARD MEMBER	1 00	X						0	0	0
(13) DAVID HUNSBERGER BOARD MEMBER	1 00	X						0	0	0
(14) JUNIA ISIMINGER BOARD MEMBER	1 00	X						0	0	0
(15) STEVE REINFORD BOARD MEMBER	1 00	X						0	0	0
(16) SAM SHANNON BOARD MEMBER	1 00	X						0	0	0
(17) VINTON SMITH BOARD MEMBER	1 00	X						0	0	0

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** (continued)

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position: Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(18) DR JOHN STANTON BOARD MEMBER	1 00	X						0	0	0
(19) MATT WANNER BOARD MEMBER	1 00	X						0	0	0
(20) LOLLY LESHER PRESIDENT	1 00			X				0	0	0
(21) JOHN SIGLOW SECRETARY	1 00			X				0	0	0
(22) BETSY ALBRIGHT TREASURER	3 00			X				0	0	0
(23) GARY HECKMAN VICE PRESIDE	1 00			X				0	0	0

		(D)	(E)	(F)
1b	**Sub-Total** . . . . ▶			
c	**Total from continuation sheets to Part VII, Section A** . . . . ▶			
d	**Total (add lines 1b and 1c)** . . . . ▶	135,870		

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 of reportable compensation from the organization ▶1

			Yes	No
3	Did the organization list any **former** officer, director or trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*	**3**		No
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If "Yes," complete Schedule J for such individual*	**4**		No
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*	**5**		No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 of compensation from the organization ▶

Part VIII Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants and other similar amounts	1a	Federated campaigns . .	1a				
	b	Membership dues	1b				
	c	Fundraising events	1c				
	d	Related organizations . . .	1d				
	e	Government grants (contributions)	1e 165,424				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f				
	g	Noncash contributions included in lines 1a-1f $					
	h	**Total.** Add lines 1a-1f . . . . ▶		165,424			
Program Service Revenue			Business Code				
	2a	PDA - SOLE SOURCE CONTRACT		525,614	525,614		
	b	INCOME-CONTRIBUTIONS-OTHER		282,516	282,516		
	c	ALLIES FOR ADVANCEMENT		11,000	11,000		
	d	APPLICATION&REGISTRATION FEE		6,395	6,395		
	e	MISCELLANEOUS		744	744		
	f	All other program service revenue					
	g	**Total.** Add lines 2a–2f . . . . ▶		826,269			
Other Revenue	3	Investment income (including dividends, interest and other similar amounts) . . . . . ▶		85			85
	4	Income from investment of tax-exempt bond proceeds . . ▶					
	5	Royalties . . . . ▶					
			(i) Real / (ii) Personal				
	6a	Gross rents					
	b	Less rental expenses					
	c	Rental income or (loss)					
	d	Net rental income or (loss) . . . . ▶					
			(i) Securities / (ii) Other				
	7a	Gross amount from sales of assets other than inventory					
	b	Less cost or other basis and sales expenses					
	c	Gain or (loss)					
	d	Net gain or (loss) . . . . ▶					
	8a	Gross income from fundraising events (not including $ of contributions reported on line 1c) See Part IV, line 18 . . .	a				
	b	Less direct expenses . . .	b				
	c	Net income or (loss) from fundraising events . . ▶					
	9a	Gross income from gaming activities See Part IV, line 19 . . .	a				
	b	Less direct expenses . . .	b				
	c	Net income or (loss) from gaming activities . . . ▶					
	10a	Gross sales of inventory, less returns and allowances .	a				
	b	Less cost of goods sold . .	b				
	c	Net income or (loss) from sales of inventory . . ▶					
		Miscellaneous Revenue	Business Code				
	11a						
	b						
	c						
	d	All other revenue					
	e	**Total.** Add lines 11a–11d . . . . . . ▶					
	12	**Total revenue.** See Instructions . . . ▶		991,778	826,269		85

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns
All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D)
Check if Schedule O contains a response to any question in this Part IX . . . . ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States See Part IV, line 21				
2 Grants and other assistance to individuals in the United States See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	135,870	108,696	27,174	
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	225,329	180,263	45,066	
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	9,916	7,933	1,983	
9 Other employee benefits	23,501	18,801	4,700	
10 Payroll taxes	26,204	20,963	5,241	
11 Fees for services (non-employees)				
a Management				
b Legal				
c Accounting	28,062	14,031	14,031	
d Lobbying				
e Professional fundraising *See Part IV, line 17* . .				
f Investment management fees				
g Other				
12 Advertising and promotion	4,240		4,240	
13 Office expenses	12,923	6,462	6,461	
14 Information technology				
15 Royalties . .				
16 Occupancy				
17 Travel	35,932	35,932		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	3,074		3,074	
23 Insurance	5,051	2,525	2,526	
24 Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)				
a TRANSFORM TEAM PROGRAM	60,582	60,582		
b SPONSORSHIPS	37,500	37,500		
c MEETING EXPENSES	29,378	29,378		
d DAIRY DECISIONS CONSULT	27,394	27,394		
e				
f All other expenses	227,375	216,819	10,556	
25 **Total functional expenses.** Add lines 1 through 24f	892,331	767,279	125,052	0
26 **Joint costs.** Check here ▶ ☐ if following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X **Balance Sheet**

					(A) Beginning of year		(B) End of year
Assets	1	Cash—non-interest-bearing			46,571	1	172,386
	2	Savings and temporary cash investments			3,374	2	34,526
	3	Pledges and grants receivable, net			144,081	3	69,506
	4	Accounts receivable, net				4	
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L				5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) Complete Part II of Schedule L				6	
	7	Notes and loans receivable, net				7	
	8	Inventories for sale or use				8	
	9	Prepaid expenses and deferred charges				9	
	10a	Land, buildings, and equipment cost or other basis *Complete Part VI of Schedule D*	10a	3,074			
	b	Less accumulated depreciation	10b	3,074		10c	
	11	Investments—publicly traded securities				11	
	12	Investments—other securities See Part IV, line 11				12	
	13	Investments—program-related See Part IV, line 11				13	
	14	Intangible assets				14	
	15	Other assets See Part IV, line 11				15	
	16	**Total assets.** Add lines 1 through 15 (must equal line 34)			194,026	16	276,418
Liabilities	17	Accounts payable and accrued expenses			4,271	17	14,714
	18	Grants payable				18	
	19	Deferred revenue			104,053	19	76,555
	20	Tax-exempt bond liabilities				20	
	21	Escrow or custodial account liability *Complete Part IV of Schedule D*				21	
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons *Complete Part II of Schedule L*				22	
	23	Secured mortgages and notes payable to unrelated third parties				23	
	24	Unsecured notes and loans payable to unrelated third parties				24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D				25	
	26	**Total liabilities.** Add lines 17 through 25			108,324	26	91,269
Net Assets or Fund Balances		**Organizations that follow SFAS 117, check here ▶ ☑ and complete lines 27 through 29, and lines 33 and 34.**					
	27	Unrestricted net assets			85,702	27	185,149
	28	Temporarily restricted net assets				28	
	29	Permanently restricted net assets				29	
		Organizations that do not follow SFAS 117, check here ▶ ☐ and complete lines 30 through 34.					
	30	Capital stock or trust principal, or current funds				30	
	31	Paid-in or capital surplus, or land, building or equipment fund				31	
	32	Retained earnings, endowment, accumulated income, or other funds				32	
	33	Total net assets or fund balances			85,702	33	185,149
	34	Total liabilities and net assets/fund balances			194,026	34	276,418

Part XI Reconcilliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI . . . . ☐

1	Total revenue (must equal Part VIII, column (A), line 12) . . .	1	991,778
2	Total expenses (must equal Part IX, column (A), line 25)	2	892,331
3	Revenue less expenses Subtract line 2 from line 1	3	99,447
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) . .	4	85,702
5	Other changes in net assets or fund balances (explain in Schedule O)	5	
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	185,149

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII . . . . ☐

			Yes	No
1	Accounting method used to prepare the Form 990 ☐ Cash ☑ Accrual ☐ Other ______ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? . .	2a		No
b	Were the organization's financial statements audited by an independent accountant?	2b		No
c	If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	2c		
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separated basis			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a		No
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits . .	3b		

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SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047
2011
Open to Public Inspection

Name of the organization
CENTER FOR DAIRY EXCELLENCE

Employer identification number
20-1921470

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
2	Aggregate contributions to (during year)		
3	Aggregate grants from (during year)		
4	Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☑ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit ☐ Yes ☑ No

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply)

☐ Preservation of land for public use (e g , recreation or pleasure)
☐ Preservation of an historically importantly land area
☐ Protection of natural habitat
☐ Preservation of a certified historic structure
☐ Preservation of open space

2 Complete lines 2a–2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

			Held at the End of the Year
a	Total number of conservation easements	2a	
b	Total acreage restricted by conservation easements	2b	
c	Number of conservation easements on a certified historic structure included in (a)	2c	
d	Number of conservation easements included in (c) acquired after 8/17/06	2d	

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year ▶________

4 Number of states where property subject to conservation easement is located ▶________

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☑ No

6 Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year ▶________

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year
▶ $ ________

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)? ☐ Yes ☑ No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenues included in Form 990, Part VIII, line 1 ▶ $ ________

(ii) Assets included in Form 990, Part X ▶ $ ________

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items

a Revenues included in Form 990, Part VIII, line 1 ▶ $ ________

b Assets included in Form 990, Part X ▶ $ ________

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3 Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply)

a ☐ Public exhibition
b ☐ Scholarly research
c ☐ Preservation for future generations
d ☐ Loan or exchange programs
e ☐ Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☑ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☑ No

b If "Yes," explain the arrangement in Part XIV and complete the following table

		Amount
c Beginning balance	1c	
d Additions during the year	1d	
e Distributions during the year	1e	
f Ending balance	1f	

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☑ No

b If "Yes," explain the arrangement in Part XIV

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current Year	(b) Prior Year	(c) Two Years Back	(d) Three Years Back	(e) Four Years Back
1a Beginning of year balance					
b Contributions					
c Investment earnings or losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the year end balance held as

a Board designated or quasi-endowment ▶

b Permanent endowment ▶

c Term endowment ▶

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

		Yes	No
(i) unrelated organizations	3a(i)		No
(ii) related organizations	3a(ii)		No
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b		No

4 Describe in Part XIV the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other		3,074	3,074	
Total. Add lines 1a-1e *(Column (d) should equal Form 990, Part X, column (B), line 10(c).)* ▶				

Part VII Investments—Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
Other		
Total. *(Column (b) should equal Form 990, Part X, col (B) line 12)* ▶		

Part VIII Investments—Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
Total. *(Column (b) should equal Form 990, Part X, col (B) line 13)* ▶		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
Total. *(Column (b) should equal Form 990, Part X, col.(B) line 15.)* . . . . ▶	

Part X Other Liabilities. See Form 990, Part X, line 25.

1 (a) Description of Liability	(b) Amount
Federal Income Taxes	
Total. *(Column (b) should equal Form 990, Part X, col (B) line 25)* ▶	

2. Fin 48 (ASC 740) Footnote In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC740)

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	
4	Net unrealized gains (losses) on investments	4	
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	
9	Total adjustments (net) Add lines 4 - 8	9	
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10	

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements			1	
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12				
a	Net unrealized gains on investments	2a			
b	Donated services and use of facilities	2b			
c	Recoveries of prior year grants	2c			
d	Other (Describe in Part XIV)	2d			
e	Add lines **2a** through **2d**			2e	
3	Subtract line **2e** from line **1**			3	
4	Amounts included on Form 990, Part VIII, line 12, but not on line **1**				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a			
b	Other (Describe in Part XIV)	4b			
c	Add lines **4a** and **4b**			4c	
5	Total Revenue Add lines **3** and **4c.** (This should equal Form 990, Part I, line 12)			5	

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements			1	
2	Amounts included on line 1 but not on Form 990, Part IX, line 25				
a	Donated services and use of facilities	2a			
b	Prior year adjustments	2b			
c	Other losses	2c			
d	Other (Describe in Part XIV)	2d			
e	Add lines **2a** through **2d**			2e	
3	Subtract line **2e** from line **1**			3	
4	Amounts included on Form 990, Part IX, line 25, but not on line **1:**				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a			
b	Other (Describe in Part XIV)	4b			
c	Add lines **4a** and **4b**			4c	
5	Total expenses Add lines **3** and **4c.** (This should equal Form 990, Part I, line 18)			5	

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also complete this part to provide any additional information

Identifier	Return Reference	Explanation

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SCHEDULE O (Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2011

Open to Public Inspection

Name of the organization
CENTER FOR DAIRY EXCELLENCE

Employer identification number
20-1921470

Identifier	Return Reference	Explanation
ELECTION OF MEMBERS AND THEIR RIGHTS	FORM 990, PAGE 6, PART VI, LINE 7A	CURRENT BOARD OF DIRECTORS IS PRIMARILY RESPONSIBLE FOR NOMINATING AND ELECTING MEMBERS TO THE GOVERNING BODY
DECISIONS SUBJECT TO APPROVAL OF MEMBERS	FORM 990, PAGE 6, PART VI, LINE 7B	PENNSYLVANIA DEPARTMENT OF AGRICULTURE GIVES OVERSIGHT TO THE ORGANIZATION
ORGANIZATION'S PROCESS USED TO REVIEW FORM 990	FORM 990, PAGE 6, PART VI, LINE 11B	TAX RETURN AND LETTER FROM CPA FIRM PREPARING FORM 990 ARE SENT TO AND REVIEWED BY TREASURER AND FINANCE COORDINATOR
COMPENSATION PROCESS FOR TOP OFFICIAL	FORM 990, PAGE 6, PART VI, LINE 15A	THE BOARD OF DIRECTORS AND THE PENNSYLVANIA DEPARTMENT OF AGRICULTURE EXECUTIVE OFFICE APPROVED THE EXECUTIVE DIRECTOR'S COMPENSATION UPON HIS DESIGNATION AS DIRECTOR AN INDEPENDENT COMPANY WAS HIRED TO MAKE COMPENSATION COMPARISONS FOR OTHER CONTRACTORS RECEIVING COMPENSATION ALL PERSONS RECEIVING REGULAR PAYMENTS FOR SERVICES PROVIDED HAVE FORMAL JOB DESCRIPTIONS
GOVERNING DOCUMENTS DISCLOSURE EXPLANATION	FORM 990, PAGE 6, PART VI, LINE 19	DOCUMENTS MADE AVAILABLE TO THE PUBLIC UPON REQUEST AND VARIOUS RELEVANT DOCUMENTS ARE AVAILABLE ON THE ORGANIZATION'S WEBSITE AT HTTP //CENTERFORDAIRYEXCELLENCE ORG
OTHER EXPENSES	FORM 990, PART IX, LINE 24E	INDUSTRY GROWTH SUPPORT 23,488 PROJECTS 21,036 PROFIT TEAMS - REIMBURS 20,934 MATERIALS/SUPPLIES 20,360 CFA 19,984 CONTRACTED SERVICES 18,772 EVENTS AND PROJECTS 15,997 SCHOLARSHIPS 14,376 CREES 2 PROFIT TEAMS 13,756 DISCRETIONARY EXPENSE 11,620 VIDEO SERVICES 8,679 TELEPHONE REIMBURSEMENT 6,705 CDE WEBSITE 4,930 MEALS 4,678 BOOKS, SUBSCRIPTION, REFE 4,199 BOARD OF DIRECTORS 4,175 PA DAIRY PROGRAM 3,515 CONFERENCES 3,096 POSTAGE AND SHIPPING 2,681 COMMITTEE EXPENSES 1,537 STAFF DEVELOPMENT 1,063 TELEPHONE 559 OUTSIDE COMPUTER SERVICES 523 EQUIP RENTAL AND MAINT 412 BANKING CHARGES 300

Form **4562**

Depreciation and Amortization

(Including Information on Listed Property)

OMB No 1545-0172

2011

Department of the Treasury
Internal Revenue Service (99)

▶ See separate instructions. ▶ Attach to your tax return.

Attachment Sequence No **179**

Name(s) shown on return	Business or activity to which this form relates	Identifying number
CENTER FOR DAIRY EXCELLENCE	INDIRECT DEPRECIATION	20-1921470

Part I Election To Expense Certain Property Under Section 179

Note: *If you have any listed property, complete Part V before you complete Part I.*

1 Maximum amount (see instructions)	1	500,000
2 Total cost of section 179 property placed in service (see instructions)	2	
3 Threshold cost of section 179 property before reduction in limitation (see instructions)	3	2,000,000
4 Reduction in limitation Subtract line 3 from line 2 If zero or less, enter -0-	4	
5 Dollar limitation for tax year Subtract line 4 from line 1 If zero or less, enter -0- If married filing separately, see instructions	5	

6 (a) Description of property	(b) Cost (business use only)	(c) Elected cost

7 Listed property Enter the amount from line 29	7	
8 Total elected cost of section 179 property Add amounts in column (c), lines 6 and 7	8	
9 Tentative deduction Enter the **smaller** of line 5 or line 8	9	
10 Carryover of disallowed deduction from line 13 of your 2010 Form 4562	10	
11 Business income limitation Enter the smaller of business income (not less than zero) or line 5 (see instructions)	11	
12 Section 179 expense deduction Add lines 9 and 10, but do not enter more than line 11	12	
13 Carryover of disallowed deduction to 2012 Add lines 9 and 10, less line 12 ▶	13	

Note: *Do not use Part II or Part III below for listed property. Instead, use Part V.*

Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property) (See instructions)

14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions)	14	3,074
15 Property subject to section 168(f)(1) election	15	
16 Other depreciation (including ACRS)	16	

Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

Section A

17 MACRS deductions for assets placed in service in tax years beginning before 2011	17	
18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here ▶☐		

Section B—Assets Placed in Service During 2011 Tax Year Using the General Depreciation System

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only—see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs		S/L	
h Residential rental property			27 5 yrs	MM	S/L	
			27 5 yrs	MM	S/L	
i Nonresidential real property			39 yrs	MM	S/L	
				MM	S/L	

Section C—Assets Placed in Service During 2011 Tax Year Using the Alternative Depreciation System

20a Class life					S/L	
b 12-year			12 yrs		S/L	
c 40-year			40 yrs	MM	S/L	

Part IV Summary (see instructions)

21 Listed property Enter amount from line 28	21	
22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21 Enter here and on the appropriate lines of your return Partnerships and S corporations—see instructions	22	3,074
23 For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

Part V **Listed Property** (Include automobiles, certain other vehicles, certain computers, and property used for entertainment, recreation, or amusement.)

Note: *For any vehicle for which you are using the standard mileage rate or deducting lease expense, complete **only** 24a, 24b, columns (a) through (c) of Section A, all of Section B, and Section C if applicable.*

Section A—Depreciation and Other Information (Caution: *See the instructions for limits for passenger automobiles.***)**

24a Do you have evidence to support the business/investment use claimed? **Yes** **No** | **24b** If "Yes," is the evidence written? **Yes** **No**

(a) Type of property (list vehicles first)	**(b)** Date placed in service	**(c)** Business/ investment use percentage	**(d)** Cost or other basis	**(e)** Basis for depreciation (business/investment use only)	**(f)** Recovery period	**(g)** Method/ Convention	**(h)** Depreciation/ deduction	**(i)** Elected section 179 cost
25 Special depreciation allowance for qualified listed property placed in service during the tax year and used more than 50% in a qualified business use (see instructions)						25		
26 Property used more than 50% in a qualified business use								
		%						
		%						
		%						
27 Property used 50% or less in a qualified business use								
		%				S/L -		
		%				S/L -		
		%				S/L -		

28 Add amounts in column (h), lines 25 through 27 Enter here and on line 21, page 1 . **28**

29 Add amounts in column (i), line 26 Enter here and on line 7, page 1 . . . . **29**

Section B—Information on Use of Vehicles

Complete this section for vehicles used by a sole proprietor, partner, or other "more than 5% owner," or related person

If you provided vehicles to your employees, first answer the questions in Section C to see if you meet an exception to completing this section for those vehicles

	(a) Vehicle 1		**(b)** Vehicle 2		**(c)** Vehicle 3		**(d)** Vehicle 4		**(e)** Vehicle 5		**(f)** Vehicle 6	
30 Total business/investment miles driven during the year (**do not** include commuting miles) . . .												
31 Total commuting miles driven during the year .												
32 Total other personal(noncommuting) miles driven												
33 Total miles driven during the year Add lines 30 through 32												
	Yes	**No**	**Yes**	**No**	**Yes**	**No**	**Yes**	**No**	**Yes**	**No**	**Yes**	**No**
34 Was the vehicle available for personal use during off-duty hours?												
35 Was the vehicle used primarily by a more than 5% owner or related person?												
36 Is another vehicle available for personal use? .												

Section C—Questions for Employers Who Provide Vehicles for Use by Their Employees

Answer these questions to determine if you meet an exception to completing Section B for vehicles used by employees who **are not** more than 5% owners or related persons (see instructions)

	Yes	**No**
37 Do you maintain a written policy statement that prohibits all personal use of vehicles, including commuting, by your employees?		
38 Do you maintain a written policy statement that prohibits personal use of vehicles, except commuting, by your employees? See the instructions for vehicles used by corporate officers, directors, or 1% or more owners		
39 Do you treat all use of vehicles by employees as personal use?		
40 Do you provide more than five vehicles to your employees, obtain information from your employees about the use of the vehicles, and retain the information received?		
41 Do you meet the requirements concerning qualified automobile demonstration use? (See instructions)		
Note: If your answer to 37, 38, 39, 40, or 41 is "Yes," do not complete Section B for the covered vehicles		

Part VI **Amortization**

(a) Description of costs	**(b)** Date amortization begins	**(c)** Amortizable amount	**(d)** Code section	**(e)** Amortization period or percentage	**(f)** Amortization for this year
42 Amortization of costs that begins during your 2011 tax year (see instructions)					

43 Amortization of costs that began before your 2011 tax year **43**

44 Total. Add amounts in column (f) See the instructions for where to report . . **44**

Empowering the People. Creating the Partnerships, Coordinating the Resources to GROW Dairy Profitability In Pennsylvania.

Search [Search]

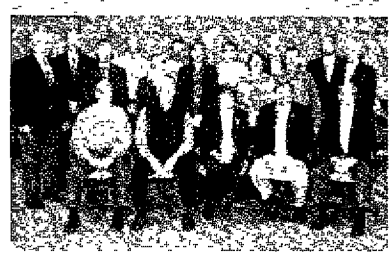
About CDE / Contact Us / Become an Ally

About the Center for Dairy Excellence

The Center for Dairy Excellence is a non-profit 501C6 organization created in 2004 The organization was created to enhance profitability and viability of the dairy industry, the leading sector of Pennsylvania's number one industry, Agriculture

The center works closely with the **Pennsylvania Department of Agriculture** and numerous allied industry organizations to support Pennsylvania's dairy farm families. 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.

Click here to review the Center's 2010 Annual Summary



Center Board of Directors

Center Board of Directors

Currently, twenty-two individuals serve on the Center for Dairy Excellence board of directors. With the integration of the Pennsylvania Dairy Stakeholders with the Center for Dairy Excellence occuring on Jan 1, 2011, this board will transition down to thirteen members by December 31, 2012

Board members of the Center for Dairy Excellence include.

Lolly Lesher, President, Bernville, Pa
Betsy Albright, Treasurer, Harrisburg, Pa.
Arlin Benner, Mount Joy, Pa
Erick Coolidge, Wellsboro, Pa
David Dowler, Meadville, Pa
Glenn Gorrell, Milan, Pa.
Leon Graves, Syracuse, N.Y
Jennifer Heltzel, Martinsburg, Pa.
Gordon Hoover, Carlisle, Pa.
David Hunsberger, Mifflintown, Pa
Junia Isiminger, Union City, Pa
Gary Heckman, Vice President, Mechanicsburg, Pa.
John Siglow, Secretary, Syracuse, N Y
Ron Kline, Troy, Pa.
John Ligo, Grove City, Pa
Brian Reed, Lititz, Pa
Steve Reinford, Mifflintown, Pa.
Sam Shannon, Sunbury, Pa
Vinton Smith, Gettysburg, Pa.
Dr. John Stanton, Sewell, N J
Christine Waddell, Townville, Pa.
Matt Wanner, Narvon, Pa

Center Staff

The center has four full-time and one part-time staff Those are:

John Frey
Executive Director
Phone 717-346-0849
Fax. 717-705-2342
Email John

Karen Purnell
Accounting & Administration Coordinator
Phone: 717-346-9905
Fax 717-705-2342
Email Karen

Jayne Sebright
Communications Director
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www.centerfordairyexcellence.org

An initiative of the Pennsylvania Department of Agriculture.
Russell Redding, Secretary of Agriculture

Strengthening Pennsylvania's Dairy Industry...

It's Your Passion... It's Our Purpose.

The Center for Dairy Excellence and
The Pennsylvania Dairy Task Force

ANNUAL SUMMARY

2010 Accomplishments & 2011 Initiatives

A Growing Industry...

A growing dairy industry is vital to the future growth and prosperity of Pennsylvania's economy Currently, Pennsylvania ranks second in the number of dairy farms in the US The 7,400 family-owned dairy farms, with 541 000 dairy cows, provide the foundation for an industry that generates more than $4 5 billion in economic revenue and supports more than 45,000 jobs across the dairy supply chain in the commonwealth

Emerging technology and advancements in the dairy industry have allowed dairy farm families to become increasingly more efficient while at the same time improving the quality of the products they produce In fact, today Pennsylvania's dairy farms produce 31 percent more milk with 28 percent fewer cows than they did 30 years ago In just the past two years, milk quality on Pennsylvania's dairy farms has improved by 11 percent

As we approach 2011, the dairy industry in Pennsylvania remains the 5th largest milk producer in the U S , but finds itself threatened by a 24-month recession. The Pennsylvania Dairy Task Force, a group of 110+ industry leaders who volunteer their time to shape the direction of the center, identified priorities necessary to help the industry, and individual dairy farms, recover from this recession and rebuild dairy infrastructure.

In 2010, the Center for Dairy Excellence focused much of its efforts on turning those priorities into meaningful resources on the farm and in the industry Programs put into effect in 2010 resulted directly from ideas generated in the five task force committees, focused on business management, economic development government relations, communications & information and education.

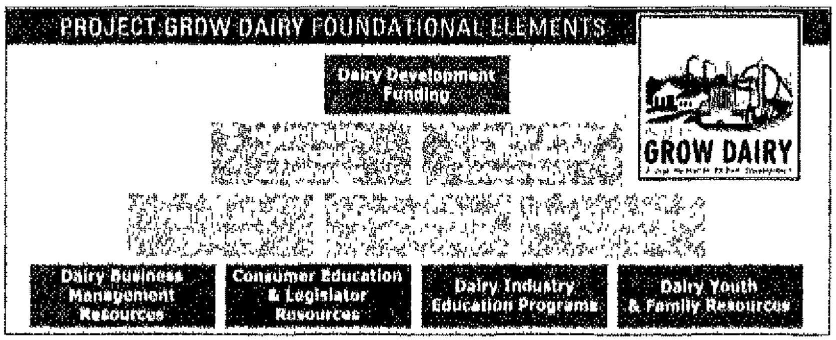
As mounting environmental pressures and an aging farmer population create new challenges for all dairy farms, the Center for Dairy Excellence has recommitted itself to its core foundational elements that provide focus for its efforts

CDE Scorecard Reflects Dairy Industry Health

Pennsylvania Dairy Industry Performance Scorecard Summary	Oct. 2009 Report	Oct. 2010 Report	Change from last year
Total Monthly Milk Production	862 mill. lbs	887 mill Lbs.	▲ 2 9%
Percentage of U.S. Market Share	5.59%	5 59%	—
Milk Cows	539,000 cows	541,000 cows	▲ 0 37%
Rolling 12-Mo. State Milk Production	10.532 bill lbs	10.685 bill. lbs.	▲ 1 45%
Wholesale Milk Price	$15 80/cwt	$20 50/cwt.	▲ 29 7%
Milk Margin (IOFC @ 100 lbs. milk)	$9.98/cwt	$13 85/cwt.	▲ 38 7%
Milk Production/Cow/Day	59 lbs	61 lbs.	▲ 2 52%
Average Somatic Cell Count	273,320	271,760	▼ 0 57%
Average Pregnancy Rate	17 21%	14.36%	▼ 16.56%

"Project Grow Dairy" is the center's strategic plan, developed with input from the Dairy Task Force, for growing Pennsylvania's dairy industry Revised in 2010, the foundational elements in the plan now include Dairy Youth & Family Resources and Renewable Energy & Environmental Stewardship

This annual summary includes highlights of the Center for Dairy Excellence's efforts in 2010 On pages 6–7 are highlights from the 2011 strategic plan



For Our Task Force Partners

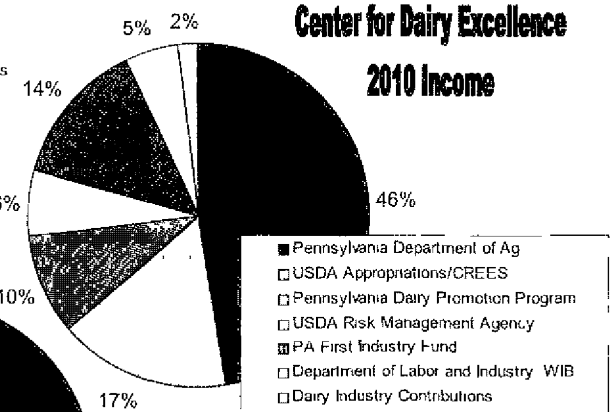
The Center for Dairy Excellence is a 501C6 created to enhance the profitability and viability of the dairy industry the leading sector in Pennsylvania's number one industry, agriculture. In addition to ongoing support from the Pennsylvania Department of Agriculture, the center relies heavily on grant funding and support from the dairy industry. The funding from the commonwealth acts as seed money for a $900,000 budget to support Pennsylvania's dairy industry.

In 2010 the center introduced its **Allies for Advancement** program to give industry organizations the opportunity to become a partner of the center and to provide annual support for the center's efforts Ten organizations became Allies for Advancement in 2010 and provided more than $45,000 in support for the organization

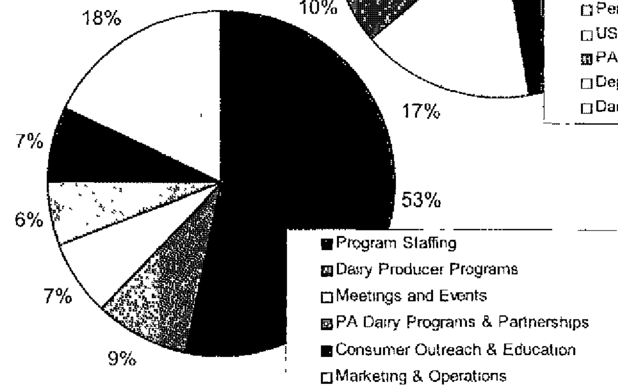
Members of the Pennsylvania Dairy Task Force

In-kind support contributed by the industry leaders who serve on the Pennsylvania Dairy Task Force is also critical to the success of the center. The input from the task force helps guide the center's program and extend its funding farther on behalf of the dairy industry. The in-kind contributions from industry volunteers is estimated at more than $1 2 million over the past six years

Center for Dairy Excellence 2010 Income



Center for Dairy Excellence 2010 Expenses



For the Future

In the fall of 2010, the Center for Dairy Excellence Board of Directors and staff met to identify key focus areas for 2011. During that meeting, they mapped a vision for the center and identified key areas of focus in 2011. From those discussions came the center's **2011 Strategic Plan**.

Pennsylvania remains the fifth largest in the U.S., but finds itself weakened by a 24-month recession. Both the board members and staff agreed that the center's 2011 Strategic Plan should focus on leading the industry and individual dairy farms on a path of recovery.

Our Vision: To Provide the Leadership, Voice and Programs for a Vibrant Dairy Industry Where Farm Families, Dairy Businesses and Associated Organizations Can Thrive and Be Profitable.

With the **integration of the Pennsylvania Dairy Stakeholders into the Center for Dairy Excellence,** an expanded approach to supporting the dairy industry will begin in 2011. The center will reach out to producer, processor and retail stakeholders to incorporate a comprehensive approach across the entire value chain to respond to industry needs.

The introduction of the **Center for Dairy Excellence Foundation of Pennsylvania** will allow for long-term funding and planning to support education, innovation and entrepreneurship in the industry. The idea of a Foundation was first initiated in the Task Force Economic Development Committee. Fostering initiatives beyond the annual activities of the center, the Foundation will focus on generating the ideas and capital needed to expand the vision for a growing, dynamic dairy industry.

Center for Dairy Excellence Foundation Of Pennsylvania

Representation in new areas impacting Pennsylvania's dairy industry will also be critical to moving the industry forward. Those areas include regional and national relationships; environmental, regulatory and energy conservation issues, and the relationship between profitability, technology, growth and public policy.

A new emphasis will be placed on youth and young entrepreneurs, dairy farm family resources, and programs that reach a broader base of producers. The 2011 Plan of Work will also include new methods of communications to all stakeholders to increase the utilization of the center's programs and resources.

The Center for Dairy Excellence has identified six strategic goals to accomplish over the next three years. These goals will guide the center's work in 2011. Those goals include:

1. Leading a growing, profitable dairy industry in Pennsylvania through programs, resources and collaboration.
2. Aggressively growing systems of support, communication and feedback to include all significant dairy stakeholders, including processing and retail sectors.
3. Leveraging the Center for Dairy Excellence Foundation of Pennsylvania to accommodate long-term planning and funding for education, innovation, & entrepreneurship.
4. Vigorously pursuing new and existing partnerships to benefit the dairy industry.
5. Creating opportunities for youth and young entrepreneurs to enter and be part of the dairy industry.
6. Expanding its operational capabilities to support a growing base of programs and resources to challenge and support all dairy farm families in pursuing excellence in the business of dairy farming.

The Center for Dairy Excellence Board and staff also adopted specific key measurables to accomplish by the end of the three-year period. Those include:

- ✓ Having the majority of Pennsylvania dairy farm businesses actively engaged in the center's programs and resources by the end of 2013.
- ✓ Growing the use of existing on-farm programs supported by the center by a minimum of 20 percent by the end of 2013.
- ✓ Having Pennsylvania's dairy farms show ongoing improvements in key herd performance areas documented on the Pennsylvania Dairy Industry Performance Scorecard.
- ✓ Showing a statistical increase each year in Pennsylvania's total milk supply to maintain and strengthen infrastructure, as a result of increased milk production on existing farms and new start-up dairies supported by the center's efforts.

For more information about the Center for Dairy Excellence's strategic plan, call 717-346-0849 or e-mail info@centerfordairyexcellence.org.

For Producers

At the foundation of PA's dairy industry are 7,400 individual dairy farm families. These families need resources to help their businesses strengthen and grow. They also need resources to help them navigate an ever-changing marketplace.

Access to these resources became even more critical in 2010, as farms struggled to dig out from mounting debt built up over the past 24 months. The center introduced new programs and enhanced our menu of resources to help farms recover and rebuild their businesses.

The On-farm Dairy Resource Team Program was revamped in 2010, at the recommendation of the Business Management Committee, to encourage farm families to apply for up to $1,500 in annual support for paid team members and discovery related costs. Three options are available for using the profit team — through a Dairy Profit Team, Target Profit Team or Succession Planning Team.

In a survey conducted by the center, farms establishing a profit team added about $4,000 in monthly revenue to their business through increased milk production, improved management or internal herd growth resulting from recommendations made by the team.

SCORE

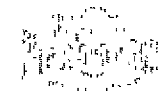
The center continues to work closely with Penn State Cooperative Extension to provide training and facilitation to the teams. In 2010, the center also formed a partnership with the Service Core of Retired Executives (SCORE) to have SCORE members, often former leaders of Fortune 500 companies, serve as profit team facilitators.

The center also made risk management a requirement of the program, encouraging farms to visit with the center's risk management program coordinator to better understand their risks and the options for protecting them.

The Dairy Decisions Consultant Program (DDC), also a recommendation of the Business Management Committee, was unveiled in 2010 to assist dairy farm families in navigating through the decision-making process that comes after 18+ months of below breakeven prices. The program provides up to $1,500 in funding for a farm to work with a consultant on farm viability decisions.

Fourteen individuals have been identified as Dairy Decisions Consultants and are working with farms to identify options for the future of their family businesses. After that initial review with the DDC, several farms have initiated profit teams to keep moving forward.

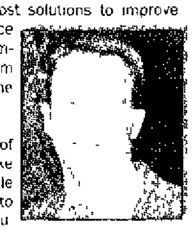
Mastering the Dairy Business conference calls held throughout the year offered insight on key management areas, including strategic planning, business budgeting, risk management, animal care, feed efficiency, relationship building and profitability. The calls were offered at no cost and often had 50 - 60 dairy producers listening in.



Direct Dairy Data was another new resource offered in 2010 to provide real-time information supported by actual farmer feedback for relevant and timely issues identified as top of mind by dairy producers. Published monthly, this resource looks at data gathered from a survey sent out to area dairy farms.

The Center Open House and Dairy Tours showcased three dairies that invested in facility improvements to enhance cow comfort and herd life. With cow comfort directly related to herd performance, the events gave participants an opportunity to learn new best management practices for their own family businesses.

The Pennsylvania Dairy Profitability Forum is hosted annually by the Center for Dairy Excellence, Pennsylvania Dairy Task Force and Pennsylvania Department of Ag to offer participants low-cost solutions to improve dairy profitability. The Task Force Education Committee recommended the 2010 profit forum focus on ideas for the health of the farm business and family.



To focus on the family aspect of the dairy, the center invited Mike McGrann, director of the S. Dale High Center for Family Business, to share the critical principles for future success in a family business. With 99 percent of Pennsylvania's dairy farms family owned and only 40 percent of family-owned businesses surviving to the third generation, helping farms understand the dynamics of working with family is critical to the future of the dairy industry.

The center plans to continue its relationship with the Center for Family Business in 2011, bringing dairy farm families resources and insight to help them strengthen the working relationship between family members involved in the farm business.

For Industry

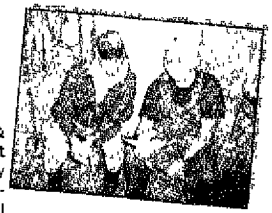
Pennsylvania's dairy farm families need a strong dairy infrastructure to provide the service and support needed to operate today's multi-faceted, complex and technologically advanced dairy farm businesses. On many farms, veterinarians, nutritionists and other service providers also serve as the management team's first line of communication with the industry.

In 2010, the Center for Dairy Excellence continued to focus on this important group by offering programs and resources to provide information and tools to help them serve as an even greater resource for their farm customers and clients.

Dairy PROS was introduced in early 2010 as an initiative of the center and Penn State Dairy Alliance exclusively for dairy industry professionals. Building on the foundation of the Dairy Advocacy and Resource Team (DART) program offered by the center from 2006 - 2009, Dairy PROS offers participants an opportunity to gain new skill sets, learn about new resources, and build stronger networks to help their customers and clients go from "good" to "great."

Dairy PROS workshops were held in three series, with meetings held in April, July and October across the state. Each meeting series offered professional development, along with a look at tools and programs that could be used with dairy farm customers. Each meeting included a "Take It to the Farm" section, led by Penn State educators, that offered specific business tools dairy professionals could share with their farm clients and customers.

In April, Dr. Wayne Weiland from Standard Dairy Consulting spoke about "Decision Making for Maximizing Profitability," showing participants how to help their clients work through the decision making process. Dr. Robert Milligan from Dairy Strategies Inc. spoke at the July meetings and showed participants how to build stronger relationships with their dairy farm customers, specifically in challenging times. In October, members of the Service Core of Retired Executives (SCORE) led a panel discussion on working with farms to develop SMART goals for their business.



The Dairy Lending & Risk Management Workshop was held by the center, in conjunction with the Annual Crop Insurance Conference hosted by the Pennsylvania Department of Agriculture and Risk Management Agency in October 2010. Agricultural lenders who attended the event learned how to better protect their investment by encouraging dairy customers to execute risk management plans on their farms.

The center also continues to provide coordination for the **Northeast Dairy Leadership Team**, a regional alliance initiated by the state agriculture leadership in Pennsylvania, New York and Vermont in 2006. The NEDLT's vision is to advocate and educate for a profitable and growing dairy industry through regional stakeholder interaction and collaboration.

In 2010, the center conducted a survey with NEDLT participants to evaluate the value and effectiveness of the alliance. Fifty-one industry leaders from all facets of the dairy industry in Pennsylvania, New York and Vermont participated in the survey. The survey showed that the NEDLT provided a forum for bringing stakeholders together for meaningful, open discussions. It also provides a regional voice for the industry that is stronger than any individual organization or state, according to the survey.

In the past year, as a result of the center's involvement with the U.S. Coalition on Dairy, the NEDLT and the center also helped to fund a study on the **"Analysis of Proposed Programs to Mitigate Price Volatility in the U.S. Dairy Industry."** The study, conducted by Dr. Mark Stephenson and Dr. Charles Nicholson, evaluated how three dairy price proposals would affect milk pricing and farm revenues over a 20-year period.

The results from study will be used to create dialogue between the NEDLT, other organizations funding the study, and those groups supporting the different proposals. It will also be used to create dialogue with Congress as the new Farm Bill is developed.

For the Community

For dairy farms to continue to thrive in Pennsylvania, we must have supportive policy leaders on the local, state and national level and non-farm neighbors who understand the value dairy farms bring to their community. Reaching out to key groups influencing consumer perceptions about dairy farms and dairy products is also critical to building understanding of today's dairy farms.

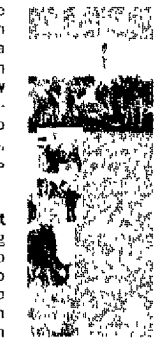
The Communications and Information Committee of the task force continues to provide input for consumer outreach initiatives developed by the center.

The center also works closely with the Pennsylvania Dairy Promotion Program and Mid-Atlantic Dairy Association to coordinate two key programs designed to build understanding among the non-farm community. Those programs include the Discover Dairy Lesson Series and the Dairy Farmers Speakers Bureau.

In 2010, four new middle school lessons were introduced as part of the **Discover Dairy Lesson Series** found at www.discoverdairy.com. The middle school lessons include video, lesson plans, reading sections and lab instruction to apply science concepts to the dairy farm. They meet state educational anchors for math, science and reading and demonstrate to students the role dairy farms play in our world. Currently about 400 educators are registered to use the Discover Dairy curriculum.

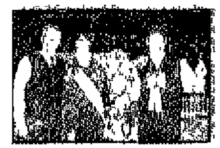
The lesson series was approved in 2010 for inclusion on the USDA's list of "Ag in the Classroom" resources available to schools across the country.

Dairy farmers participating in the **Dairy Farmers Speakers Bureau** represent 18 of Pennsylvania's 67 counties. Trained and equipped to share their story about their dairy farm and their commitment to milk quality, animal care and environmental stewardship, these farmers work with a scheduler to speak to the local community about dairy. In 2010, they collectively shared their story with more than 65 civic organizations.



The center also worked with the Pennsylvania Dairymen's Association and PennAg Industries to share a positive story about the dairy farm with **Pennsylvania Farm Show** attendees. Members of the Pennsylvania Dairy Task Force volunteered to help serve ice cream and milkshakes, and were available to discuss today's dairy farms.

A **VIP Dairy Showmanship Contest** was hosted by the center and PennAg Industries Assoc. at the Farm Show to give legislators the opportunity to experience the event first hand while building stronger relationships with their dairy farm constituents. Eleven legislators participated in the event, which teamed them with dairy exhibitors and task force member to show a calf at the Farm Show.



Members of the PA Dairy Task Force were also invited to participate in **Dairy Day at the Capitol**, a priority identified by the Task Force Government Relations Committee. This event was held in conjunction with the Giant Ice Cream Sundae Event hosted by the Pennsylvania Dairy Promotion Program in June.

The center worked with the Professional Dairy Managers of Pennsylvania to organize visits for dairy farmers and task force members with their local legislators and members of the Ag Committees. During the meetings, they emphasized the role dairy farms play in Pennsylvania and the need for dairy-friendly policies and regulations.

The Center for Dairy Excellence and members of the Government Relations Committee also continued to build awareness among key stakeholders influencing the dairy industry. The center meets regular with state legislators and works to educate local leaders about dairy's critical role in Pennsylvania. The center also works with processors and retailers to encourage programs that support dairy awareness within the commonwealth.

Additional Data

Software ID:	
Software Version:	
EIN:	20-1921470
Name:	CENTER FOR DAIRY EXCELLENCE

Form 990, Special Condition Description:

Special Condition Description