



## New dairy strategy to highlight benefits

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FRESNO, Calif. (KFSN) -- A new strategy is taking shape, to highlight the benefits of dairy products and the strength of the dairy industry.

The Innovation Center for U.S. Dairy is behind the multi-year plan. The organization will use advocates to let people know about dairy nutritional benefits.

Another goal: to get more people into the dairy business -- something that will be needed in order to meet that demand in the future.

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