



Pennsylvania
Department of Agriculture

FOR PLANNING PURPOSES ONLY
Tuesday, March 3, 2026

Contact: Shannon Powers, 717-603-2056, aginfo@pa.gov

**MEDIA ADVISORY: TOMORROW in Dauphin County – Shapiro Administration
Calls for Grant Proposals from Nonprofits to Boost Sales and Expand Export
Markets for Pennsylvania Products**

Harrisburg, PA – Tomorrow, **Agriculture Secretary Russell Redding** will announce the opening of the next round of funding for the Agricultural Product Promotion, Education, and Export Promotion Matching Grant Program. Since 2023, the **Shapiro Administration** has invested nearly \$500,000 through this program to support 20 projects in strengthening markets for Pennsylvania agricultural products. Together, these investments support key industries such as beef, which alone contributes about \$1 billion annually to Pennsylvania's economy and supports nearly 14,000 jobs statewide.

The program will reimburse up to 50 percent of eligible project costs, with a minimum grant award of \$1,000. Priority will be given to projects that expand export markets, increase consumer awareness of Pennsylvania hardwood lumber and value-added wood products, promote commodities through **the PA Preferred®** and **PA Preferred Organic™** programs, or strengthen and promote the Pennsylvania cider industry.

The announcement will take place at **Central Dauphin Middle School**, where Secretary Redding, school officials, industry partners, and local legislators will highlight the program's real-world successes. The event will demonstrate how past grants, such as last year's \$49,900 award to the **Pennsylvania Beef Council**, have connected local producers with schools through the **PA Beef to PA Schools program**.

WHO:

Agriculture Secretary Russell Redding
Jeff Plummer, assistant principal, Central Dauphin Middle School
Sharon Kidd, senior director of Food and Nutrition Services
Nichole Hockenberry, executive director, PA Beef Council
Dan Honig, owner, Happy Valley Meats

WHEN: Wednesday, March 4 at 10 a.m.

WHERE: Central Dauphin Middle School: 4600 Locust Lane, Harrisburg, PA 17109

RSVP: Press attending should RSVP with the names of their news outlet, photographer, and reporter to aginfo@pa.gov.