CENTER FOR DairyEXCELLENCE

Pennsylvania Dairy Task Force

Empowering people, creating partnerships, and increasing availability and use of resources to enhance dairy industry profitability.

Is The Dairy Summit Part of Your Business Strategy?

By John Frey, Executive Director, Center for Dairy Excellence

Editor's Note: *This is a special feature from the Center for Dairy Excellence exclusively for the* Farmshine *newspaper.*

Navigating today's dairy industry takes a tremendous amount of business skill and education. In Pennsylvania, there is no shortage of opportunities to gain that knowledge base to benefit your dairy business.

Organizations like the Penn State Dairy Alliance and Cooperative Extension, Professional Dairy Managers of Pennsylvania and Center for Dairy Excellence work hard to develop programs that address the needs of today's dairy business and provide information on the latest techniques and practices involved in dairy farming.

A premier dairy educational event in the Northeast is the Pennsylvania Dairy Summit, being held on Wednesday and Thursday, Feb. 2—3, at the Lancaster Host Resort in Lancaster, Pa. This event is hosted annually by the Professional Dairy Managers of Pennsylvania and the Center for Dairy Excellence.

This year's summit program include two days packed with producer showcases, informative breakouts, networking and panel discussions on key issues that will have a tremendous impact on dairy farms in the next five years.

If you are a dairy farmer planning for the future, you should plan to attend this year's Dairy Summit. One-day registration options and a producer discount made available by a grant from the Pennsylvania Workforce Investment Board make it easy and affordable to fit the summit into your busy schedule.

This month's center page offers a preview of the summit program. For more information about the summit or to register, call 814-355-2452 or visit www.padairysummit.org.

Producer Showcase: Crave Brothers Farm, LLC

Mark Crave is the general manager of Crave Brothers Farm, LLC, a 1,200-cow and 1,700 acre dairy in Waterloo, Wis., which processes its own milk into more than 2.5 million pounds of cheese marketed across the United States.

Along with his three brothers, Mark strive to combine modern technology with lifelong herdsman and farming skills. They have earned recognition on the NBC Nightly News for producing green energy on their farm and were honored as the 2008 World Dairy Expo Dairymen of the Year. They also hosted more than 80,000 people on their farm during Wisconsin Farm Technology Days in 2008.

The Crave Brothers herd currently has a RHA of 29,262 lbs. of milk and a B.A.A. of 103.7 percent, putting it in the top 10 nationally for herds of its size. The Craves are well respected in the show ring, having earned numerous All-American nominations.

Mark Crave will share a showcase of Crave Brothers Farm, LLC, during the 2011 Dairy Summit in February.

Keynote Speaker: Jenné Fromm

Jenné Fromm is a nationally-recognized speaker, writer and motivator, as well as a highly sought-after business consultant who uses her passion for truth and her firm belief that we are all here for a reason to challenge others to become who they are meant to be and find their own unique purpose in life.

As the national spokesperson for the Susan G. Komen 3-Day for the Cure, Jenné inspires thousands of men and women to walk further than they have ever dreamed possible while raising millions to help find a cure.

Audiences across the country have described Jenné as motivating, soul stirring, no-nonsense and warm-hearted.

During the closing luncheon of the summit, Jenné will pull from her own experiences and those she has worked with to challenge and inspire participants to "Change Your View of Success."

One of Four Breakouts Features Dr. Paul Fricke

Dr. Paul Fricke, associate professor in the Department of Dairy Science at University of Wisconsin-Madison, will lead a two-part breakout on reproduction management, offering strategies for preparing cows for first artificial insemination, diagnosing nonpregnancies and submitting cows for second and subsequent A.I.s.

Dr. Frick is well respected throughout the world for his research on developing and improving methods of reproductive management in dairy cattle. He has spoken to more than 400 audiences in Wisconsin and at more than 125 conferences across the U.S.

Pennsylvania Dairy Summit PROGRAM AT A GLANCE

FEB. 2

8 a.m.	***How-To On Social Networking,*** Lisa Perrin Mid-Atlantic Dairy Assoc.
9:15 a.m.	***Dairy & Sustainability*** Dr. Dale Bouman, Cornell
11 a.m.	***Farm Bill, Dairy Policy & You,*** Mike Oscar, Gray & Oscar
12 p.m.	Buffet Luncheon & Dessert among Exhibitors
1:45 p.m.	Producer Showcase: ***Dr. David Galton***, Syracuse, NY
3:45 p.m.	Breakout Session #1
4:55 p.m.	Breakout Session #2
6 p.m.	Dinner Reception among Exhibitors
7:30 p.m.	The Late Show: ***Anti-Animal Agriculture Activism***, Kay Johnson Smith, Paul Shapiro and Chris Herr

FEB. 3

8 a.m.	Producer Showcase: ***Crave Brothers Farmstead*** Mark Crave, Waterloo, Wis.
9:15 a.m.	Retail Showcase: ***Schreiber Foods*** Jon Werner, Green Bay, Wis.
11 a.m.	Producer Panel Discussion: ***Five Revenue Drive on the Dairy***
12:45 p.m.	Closing Luncheon, ***Changing Your View of Success,*** Jenne Fromm, Keynote Speaker

Other Breakout Sessions Include:

- ***A Direct Marketing Panel Discussion,*** with Lolly Lesher, Way-Har Farms, and Alisa Fava-Fasnacht, Emerald Valley Cheese Company
- ***Working with a Broker to Manage Risks,*** led by Deb Reinhart, Gold Star Farms, and Katie Krupa, Rice Dairy, LLC
- ***Understanding Animal Patterns and Their Role in Cow Comfort,*** led by Dr. Paul Rapnicki, University of Minnesota

All breakouts are held twice on the afternoon of Wednesday, Feb. 2.

For more information about resources and programs available through the Center for Dairy Excellence, visit www.centerfordairyexcellence.org or call 717-346-0849. Email info@centerfordairyexcellence.org or follow the center on Facebook at www.facebook.com/centerfordairyexcellence.