



For Immediate Release
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NEW SERIES TO AID INDUSTRY PROFESSIONALS WORKING WITH DAIRY PRODUCERS

First of Three Dairy PROS Workshops Set for April

HARRISBURG – Dairy PROS, a new program for dairy sales and service professionals, offers the chance to gain new skill sets, learn about new resources, and build stronger networks to help their dairy farmer customers and clients go from “good to great.”

Dairy PROS was formed through a partnership with the Center for Dairy Excellence and Penn State Dairy Alliance, and will feature three series of workshops in 2010, with meetings held in April, July and October across the state.

“Dairy PROS is a new initiative designed to build on the foundation of the DART program, with an increased focus on addressing the challenges and opportunities all dairy producers will face in 2010,” said John Frey, executive director of the Center for Dairy Excellence. “We encourage every industry organization that serves dairy clients to include this new program in their people-development programs.”

The April series, “Decision Making for Maximizing Profitability,” will feature Dr. Wayne Weiland, Midwest regional manager of Standard Dairy Consulting. He will discuss current farm issues and concerns and how dairy professionals can help producers make better decisions while evaluating management intervention.



“Dr. Weiland has spent many years helping dairy farm families focus on the relationship between high production, health and animal well-being,” said Frey. “Now as part of the Standard Dairy Consultants team, he is developing the next generation of dairy consultants by coaching people on business development, integrity selling and on-farm technical services.”

Following Weiland’s presentation, Penn State Dairy Alliance educators Virginia Ishler and Tim Beck will present “Take it to the Farm.” They will share income-over-feed cost and cash flow planning tools for agribusiness professionals to help clients manage costs in a volatile market.

“Managing feed costs on a dairy may sound simple, but there are many components needed to make it work properly,” said Ishler, nutrient management specialist and manager of Penn State’s dairy research herd. “Monitoring income-over-feed costs is necessary if producers are going to make smart decisions.”

Participants in the April Dairy PROS workshops will also have an opportunity to share on-farm experiences and build relationships with others facing similar challenges. “This is a unique and incredibly valuable part of the Dairy PROS program,” said Frey.

Five April Dairy PROS workshops are as follows:

- ◆ **Monday, April 19**, at the Eden Resort, 222 Eden Road, Lancaster, Pa., from 1:30 – 4 p.m.;
- ◆ **Tuesday, April 20**, at the Lighthouse Restaurant, 4301 Philadelphia Road, Chambersburg, Pa., from 7:30 – 10:30 a.m., including breakfast;
- ◆ **Tuesday, April 20**, at the Ramada Inn, 1-99 Exit 31, Plank Road, Altoona, Pa., from 1:30 –



4 p.m.;

- ◆ **Wednesday, April 21**, at the William J. Douglas Conference Center, 764 Bessemer St., Meadville, Pa., from 7:30 – 10:30 a.m., including breakfast; and
- ◆ **Thursday, April 22**, at the Edgewood Restaurant, 565 Elmira St., Troy, Pa., from 7:30 – 10:30 a.m., including breakfast.

To register for the Dairy PROS workshops, visit www.centerfordairyexcellence.org and click on “Industry Professionals” or the “Dairy PROS” logo at the bottom of the home page.

Dairy PROS is an initiative of the Center for Dairy Excellence and the Penn State Dairy Alliance, and is funded in part by a grant from the Department of Labor and Industry Workforce Investment Board. For more information about Dairy PROS, call the Center for Dairy Excellence at 717-346-0849 or Dairy Alliance at 1-888-373-7232.

Penn State Dairy Alliance is an initiative of Penn State Cooperative Extension. Penn State is committed to affirmative action, equal opportunity, and diversity in its workforce.

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The Center for Dairy Excellence is an initiative of the Department of Agriculture and was launched in January 2004 by Governor Edward G. Rendell. Bringing together people from more than 40 different dairy organizations in Pennsylvania, 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. Learn more about the Center at www.centerfordairyexcellence.org.