



**For Immediate Release**  
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## **CONFERENCE CALL COVERS DAIRY FINANCIAL, PRODUCTION TRENDS AND BENCHMARKS**

*Author of Northeast Dairy Farm Summary to Host Mastering Dairy Business Call*

HARRISBURG – Dairy producers will learn about 2009 financial and production trends in the Northeast during a “Mastering the Dairy Business” conference call led by Joanna Samuelson, author of the Northeast Dairy Farm Summary on Wednesday, April 28, from noon – 1:30 p.m. The conference call series is hosted by the Center for Dairy Excellence to provide dairy producers insight and expertise needed to manage a business in an ever-changing industry.

Samuelson, director of knowledge exchange at Farm Credit East, prepares the summary, or “Blue Book,” which is a compilation of production and financial data from more than 500 farms in New York, New Jersey and New England. She will explain the data and show key trends from 2009. The 2009 issue is the 31st consecutive issue.

“This is a tremendous opportunity for dairy producers to see how their farms compare to others across the region,” said John Frey, executive director of the Center for Dairy Excellence. “Key trends will be revealed, and participants can gather ideas for strengthening their own business in the coming year.”

The conference call is free, but pre-registration is required. Participation is on a first-come, first-served basis. To register, call the center at 717-346-0849 and provide your name, phone number and e-mail address. Once registered, the participant will receive the call-in number and code.



Registrations will be taken until the morning of the call.

For more information about the “Mastering the Dairy Business” conference call series, call the center at 717-346-0849 or e-mail the center at [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org). For more information about the Center for Dairy Excellence and the programs and resources available through the center, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).

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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](http://www.centerfordairyexcellence.org).*