



For Immediate Release
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**PROFIT FORUM SESSIONS TO ADDRESS DAIRY PERFORMANCE,
FINANCES AND RISKS**
Participants Can Share Ideas, Gain Insight to Benefit Their Dairies

HARRISBURG – Herd performance, cow-side care, cash flow and risk management are the featured topics in four breakout sessions at the 2009 Pennsylvania Dairy Profitability Forum. To be held in two locations, the first is Oct. 27 at the PA Preferred Banquet Hall at the Pennsylvania Farm Show Complex & Expo Center in Harrisburg, and the second is Oct. 28 at the Clarks Mills United Methodist Church in Mercer County. Both events will run from 9 a.m. - 3:30 p.m.

“This year’s breakout sessions will offer insight into how producers operate their businesses, manage their cows and plan for the future,” said John Frey, executive director of the Center for Dairy Excellence. “Building on a tremendous general session program, the breakouts will focus on the future profitability of our family farms and dairy market dynamics that led to the milk price collapse.”

USDA Deputy Undersecretary for Farm and Foreign Agricultural Services Michael Scuse will lead a discussion at the Harrisburg forum on how USDA policies, regulations and services affect dairy farm families.

The four breakouts that are a part of this year’s forum include:

- ◆ **“Is Your Budget Balanced?”** led by Brad Hilty, Penn State Dairy Alliance, who will help producers better understand their cost of production and develop a budget that they can track & follow, as managing cash flow is essential to survival in today’s market.



- ◆ **“Cows Don’t Lie,”** led by Tom Lorenzen, All-Tech, who will help producers evaluate three key areas that affect production, performance and the bottom line because healthy cows provide the foundation for high production and stronger profitability.
- ◆ **“Understanding and Managing Your Risks,”** with Alan Zepp, Center for Dairy Excellence, and Katie Rossini, Dairylea who will discuss different options to help producers manage business risk and protect future profitability.
- ◆ **“Sharing Ideas for Low/No Cost Profit Enhancers,”** a panel discussion facilitated by Mike Evanish, MSC Business Services to provide participants the opportunity to share ideas used to lower costs, improve performance and/or add revenues to their dairy business in the past nine months.

Hosted by the Center for Dairy Excellence and the Pennsylvania Department of Agriculture, the Dairy Profitability Forum’s general session program will feature profitability and risk management experts Dr. David Galton of Cornell University and Phil Plourd of Blimling and Associates, a dairy market consulting firm.

Plourd is well known for his ability to combine a strong understanding of dairy economics with his love for the written word to help producers develop risk management strategies. He has led many outlook workshops and hedging strategy sessions across the country and around the world, and during the morning session will discuss how dairy is traded on the market and what influences milk prices.

During the afternoon session of the forum, Galton will give dairy farm families a blueprint to survive and thrive in an ever-changing dairy industry. He will address the current dairy industry situation and its potential outlook, helping producers find standard operating procedures they need for future profitability.



There is no charge to participate in the Dairy Profitability Forum; however, pre-registration is required. To receive a registration brochure, call the Center for Dairy Excellence at 717-346-0849.

Those interested can also register online at www.centerfordairyexcellence.org. Click on “Center for Dairy Excellence Events,” then on “Pennsylvania Dairy Profitability Forum.” For sponsorship information, please call the center at 717-346-0849.

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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.

Photo 1: Brad Hilty

Photo 2: Tom Lorenzen

Photo 3: Katie Rossini

Photo 4: Alan Zepp

Photo 5: Mike Evanish