



For Immediate Release

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REGISTRATION STILL OPEN FOR OCTOBER DAIRY PROS MEETINGS

Series Offers 'SMART' Solutions for Business Strategy

Harrisburg – Agribusiness professionals who work with Pennsylvania's 7,400 dairy farms can still register for the Dairy PROS meetings the week of Oct. 18. Hosted by the Center for Dairy Excellence and Penn State Dairy Alliance, the meetings offer solutions on "Getting SMART about Business Strategy."

The five meetings scheduled in October will be led by representatives from the Service Core of Retired Executives, or SCORE. More than 12,400 volunteers are part of the organization and serve as "counselors to America's small business."

SCORE is a non-profit organization that educates entrepreneurs and helps small businesses start, grow and succeed. SCORE representatives will share information on the business planning process and discuss how to implement SMART - specific, measurable, action-oriented, realistic and timely - goals in a business.

"We have had great success aligning members of SCORE with farms through the center's Dairy Profit Team program, and we wanted to share their knowledge with more members of the dairy community," said John Frey, executive director of the Center for Dairy Excellence. "They offer a new level of business and management insight to our industry."

"We will also have a panel discussion with the SCORE representative, a profit team facilitator and a dairy producer on business planning and risk management," Frey added. "Then to give participants something hands-on to take back to their customers, Penn State Dairy Alliance staff will discuss tools available to help farms better manage risks."

During the "Take It to the Farm" section of the meetings, Penn State Dairy Alliance team members will demonstrate how some Pennsylvania dairies are using income over feed cost, cash flow planning and LGM to manage their risk and control their own future. Participants will find out how they, as consultants, can help and encourage the process with their clients.

"The dairy industry is constantly changing and evolving, and the perception is producers can do very little to control milk price and on-farm profitability," said Virginia Ishler, Penn State Dairy Alliance. "This is not true — producers can learn to manage risk to control their future by knowing their break-even income over feed cost and their milk margin break-even. Knowing these costs can help dairies adapt to changing conditions as they develop."



Dairy PROS was introduced earlier this year as an initiative of the Center for Dairy Excellence and Penn State Dairy Alliance exclusively for professionals who work in lending, accounting, feed and nutrition, veterinary, pharmaceutical, extension, genetics and other areas of the dairy industry to provide services to producers. Dairy PROS workshops are held three times during the year.

The Dairy PROS meetings are open to anyone who works within the dairy industry and are provided at no cost, thanks in part to grants from the state Department of Labor and Industry Workforce Investment Board and the Northeast Sustainable Ag Research & Education fund.

Dates, locations and times for the October meetings are listed below.

- ◆ **Friday, Oct. 15**, at Eden Resort, 222 Eden Road, Lancaster, Lancaster County, from 7:30 – 10:30 a.m.;
- ◆ **Tuesday, Oct. 19**, at the Lighthouse Restaurant, 4301 Philadelphia Ave, Chambersburg, Franklin County, from 7:30 – 10:30 a.m.;
- ◆ **Wednesday, Oct. 20**, at the Holiday Inn Dowington/Williamsport, 100 Pine Street, Williamsport, Lycoming County, from 7:30 – 10:30 a.m.;
- ◆ **Thursday, Oct. 21**, at the Ramada Inn off I-99 Exit 31 on Plank Road in Altoona, Blair County from 7:30 – 10:30 a.m.; and
- ◆ **Wednesday, Oct. 27**, at Lamb and Webster Equipment Dealer, 1085 Sandy Lake Road, Grove City, Mercer County, from 7:30 – 10:30 a.m.

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.

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. For more information about Dairy PROS, call the Center for Dairy Excellence at 717-346-0849 or Dairy Alliance at 1-888-373-7232.

Media contact: Jayne Sebright, 717-259-6496; c-jsebrigh@state.pa.us

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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.