



For Immediate Release

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HEALTHY FARMS, FAMILIES FOCUS OF NOVEMBER PROFIT FORUM

Registration Now Open for Annual Event Offering Low-Cost Solutions for Profitability

Harrisburg – Dairy farm families and management teams can learn about low-cost solutions to enhance businesses and improve profitability at two 2010 Pennsylvania Dairy Profitability Forums, Nov. 16 and 17. Themed “Healthy Families, Healthy Farms and Healthy Businesses,” the annual event is hosted by the Center for Dairy Excellence and the Pennsylvania Department of Agriculture.

Mike McGrann, executive director of the S. Dale High Center for Family Business at Elizabethtown College, will lead a discussion at both forums on “healthy farms and healthy families.” His program, “Critical Principals for Long-Term Success of Your Family Business,” is part of the resources offered through the business center.

“Pennsylvania’s dairy farms are the foundation of the agriculture industry, and serving as the foundation of those farms are the families who work together each day to manage their dairy farm business,” said John Frey, executive director of the Center for Dairy Excellence. “We are pleased to have Mike McGrann at our profit forum to share solutions to benefit the health of the family, farms and business.”

The forum on Tuesday, Nov. 16, will be in the PA Preferred Banquet Hall of the Pennsylvania Farm Show Complex and Expo Center in Harrisburg. Wednesday, Nov. 17, the event will be held at the Clarks Mills United Methodist Church, located along PA Route 358, two miles west of Interstate 79, Exit 130. Both forums will run from 9 a.m. – 4 p.m.

During both forums, Dr. Wayne Weiland, regional manager of Standard Dairy Consulting, will help dairy farm families steer their business through difficult economic times. Weiland has a personal interest in the relationship between high production, health and animal well-being and helps dairy farm families reach production and profit goals.

Three young dairy producers, members of the AgBiz Masters Program, will participate in a panel discussion to share how they applied the program’s information to identify best management practices to improve their dairy operations. The panel discussion will be held during each profit forum luncheon.

Breakout sessions will focus on improving internal herd growth through optimal calf and heifer care, understanding cost of production and business budgeting, developing a marketing plan, and improving milk quality. Participants can choose to attend two of the four breakout sessions at both forums.

Registration is now open for both dairy profitability forums. There is no charge to



participate, however, pre-registration is required. To register, either call 717-346-0849 or register online at www.centerfordairyexcellence.org. Click on "Pennsylvania Dairy Profitability Forum" on the middle of the homepage. For sponsorship information, call the center at 717-346-0849.

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Photo 1: Mike McGrann

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.