



**For Immediate Release**

**Oct. 12, 2010**

**CONFERENCE CALL REVEALS A STUDY IN DAIRY PROFITABILITY**

Mastering the Dairy Business Call to Review Study of 85 Profitable Dairies

**Harrisburg** – Dairy producers and industry representatives can learn management tips to help improve on-farm profitability during the Center for Dairy Excellence’s “Mastering the Dairy Business” conference call from noon to 1:30 p.m., on Thursday, Oct. 28.

Wayne Brubaker, Mike Evanish and Lee Wenger, representatives of the Pennsylvania Farm Bureau’s MSC Business Services, will review a profitability study of 85 dairies showing how they earned \$3.17 per hundredweight more than the average dairy in Pennsylvania.

“The past 24 months have made maintaining profitable dairy businesses look like more of an art than a science,” said John Frey, executive director of the Center for Dairy Excellence. “Mike, Wayne and Lee will use the information they gathered from 85 profitable dairy businesses to reveal the common characteristics leading to profitability.”

The group will explain the management areas where the study farms excelled and explain what contributed most to the farm’s earnings.

All three presenters have been with the organization for more than 30 years, starting as account supervisors and now serving in consulting roles. Additionally, Evanish serves as the manager of MSC Business Services and works with more than 50 staff and 5,000 Pennsylvania Farm Bureau members.

Participation is free, but pre-registration is required to receive call-in information. Anyone may participate in the conference call, and presentation materials can be downloaded from the Center for Dairy Excellence’s website at [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).

To register, call the center at 717-346-0849 with name, phone number, e-mail address and the date of the call on which you plan to participate. Once registered, participants will receive the call-in number and code.

For more details about the conference call learning series, contact the Center for Dairy Excellence at 717-346-0849 or by e-mail at [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org). More information about this and other resources from the center can be found at [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).

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**Photo 1:** Wayne Brubaker

**Photo 2:** Mike Evanish

**Photo 3:** Lee Wenger

The Center for Dairy Excellence is a non-profit organization developed by the Pennsylvania 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).