



## For Immediate Release

October 20, 2011

### Mastering the Dairy Business Calls Showcase Dairy Operations

**Harrisburg** – Three conference calls will provide dairy producers with the insight they need to manage their business in an ever-changing industry as part of the “Mastering the Dairy Business” learning series, presented by the Center for Dairy Excellence. All three calls will be held during the lunch hour, and participation is free.

The calls will showcase dairy farm businesses across the nation, with three dairy farm families sharing their best management practices and farm management areas of expertise. Each call will showcase the dairy operation, offering first-hand insight into how the dairy farm family operates their business.

“We are pleased to host this unique round of ‘Mastering the Dairy Business’ calls. With the opportunity to listen to leading dairy producers share best business management practices, these calls will be packed with information,” said John Frey, executive director of the center. “They are designed so producers can participate from the convenience of their homes.”

The three calls showcasing the dairy farm families include:

- *Environmental Protection on the Dairy*, on Wednesday, Nov. 2, with Don Risser, a partner at Meadow Vista Dairy in Bainbridge, Lancaster County. Meadow Vista was one of several farms included in the World Dairy Expo’s “Virtual Farm Tour” series. The farm balances high quality forage production with best crop production management practices for the Chesapeake Bay. The Risser family keep detailed feed and animal records to pinpoint the exact cost per ton of each crop, helping to reduce wasted feed and better allocate feed use.
- *Dairying from a California Perspective*, on Wednesday, Nov. 9, with Jared Fernandes, a partner at Fern Oak Farm in Porterville, Calif. Fern Oak is a 3,500-cow facility with 3,000 acres of farmland that provides all of the dairy’s forage. The farm also shares a transition cow facility with Legacy Ranch, a 2,000-cow dairy also owned by the Fernandes family. Elanco Animal Health assisted in coordinating the call with the Fernandes family.
- *Unique Marketing from a Grass-Raised Dairy*, on Tuesday, Nov. 15, with Dr. Robert Fry and Judy Gifford, owners of St. Brigid’s Farm in Chestertown, Md., also part of the World Dairy Expo’s “Virtual Farm Tours.” St. Brigid’s is a 55-acre farm planted in permanent pasture and home to a 70-cow seasonal-calving Jersey herd. St. Brigid’s also raises grass-fed Jersey steers marketed locally and host an annual “Farm to Fork” dinner, providing the opportunity to educate neighbors about their farm.



All three producer showcase calls will take place from noon – 1:15 p.m. Anyone can participate in the conference call, and presentation materials can be downloaded from the center's website at [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).

There is no charge to participate in the call, but pre-registration is required. Each conference call is limited to 75 dairy producers. Participation is on a first-come, first-served basis. To register, call the center at 717-346-0849 with name, phone number, e-mail address and the date of 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 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).

**Media contact:** Jayne Sebright, 717-259-6496; [jsebright@centerfordairyexcellence.org](mailto:jsebright@centerfordairyexcellence.org).

###

The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. 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).