



For Immediate Release

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2010 DAIRY PROFIT FORUM TO OFFER KEY ESSENTIALS FOR SUCCESS

Annual Dairy Event Focuses on the Health of Business, Farm, Family

Harrisburg – Dairy farm families and management teams can find 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.

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.

Dr. Wayne Weiland, regional manager for Standard Dairy Consulting in Holcombe, Wis., will lead the discussion “Key Essentials for Future Success on Any Dairy Farm” at both meetings. He grew up on a dairy farm and worked 10 years in a private veterinary practice before joining the consulting firm in 2007. Weiland has worked to develop a new generation of dairy consultants, coaching people on business development, integrity selling and on-farm technical services.

“Dr. Weiland is well known for his whole-farm approach to helping dairy farm families accomplish production and profitability goals,” said John Frey, executive director of the Center for Dairy Excellence. “We are pleased to have him join us at this year’s forum to share his insight on the relationship between high production, health and animal well-being.”

During both forums, Mike McGrann, executive director of the S. Dale High Center for Family Business at Elizabethtown College, will lead a discussion 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.

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: Wayne Weiland



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.