



CENTER FOR
Dairy EXCELLENCE

Empowering people, creating partnerships, and increasing availability and use of resources to enhance dairy industry profitability.

Pennsylvania Dairy Task Force

2010 PA Dairy Summit celebrates proud dairy heritage

By John Frey, Executive Director
Center for Dairy Excellence

Editor's Note: This is a special feature from the Center for Dairy Excellence exclusively for the Farmshine newspaper.

Every February, the Pennsylvania Dairy Stakeholders team up with the Professional Dairy Managers of Pennsylvania, along with supporting

partners including the Center for Dairy Excellence, PA Department of Agriculture and Penn State Dairy Alliance, to host the Dairy Summit.

The Summit, planned for Feb. 3 - 4 in Lancaster, is a top-notch conference with nationally-recognized industry leaders sharing their insight on what's new in dairy.

Along with offering an outstanding program, this year's Summit will tie

into the *Progressive Dairyman's* "Proud to Dairy" campaign to remind participants why there are still many reasons to be proud of our dairy heritage in Pennsylvania.

The past year has been tough, and this year's Summit will offer a chance to remember why dairy farmers love what we do despite the challenges. Come to hear why your dairy farm neighbors and friends are proud to

dairy in Pennsylvania, and come to share what makes you proud about what you do.

To kick off this theme, we asked 2010 Dairy Summit Chair-person Matt Wanner and Assistant Chairperson Dale Hoffman to share why they're proud to dairy in Pennsylvania. We hope to see you at the 2010 Dairy Summit.

MATT WANNER 2010 Dairy Summit Chair Narvon, Lancaster County

Matt is a member of the Pennsylvania Dairy Stakeholders board of directors and is a partner at Wanner Pride-N-Joy Farm, a family partnership between Alfred Wanner and his sons John and Matt, where they milk 700 cows.

Why he is proud to dairy: "We are proud Pennsylvania recognizes agriculture's role in meeting the state's goal in creating renewable energy resources with funding.

"Pennsylvania also has a strong

infrastructure, from suppliers to veterinarians and marketers.

"We are pleased to dairy so close to

our milk market, and we believe Pennsylvania is a state that values education — for both consumers and producers.

"We are optimistic about our future and Pennsylvania's commitment to preserving some of the world's most fertile farmland."



DALE HOFFMAN 2010 Summit Assistant Chair Shinglehouse, Potter County

Dale serves on the board of the Professional Dairy Managers of Pennsylvania and farms with his wife Carol and four children Keith, Brad, Trish and Josh in Shinglehouse, where they milk 700 cows.

Why he is proud to dairy: "The dairy farm is a great place to raise a family. The reason I am farming today is because of my kids.

"I have 10 grandchildren, and they all love the farm and showing cows, so maybe they'll become a part

of the farm one day.

"I also believe we are unique in Pennsylvania that we have 30 cow dairies and 2,000

cow dairies, and we have a lot of dairies in the state. We have markets in the East we haven't touched yet and a lot of opportunity for our industry.

"I also love to hunt, which is why we moved our farm to Potter County from the mid-state."



2010 Pennsylvania Dairy Summit Program Highlights



The 2010 Pennsylvania Dairy Summit will be held on Wednesday and Thursday, Feb. 3 - 4, at the Lancaster Host Resort in Lancaster. This year's program offers something for every sized dairy operation, with topics ranging from McDonald's reinvention of its coffee line to the factors influencing 2010 milk prices to forage management and renewable energy opportunities. The event is hosted by the Professional Dairy Managers of Pennsylvania and the PA Dairy Stakeholders, with support from the Center for Dairy Excellence, PA Department of Agriculture and Penn State. Special discounts are available for dairy producers and dairy farm employees. Registration information can be found online at www.padairysummit.org or by calling 1-877-326-5993. Advance registrations are due **Monday, January 25, 2010.**

Dairy Producer Showcases



Phil Kulp
Kulp Family Dairy LLC
Martinsburg, Pa.

Phil Kulp and his family have steadily grown their dairy operation to its present size of 2,000+ cows while still maintaining a commitment to their cows, the land and their finances.

Jim Ostrom
Rosendale Dairy
Rosendale, Wis.



Jim is a partner at Rosendale Dairy, one of Wisconsin's most environmentally sound, modern and efficient dairies. Rosendale is designed to maximize individual cow comfort.

Industry Insight



Rob Aukerman,
President, U.S.
Operations, Elanco

In the next 50 years, the world will have to feed 100 percent more people with only about 1 percent more available land. Hear Rob's observations on solutions and the important role technology will play.

Bill Curly
Co-owner
Blimling & Associates

In his role with one of the nation's leading dairy trading and consulting companies, Bill has seen the dairy debacle of 2009 play out first hand and will put the puzzle together to show what happened to milk prices, both domestically and internationally.

Retail Showcases

McDonald's
McDonald's is known for its ability to reinvent itself to meet changing demands. Its latest reinvention has been very positive for dairy, launching a new line of McCafe` drinks, which include a significant amount of milk.



Wegmans Food Markets

One of the fastest growing grocery store chains in the country, Wegmans shared its story with last year's Summit audience. Since then, the regional chain has developed a passion for sharing the dairy farmer's story in its stores, initiating a multi-leveled, cross-franchise campaign to connect both customers and employees with where their milk come from.

Strategy & Direction

Jim Austin
Decision Strategies
International

More than 60 Fortune 500 companies have relied on Austin and his team for high impact strategies to profit from uncertainty. He offers dairy farm families a roadmap to take strategy to action.



Roger Crawford
Tennis Champion
Resiliency Expert

Roger Crawford was born with severe physical disabilities, and against all odds, became a tennis champion. With humor and wisdom, Roger will inspire you to re-evaluate your own limitations, both real and imagined.



DON'T MISS BREAKOUTS ON FORAGE MANAGEMENT, RENEWABLE ENERGY, IMMIGRATION AND LIFE AFTER FARMING.

For more information about the Center for Dairy Excellence, call 717-346-0849 or log onto www.centerfordairyexcellence.org.