



**For Immediate Release**  
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## **CONFERENCE CALLS TO OFFER STRATEGY IN MILK PRICING, MARKETING**

*Yale, Stewart and Hogan to Share Insight for Producers to Navigate Through 2010*

**HARRISBURG** – Opening the monthly milk check can seem like a gamble for dairy producers because of market volatility, but producers can learn strategies that may help control milk’s price and increase market value during two March “Mastering the Dairy Business” conference calls hosted by the Center for Dairy Excellence.

The calls are scheduled from noon - 1:30 p.m. on Thursday, March 11 and Tuesday, March 23.

“Less than 10 percent of Pennsylvania's dairy producers have incorporated risk management into their farm management plan,” said the center’s executive director, John Frey. “The industry experts will inform producers about how to find strategies and solutions to control their milk price and increase the market value of their milk.”

"Looking Forward to a Milk Price" is set for Thursday, March 11, and will be led Ben Yale, an attorney from Waynesfield, Ohio. Yale will help producers anticipate what price is coming and actually protect a price or margin for their milk, rather than measure the value of their milk based on the previous month’s price.

Yale focuses on the legal and regulatory issues associated with dairy and has traveled across the country to address federal milk market regulations and the formation of dairy cooperatives. He



serves as the general counsel for Select Milk Producers Inc., Fair Oaks Dairy Farms, and Continental Dairy Products Inc. He is also a regular columnist for *Progressive Dairyman*.

"How to Market with Strategy and Discipline" will take place Tuesday, March 23. Scott Stewart and Mike Hogan from the consulting firm Stewart-Peterson will lead the call. Since 1985, Stewart-Peterson has been one of the country's preeminent commodity marketing firms, helping producers analyze and act on challenges and opportunities in today's complex marketplace.

Stewart is a leading authority on market strategies and risk management, has provided testimony before the U.S. Senate Committee on Agriculture and the Commodity Futures Trading Commission, and has given numerous presentations on farm marketing strategies, tactics and techniques.

Hogan is the director of Market 360, a strategic consulting service that helps producers manage and control their marketing by maximizing opportunities and minimizing risks. He is an expert at helping producers understand the importance of managing their operations efficiently and keeping a watchful eye on the bottom line.

Both conference calls are free, but pre-registration is required to participate. Participation is on a first-come, first-served basis. To register, call the center at 717-346-0849 with the date of call, name, phone number and e-mail address. Once registered, the participant will receive the call-in number and code.



For more information about the conference calls, call the center at 717-346-0849 or e-mail the center at [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org). For more information about the Center for Dairy Excellence and the programs and resources available through the center, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).

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*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](http://www.centerfordairyexcellence.org).*