



For Immediate Release

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Spring 'Mastering the Dairy Business' Conference Calls Scheduled

Calls to Address Global Outlook, Watershed Implementation Plan, Benchmarking

Harrisburg – Dairy farm families can plan business strategies for 2011 and beyond with the help of three upcoming "Mastering the Dairy Business" conference calls hosted by the Center for Dairy Excellence. The calls will focus on a global outlook for the dairy industry, Pennsylvania's Watershed Implementation Plan and the *Northeast Dairy Farm Summary* published annually by Farm Credit East.

"Dairy farm families continually deal with volatile markets, changing regulations and increasing competition," said John Frey, the center's executive director. "Knowing the global outlook for dairy, understanding how Pennsylvania's new Watershed Implementation Plan can affect dairies, and seeing benchmarks established by Northeast dairies in the past year will help producers develop and carry out business plans for 2011."

Each call is from noon to 1:15 p.m., and the schedule is as follows:

Wednesday, March 2 – Daniel Basse will present "Global Outlook for Dairy in 2011 and Beyond." An agricultural economist and president of AgResource Company, a domestic and international agricultural research firm in Chicago, Basse will share the company's research that is distributed in 81 nations.

Thursday, March 17 – John Hines, acting executive deputy secretary for the Pennsylvania Department of Environmental Protection, will present "A Look at Pennsylvania's Watershed Implementation Plan," to explain the plan and what meeting baseline compliance means for dairy producers. Hines oversees statewide policy and program development for the department.

Thursday, April 28 – Joanna Lidback will lead "Benchmarking and a Look at the 2010 Blue Book." Director of knowledge exchange for Farm Credit East, Lidback authors the *Northeast Dairy Farm Summary*, or the Blue Book, a study of the financial health and progress of dairy farms in New York, New Jersey and New England, and will use results from the summary to show how key trends affect the entire region.

"Emerging global demand and strengthening milk prices could paint a more positive picture in 2011," said Frey. "However, knowing what challenges could arise and what benchmarks need to be reached for success remains essential. By participating in one or more of these calls, producers can get on the right track."

Anyone can participate in the conference call, and presentation materials can be downloaded from the Center for Dairy Excellence's website at www.centerfordairyexcellence.org.



Participation is free, but pre-registration is required and each 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. 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. More information about this and other resources from the center can be found at www.centerfordairyexcellence.org.

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Photo 1: Dan Basse

Photo 2: John Hines

Photo 3: Joanna Lidback

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