

You're invited to participate in the

# Mastering the Dairy Business Conference Call Learning Series

*A program from the Center for Dairy Excellence*

The Center for Dairy Excellence is offering a conference call learning series called "Mastering the Dairy Business" to provide dairy producers with the insight and expertise they need to manage their dairy in an ever-changing industry. Primarily for dairy producers, these conference calls are held around the lunch hour with leading market industry experts who will share their observations on the topic at hand. Participation is free, and the calls are intended to provide dairy farmers with cutting edge information while never leaving their homes.

## — March and April Series —

### **THURSDAY, MARCH 11**

**"Looking Forward to a Milk Price," with Ben Yale, ag attorney and Progressive Dairyman columnist**  
**12:00—1:30 p.m.**



An attorney from Waynesfield, Ohio, Yale will lead a conference call on "Looking Forward to a Milk Price: Focusing on What You Want, Not What You Got."

In his discussion, Yale will help producers turn their focus from measuring the value of their milk based on the price they received last month to looking forward to what is coming and actually protecting a price or margin for their milk.

Yale has worked with the dairy industry since 1973, with his practice now entirely focused on the legal and regulatory issues associated with dairy. He has worked on regulatory and legal issues for the dairy industry in all but a handful of states, and currently Yale 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*.

### **TUESDAY, MARCH 23**

**"How to Market with Strategy and Discipline," with Scott Stewart and Mike Hogan, Stewart & Peterson, 12:00 - 1:30 p.m.**



Since 1985, Stewart-Peterson has been one of the country's pre-eminent commodity marketing firms, helping producers analyze and act on challenges and opportunities in today's complex marketplace.

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

Mike Hogan is the director of Market 360, a strategic consulting service that helps producers keep in control of their marketing, helping them to maximize opportunities and minimize risks. He is an expert at advising producers how to manage their marketing needs while keeping a watchful eye on the bottom line.

### **WEDNESDAY, APRIL 28**

**"Unleashing the Power of Your Business: Benchmarking & the 2009 Blue Book, with Joanna Samuelson, Farm Credit East, 12:00—1:30 p.m.**



As part of her responsibilities as Director of Knowledge Exchange for Farm Credit East, Joanna Samuelson authors the *Northeast Dairy Farm Summary*, a study of the financial health and progress of dairy farms in New York, New Jersey and New England.

Typically referred to as the "Blue Book," the summary is a compilation of production and financial data from more than 500 farms in the region. The 2009 issue is the 31st consecutive issue.

During the conference call, Joanna will walk through the data in the "Blue Book" and show key trends that occurred in 2009, both on the financial and production side of the dairy business. Participants in the call can use the data to compare their own dairy to these trends and gather ideas for strengthening their own businesses for the coming year.