



**For Immediate Release**  
April 13, 2010

**Contact:** Jayne Sebright, 717-259-6496  
[c-jsebrigh@state.pa.us](mailto:c-jsebrigh@state.pa.us)

## **DAIRY PROS “TAKE IT TO THE FARM” WORKSHOPS OFFER RESOURCES, INSIGHT**

*April Series Gives Dairy Professionals Tools to Share with Dairy Farm Customers*

**HARRISBURG** – “Take it to the Farm,” a segment of the new Dairy PROS learning workshop series, will demonstrate tools for income-over-feed-cost and cash flow planning for dairy sales and service professionals and individual dairy producers. Five workshops slated for the week of April 19 will be hosted by the Center for Dairy Excellence and Penn State Dairy Alliance.

Virginia Ishler, nutrient management specialist and manager of Penn State’s dairy research herd, and Penn State Extension Educator Tim Beck will introduce Penn State’s income-over-feed-cost and cash flow planning tools. They will show agribusiness professionals how to use the tools with clientele and share successes producers report as they use the tools.

“Managing feed costs on a dairy may sound simple, but many components are needed to make it work properly,” said Ishler. “Implementing feeding strategies to control costs without jeopardizing animal performance requires a well thought-out plan, and part of that plan must be to monitor income-over-feed-costs.”

Penn State’s Dairy Alliance risk management team works with numerous Pennsylvania producers to monitor farms’ income-over-feed-costs. “We observed a two dollar difference in income-over-feed-costs per cow per day on herds that control feed costs and maintain production versus herds that do not,” Ishler said.

The workshops also include “Decision Making for Maximizing Profitability” led by Dr. Wayne Weiland, Midwest regional manager of Standard Dairy Consulting. He will discuss current farm issues and explain ways dairy professionals can help producers make effective decisions while evaluating management intervention.



Five April Dairy PROS workshops are as follows:

- **Monday, April 19**, at the Eden Resort, 222 Eden Road, Lancaster, Pa., from 1:30 – 4 p.m.;
- **Tuesday, April 20**, at the Lighthouse Restaurant, 4301 Philadelphia Road, Chambersburg, Pa., from 7:30 – 10:30 a.m., including breakfast;
- **Tuesday, April 20**, at the Ramada Inn, 1-99 Exit 31, Plank Road, Altoona, Pa., from 1:30 – 4 p.m.;
- **Wednesday, April 21**, at the William J. Douglas Conference Center, 764 Bessemer St., Meadville, Pa., from 7:30 – 10:30 a.m., including breakfast; and
- **Thursday, April 22**, at the Edgewood Restaurant, 565 Elmira St., Troy, Pa., from 7:30 – 10:30 a.m., including breakfast.

To register for the Dairy PROS workshops, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org) and click on “Industry Professionals” or the “Dairy PROS” logo at the bottom of the home page.

“Dairy PROS builds on the foundation of the center’s Dairy Advocacy and Resource Team, or DART, program,” said John Frey, executive director of the Center for Dairy Excellence. “Dairy PROS offers industry professionals the opportunity to gain new skill sets, find new resources and build stronger networks to help their dairy farm clients and customers go from ‘good to great.’”

Participants in the Dairy PROS workshops will also have an opportunity to share on-farm experiences and build relationships with others facing similar challenges. “This is a unique and incredibly valuable part of the Dairy PROS program,” said Frey.

Dairy PROS is an initiative of the Center for Dairy Excellence and the Penn State Dairy Alliance, and is funded in part by a grant from the Department of Labor and Industry Workforce Investment Board. For more information about Dairy PROS, call the Center for Dairy Excellence at 717-346-0849 or Dairy Alliance at 1-888-373-7232.



Penn State Dairy Alliance is an initiative of Penn State Cooperative Extension. Penn State is committed to affirmative action, equal opportunity, and diversity in its workforce.

###

*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).*