



**For Immediate Release**  
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## **CENTER SUGGESTS 10 WAYS TO USE PROFIT, TARGET TEAM FUNDING**

*Profit Team Program Funds Must Be Used by July 2009*

**HARRISBURG** – Dairy farms enrolled in the Center for Dairy Excellence’s Dairy Profit Team and Target Profit Team programs are eligible to receive \$3,500 in funding to cover the cost of paid team members and discovery-related items.

“The profit team program and the funding are tremendous resources for participating dairy farms,” said John Frey, executive director of the Center for Dairy Excellence. “We want as many producers to benefit from this funding as possible before the grant expires.”

The funding is through the First Industries Fund, which was created in Governor Edward G. Rendell’s Economic Stimulus Package, and all producers participating in the profit or target team program must use the balance of their allotted \$3,500 by July 1, 2009. More than 100 Pennsylvania dairies have established profit or target teams, and funding is still available for additional farms to enroll.

The center suggests 10 ways producers can use the team funding to benefit their dairy operation. Each of these items can be reimbursed, up to \$1,000 maximum for any one component. Producers can also use \$450 for each team meeting to cover the cost of paid team members. Suggestions include:

1. Milk culturing to assess mastitis issues;
2. Blood testing cows to confirm metabolic problems;
3. Collecting and testing forage samples to improve nutrition programs;
4. Collecting and testing fecal samples to determine how to better balance the ration;
5. Water testing to trace bacteria or other water quality concerns;
6. Crop and soil testing to diagnose crop production issues;
7. Using a consultant for:
  - a. A feasibility study for an expansion project
  - b. Business planning



- c. Farm management
8. Hiring an attorney for:
  - d. Preliminary work for exploring farm transition or succession
  - e. Expenses associated with bringing in a specialist/advisor (legal, etc.)
9. Using the Profitability Assessment (PA) Dairy Tool to identify key bottlenecks limiting profitability; and
10. Working with a practical dairy advisor to lend hands-on experience and insight to a profit or target team

Any dairy farm in Pennsylvania can enroll in the target or profit team programs, which require minimal time and financial investments by the dairy producer. Once a team is in place, a facilitator will be assigned to each farm to coordinate the meetings and manage the team. Profit and target teams are expected to meet regularly, with the target team expected to work toward accomplishing the goal by the required end date.

Penn State Dairy Alliance, an initiative of Penn State Cooperative Extension, is a supporting partner of the target and dairy profit team programs. Dairy Alliance offers a two-hour Web-based training workshop each month to help team members learn about the basic steps to form a team, establish team goals, and monitor team progress.

In addition to the training, the center will provide participating teams with a support person to provide additional resources and share successful ideas from other teams. These resources are made possible through the center with the assistance of the Pennsylvania Department of Agriculture, Penn State Dairy and Animal Science Department, Penn State Dairy Alliance, and the University of Pennsylvania Veterinary College.

For more information about the profit and target team programs, contact Program Manager Heather Hostetter at the Center for Dairy Excellence at 717-346-0849, or visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org). Click on “Business Management,” then on “Profit Teams.”

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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).*