



## For Immediate Release

**June 25, 2010**

### **JULY DAIRY PROS MEETINGS TO OFFER SESSION ON PA DAIRY TOOL**

Tool Provides Evaluation of Dairy Farm System

**Harrisburg** – The July series of Dairy PROS meeting will show dairy sales and service professionals how to use the Profitability Assessment (PA) Dairy Tool to help their dairy farm customers succeed.

Four Dairy PROS meetings, hosted by the Center for Dairy Excellence and Penn State Dairy Alliance, will be held the week of July 19.

Dairy PROS was introduced earlier this year as an initiative exclusively for professionals who work in lending, accounting, feed and nutrition, veterinary, pharmaceutical, extension, genetics, and other areas of the dairy industry to provide services to producers.

Each meeting will include a “Take It to the Farm” segment that features Penn State’s PA Dairy Tool used to identify bottlenecks to profitability on dairies by examining the entire farm system and finding priority areas for change. Penn State Dairy Alliance team members Dr. Lisa Holden, associate professor of dairy science, and Rebecca White, senior project associate will explain a case study of a dairy and its outcomes experienced by using the tool.

Consultants work with producer clients to collect and input data about reproduction, culling, milk quality, housing, nutrition and other aspects of the dairy, and then the tool measures – in dollars and cents – where the most limiting bottleneck to profitability exist, based on proven benchmarks.

“Using the PA Dairy Tool is a great way for advisers to help their producers gain a whole-farm view of their operation and identify specific areas they need to address to improve profitability,” said Holden.

Created by Penn State Dairy Extension, the PA Dairy Tool is available online, and can be used free of charge, after training from Penn State.

Each Dairy PROS meeting also features a presentation by Dr. Robert Milligan, senior consultant for dairy business management company Dairy Strategies, on building stronger relationships with dairy farm customers and clients in challenging times.

Dates, times and locations for the July meetings are:

- ◆ **Tuesday, July 20**, at 7:30 a.m. at Shady Maple Smorgasbord, 129 Toddy Drive, East Earl, Pa., in Lancaster County;
- ◆ **Wednesday, July 21**, at 7:30 a.m. at the Lighthouse Restaurant, 4301 Philadelphia Drive, Chambersburg, Pa., in Franklin County;



- ◆ **Wednesday, July 21**, at 1:30 p.m. at the Celebration Hall, 2280 Commercial Boulevard, State College, Pa., in Centre County; and
- ◆ **Thursday, July 22**, at 7:30 a.m. at the Comfort Inn, 835 Perry Highway, Mercer, Pa., in Mercer County.

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. For more information about Dairy PROS, call the Center for Dairy Excellence at 717-346-0849 or Dairy Alliance at 1-888-373-7232.

The Dairy PROS meetings are open to anyone who works within the dairy industry and are provided at no cost, thanks in part to grants from the Department of Labor and Industry Workforce Investment Board and the Northeast Sustainable Ag Research & Education fund.

Dairy PROS workshops are held three times during the year across Pennsylvania. More than 120 people attended the first series of Dairy PROS meetings held in April 2010.

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.

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

**###**

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).