



**For Immediate Release**

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## **October Dairy PROS to Focus on Milk Quality, Profitability**

**Harrisburg** – Milk quality specialists will discuss common obstacles to improving profitability and milk quality on the farm during October dairy PROS meetings hosted by the Center for Dairy Excellence and the Penn State Extension Dairy Team.

Dairy PROS meetings, held three times per year, are exclusively for Pennsylvania's dairy industry professionals.

"Our October series will offer milk quality specialists the opportunity to discuss dairy profitability and learn more about milk quality – a common issue on the dairy farm – and to gather ideas from colleagues on what solutions could potentially help their customers," said John Frey, executive director of the center. "The meetings will follow the same format as our April and July series, with a renewed emphasis on roundtable discussions and networking."

During the "Take It to the Farm" session at each of the October meetings, Amber Yutzy, Penn State Extension Dairy Team educator, will lead a discussion on "Best Milking Practices – A Closer Look." During her presentation, Yutzy will review a checklist she has developed to help consultants work with clients to promote better udder health and lower somatic cell counts.

"The milking process can be very technical, and in many cases, important steps aren't taken," said Yutzy. "If you knew you could increase your income by 50 cents a hundredweight, wouldn't you take the time to fore strip?"

The cost of Dairy PROS meetings is partially offset by a grant from the Department of Labor & Industry's Workforce Investment Board. A new approach to registering for Dairy PROS offers an incentive to companies that support the center's Allies for Advancement Program.

If an organization is a supporter of the Allies for Advancement Program at any level above \$200, any member of the organization can attend the Dairy PROS meetings at no charge. If the organization is not an Ally for Advancement, each member from that organization who attends the Dairy PROS meetings will be charged a \$20 registration fee.

Meeting dates and locations are listed below. All meetings will be from 8 – 9:30 a.m., with breakfast at 7:30 a.m.

- **Thursday, Oct. 13**, at the Lancaster Farm and Home Center, 1383 Aracadia Road, Lancaster, Lancaster Co.



- **Friday, Oct. 14**, at Premiere Events Catering Hall, 429 East Orange Street, Shippensburg, Franklin Co.
- **Wednesday, Oct. 19**, at Celebration Hall, 2280 Commercial Blvd., State College, Centre Co.
- **Thursday, Oct. 20**, at the Comfort Inn, 835 Perry Highway, Mercer, Mercer Co.

For more information or to register for the October series of Dairy PROS meetings, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org) and click on the "Dairy PROS" icon in the middle of the page.

Questions about the Dairy PROS meeting series can be referred to Penn State Extension Dairy Team at 1-888-373-7232 or [askdairyalliance@psu.edu](mailto:askdairyalliance@psu.edu), or to the Center for Dairy Excellence at 717-346-0849 or [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org).

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. 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).