



For Immediate Release

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'Mastering the Dairy Business' Calls to Focus on Risk Management, Protecting Profits

Harrisburg – Farmers can learn about managing risks they can't control, like milk prices and hot, dry weather conditions such as those this summer, through two August conference calls hosted by the Center for Dairy Excellence.

Part of the center's "Mastering the Dairy Business" series, each call will be held during the noon lunch hour and address a critical area of profitability on the dairy farm. Anyone can participate, but pre-registration is necessary to receive the call-in information.

"With commodity prices very volatile right now and the entire region suffering from less than ideal weather conditions, these calls will provide meaningful insight on how to prepare for the next six to 12 months in the dairy business," said John Frey, executive director of the center.

The first call in the series will be the "Protecting Your Profits" conference call on Wednesday, Aug. 24, led by Alan Zepp, risk management program coordinator for the center. This call from noon – 12:30 p.m. will address dairy markets and on-farm risk management strategies.

Zepp will discuss current milk marketing strategies, the status of the LGM for Dairy insurance program, milk and commodity futures and recent reports that affect dairy pricing. Joining him will be Mike Hosterman, business planning consultant with AgChoice Farm Credit, who will discuss how risk management plays into an effective business planning strategy for the coming months.

On Wednesday, Aug. 31, three regional experts on forage management will lead a discussion on "Managing for Droughty Corn." Dr. Virginia Ishler from the Penn State Dairy Extension Team, Dr. David Kirk from Pennfield Feeds, and Tom Nauman from Hooper Feeds will share considerations dairy farm families must keep in mind when dealing with a heavily stressed corn crop. The call will take place from noon – 1:15 p.m.

For more information about the Mastering the Dairy Business conference call series, visit www.centerfordairyexcellence.org and click on "Mastering the Dairy Business" under the "News and Events" heading.

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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.