



For Immediate Release
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PROFIT FORUM TO FOCUS ON MARKETS, PROFIT STRATEGIES

Topics Include Cow-Side Management, Low-Cost Profit Enhancers and Risk Management

HARRISBURG – Dairy producers can gain a stronger understanding of the volatile dairy markets and how to protect their businesses at the 2009 Pennsylvania Dairy Profitability Forum in October.

Hosted by the Center for Dairy Excellence and the Pennsylvania Department of Agriculture two sessions featuring profitability and risk management experts Dr. David Galton of Cornell University and Phil Plourd of Blimling and Associates, a dairy market consulting firm.

The first forum is Tuesday, Oct. 27, in the Banquet Hall of the Pennsylvania Farm Show Complex & Expo Center in Harrisburg. The second forum is Wednesday, Oct. 28 at the Clarks Mills United Methodist Church, located on Route 358, two miles west of Interstate 79, Exit 130. Both events will run from 9 a.m. – 4 p.m.

“During the past 18 months, dairy prices have gone from all-time highs to all-time lows, leaving many producers questioning what happened,” said John Frey, executive director of the Center for Dairy Excellence. “We are pleased to have Phil Plourd on the schedule to discuss how dairy is traded on the market and what influences our milk prices.”

Plourd is well known for his ability to combine a strong understanding of dairy economics with his love for the written word to help producers develop risk management strategies. He has led many



outlook workshops and hedging strategy sessions across the country and around the world.

Galton will offer dairy farm families a blueprint to survive and thrive in an ever-changing dairy industry. He will address the current dairy industry situation and its potential outlook, helping producers find standard operating procedures they need for future profitability.

“Dr. Galton has spent the last 10 years devoting his research to questioning the traditional dairy management recommendations to help producers increase profitability,” Frey says. “His insight, combined with his first-hand experience of dairy farming, will challenge producers to think outside the box when it comes to their own operations.”

Participants can also choose to attend two of the four following breakout sessions:

- **“Is Your Budget Balanced?”** led by Brad Hilty, Penn State Dairy Alliance.
- **“Cows Don’t Lie: Three Key Areas Influencing Profitability,”** led by Tom Lorenzen, All-Tech.
- **“Understanding and Managing Your Risks,”** with Alan Zepp, Center for Dairy Excellence, and Katie Rossini, Dairylea.
- **“Sharing Ideas for Low/No Cost Profit Enhancers,”** a panel discussion facilitated by Mike Evanish, MSC Business Services.

There is no charge to participate in the Dairy Profitability Forum, thanks to generous support from sponsors. However, pre-registration is required. To receive a registration brochure, call the Center for Dairy Excellence at 717-346-0849.

Registration is also available online at www.centerfordairyexcellence.org. Click on “Center for Dairy Excellence Events,” then on “Pennsylvania Dairy Profitability Forum.” For sponsorship



information, please call the center at 717-346-0849.

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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.

Photo 1: Dr. David Galton

Photo 2: Phil Plourd