



For Immediate Release
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PROFIT FORUM OFFERS ONE-ON-ONE WITH USDA
Deputy Undersecretary Will Lead Discussion on Dairy Policy Reform

HARRISBURG – U.S. Department of Agriculture Deputy Undersecretary for Farm and Foreign Agricultural Services Michael Scuse will speak at the 2009 Pennsylvania Dairy Profitability Forum on Tuesday, Oct. 27, in the Banquet Hall of the Pennsylvania Farm Show Complex & Expo Center in Harrisburg. Scuse will discuss how USDA policies, regulations and services affect dairy farm families.

Hosted by the Center for Dairy Excellence and the Pennsylvania Department of Agriculture, the forum also features sessions on profitability and risk management. A second forum will take place 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.

“Many dairy farm families question the role USDA plays in dairy pricing and in federally funded farm assistance programs,” says John Frey, executive director of the Center for Dairy Excellence.

“USDA Deputy Undersecretary Scuse will be able to answer many of those questions.”

Deputy Undersecretary Scuse served as the Delaware Secretary of Agriculture from 2001 to 2008 and as the vice president of the National Association of State Departments of Agriculture. In his current position, Scuse oversees USDA’s Foreign Agricultural Service, Farm Service Agency and Risk Management Agency.



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

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, and will discuss how dairy is traded on the market and what influences milk prices.

Dr. David 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.

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, however, pre-registration is required. To receive a registration brochure, call the Center for Dairy Excellence at 717-346-0849.



Those interested can also register 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.