



Join Us for the 2009 Pennsylvania Dairy Profitability Forum

Editor's Note: This is a special feature from the Center for Dairy Excellence exclusively for the Farmshine newspaper.

By John Frey, Executive Director, Center for Dairy Excellence

For the past four years, the Center for Dairy Excellence has joined the Pennsylvania Department of Agriculture to host the Pennsylvania Dairy Profitability Forum in the fall.

Each year, we are challenged to provide a program that offers the average-sized family dairy farm low-cost but highly-effective ways to improve their farm's bottom line.

Planning the program this year's

program was especially challenging with many dairy farm families now questioning their ability to just continue in the dairy business, let alone maintain profitability.

As the year progressed and the severity of market conditions intensified, our plans changed to include frank discussions on those looming questions central to any farm family making decisions about the future of their dairy operation.

We have heard from many dairy farm

families who question dairy policy, markets and how they are affecting their bottom line. We will address those questions at the forum, and we will look at what these farm families

can do to not only survive, but thrive in a volatile and ever-changing dairy industry. Please plan to join us. Participation is free, and the information is priceless.

HELD IN TWO LOCATIONS FROM 9 A.M.—3:30 P.M.:

October 27, 2009
Banquet Hall in the
Farm Show Complex
2301 North Cameron Street
Harrisburg, PA

October 28, 2009
Clarks Mills United Methodist Church, located along
Pa. Rte. 358; 2 miles west of
Interstate 79 — Exit 130
(Greenville-Sandy Lake)

“Perspective on Hot Topics in the Dairy Industry.”

Phil Plourd
Blimling & Associates



In the last 18 months, dairy prices have went from all-time highs to all-time lows, leaving many producers questioning what happened.

Phil Plourd from Blimling and Associates will look at how dairy is traded on the market and how prices are determined. He will also show what has happened with imports and exports, and how that has influenced market volatility.

Phil combines curiosity, understanding of economics and love of the written word to produce a wealth of materials for Blimling and Associates. He also works extensively with clients to help develop and execute risk management strategies. Phil has led numerous outlook sessions and hedging workshops from coast-to-coast and around the world. He is Chairman and President of the Blimling companies and a graduate of Fordham University

Dairy Policy & Its Impact on You:



In Harrisburg:
A One-On-One Discussion with the USDA.

Michael Scuse, Deputy Under Secretary for Farm and Foreign Agricultural Services (FFAS), will lead a discussion on USDA policies, regulations and services and how they affect dairy farm families. He will speak during the luncheon session at the Harrisburg forum. Many dairy farm families question the role USDA plays in dairy pricing and in federal-funded farm assistance programs, and Scuse will address those questions.

In Western Pennsylvania:
A Look at Federal Policy and How It Will Affect PA's Dairy Farm Families.

Bob Gray, president of Bob Gray, LLC, a consulting firm that specializes in agricultural policy issues, works closely with dairy policy issues. His clients include many dairy organizations and state departments of agriculture. In the past, he has served as a consultant to the House Ag Committee and as a director for the American Farmland Trust.

“Positioning Farm Families for Future Profitability.”

Dr. David Galton
Cornell University



As the Stephen H. Weiss Presidential Fellow Professor at Cornell University, Dr. Galton's research over the past 10 years has challenged traditional dairy management recommendations in order to continue

improving productivity and profitability on the dairy farm.

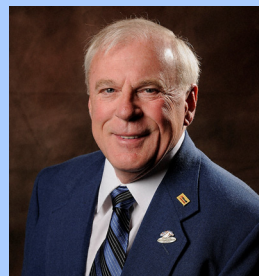
In his presentation, Dr. Galton will provide dairy farm families with a blueprint to survive and thrive in today's dairy industry, looking at where the dairy industry is today and where it is heading, emphasizing what the standard operating procedures should be for family dairy farm businesses looking to the future. Those who attend will leave with valuable tools they can use to position their dairy for long-term profitability in today's volatile dairy environment.

Four breakouts address herd performance, finances and risk



“Is Your Budget Balanced,” with **Brad Hilty, Penn State**

In today's market, managing your cash flow is essential to survival. Brad will help producers better understand their cost of production and develop a budget that they can track and follow.



“Cows Don't Lie,” with **Tom Lorenzen, All-Tech.**

Healthy cows provide the foundation for high production and stronger profitability. In this breakout, Tom will help producers evaluate three key areas that have a significant impact on production, performance and the bottom line.



“Understanding & Managing Your Risks,” with **Katie Rossini, Dairylea, & Alan Zepp, Center for Dairy Excellence.**



Preparing for the future means protecting your bottom line today. Alan and Katie will walk producers through the different options that exist to help manage their business risks and protect future profitability.



“Sharing Ideas for Low-Cost Profit Enhancers,” facilitated by **Mike Evanish, MSC Business Services.**

Nutritionists, veterinarians and other dairy consultants will share some of the unique ways producers have been able to meaningfully control costs and influence their bottom line over the past six to nine months. There will also be time for sharing ideas.

PRE-REGISTRATION IS REQUIRED! Call 717-346-0849 or visit www.centerfordairyexcellence.org. Click on “Upcoming CDE Events,” and then on “Dairy Profitability Forum.”

