



For Immediate Release

Dec. 13, 2010

CONFERENCE CALL SERIES TO ADDRESS DAIRY MARKETS, BUSINESS PLANNING, RISK MANAGEMENT

Harrisburg – Dairy farm families will have access to up-to-date information and resources as they plan their 2011 business strategy thanks to three conference calls hosted by the Center for Dairy Excellence in December and January. As part of “Mastering the Dairy Business,” the calls will focus on dairy markets, business planning and the LGM for Dairy insurance program.

“High feed costs and tightening milk margins are creating uncertainty for the 2011 dairy industry,” says John Frey, executive director of the Center for Dairy Excellence. “It is important that all dairy producers have access to information from leading industry experts to look ahead and plan accordingly.”

The three “Mastering the Dairy Business” calls scheduled are:

- **Wednesday, Dec. 22** – “What Dairy Markets Are Telling Us about Tomorrow,” with Phil Plourd and Bill Curley from Blimling & Associates, who will review the factors in the domestic and global marketplace impacting supply and demand and milk pricing.
- **Wednesday, Jan. 13** – “Think Like a Chief Financial Officer on the Dairy Farm,” with Dr. Michael Boehlje, a professor in the Department of Agriculture Economics and the Center for Food and Agricultural Business at Purdue University, who will help producers broaden their understanding of financial management and three drivers of profitability: margins, asset utilization and financing.
- **Thursday, Jan. 27** – “How the New LGM for Dairy Fits On Your Dairy,” with Gene Gantz, from the Risk Management Agency, and Alan Zepp, risk management program coordinator with the Center for Dairy Excellence, explaining how new changes to LGM for Dairy make the program easier to use.

“With many dairy farms only now recovering from the dairy recession in 2009, it is critical that farm management teams plan their business strategy now for the new year,” said Frey. “Knowing what to expect with the markets, having a budget in place, and knowing available risk management options are essential to prepare for 2011.”

Each conference call will take place from noon – 1:15 p.m. Anyone can participate in the free calls, but pre-registration is required, and each call is limited to 40 dairy producers.

Participation is on a first-come, first-served basis. To register, call the center at 717-346-0849 with name, phone number, e-mail address and the date of call on which you plan to participate. Once registered, participants will receive the call-in number and code.



Presentation materials can be downloaded from the Center for Dairy Excellence's website at www.centerfordairyexcellence.org.

For more details about the conference call learning series, contact the Center for Dairy Excellence at 717-346-0849 or by e-mail at info@centerfordairyexcellence.org. More information about this and other resources from the center can be found at www.centerfordairyexcellence.org.

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Photo 1: Phil Plourd
Photo 2: Bill Curley
Photo 3: Dr. Michael Boehlje
Photo 4: Alan Zepp

The Center for Dairy Excellence is a non-profit organization developed by the Pennsylvania 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.