



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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January 12, 2021

GUEST SPEAKER TO SHARE 2021 DAIRY MARKET OUTLOOK DURING “PROTECTING YOUR PROFITS” WEBINAR

Matthew Gould Will Join the Webinar on Wednesday, January 27 from 12-1 p.m.

Harrisburg, Pa. – To start the new year, the Center for Dairy Excellence plans to share a 2021 dairy market outlook during the “Protecting Your Profits” monthly webinar on Wednesday, January 27 from 12-1 p.m. Matthew Gould, President of Dairy and Food Market Analyst, Inc., will join the webinar and share his market outlook for 2021, backed by years of knowledge and experience analyzing milk prices and dairy markets. Led by Zach Myers, Risk Education Manager with the Center, the free virtual event is available in conference call and webinar format.

“I am very excited to have Matt joining us for our January ‘Protecting Your Profits’ webinar. He is an accomplished and reliable dairy analyst and is a bank of knowledge when it comes to dairy markets home and abroad,” said Myers. “I look forward to his presentation and invite dairy farmers and industry representatives to take advantage of this opportunity to hear Matt’s 2021 market outlook.”

During the discussion, Matt will answer questions and share data and insight in the following areas:

- Milk Supply and Contributing Factors
- Demand – Both Domestic and International
- Retail vs. Food Service Sales
- Milk Price Outlook Futures Versus Matt’s Expert Opinion
- Exports – 2020’s Success and 2021 Expectations
- Risk Management Opportunities for 2021 and 2022

To join the virtual event and access the information in a format that is most convenient for you, the Center offers the series in a webinar, podcast, and conference call format. There is no cost to participate in the monthly ‘Protecting Your Profits’ discussion, and no registration is necessary.

Webinar Format

Visit www.centerfordairyexcellence.org/JanuaryPYP on Wednesday, January 27 at 12 p.m. to launch the webinar.

Conference Call Format

Individuals who would prefer to connect via conference call can dial the following number on Wednesday, January 27 at noon:

Dial: 1-646-558-8656

Meeting ID: 848 3416 1708

Passcode: 474057

Podcast Format

Visit www.centerfordairyexcellence.org/pyp to listen to the “Protecting Your Profits” podcast and subscribe to get notified when new episodes are released. Episodes are expected to be published after the live webinar and conference call are concluded each month. This month’s podcast will share current milk price numbers and a summary of Matt’s 2021 market outlook.

Matthew Gould is a well-known and well-connected analyst and consultant in the dairy industry. He is the author of The Dairy Market Analyst, a widely followed industry newsletter and serves as the Chief Market Analyst at Rice Dairy, LLC, a dairy futures brokerage. His insights on industry subjects are regularly requested including recent citations in Bloomberg, The New York Times, the Wall Street Journal and the Washington Post. Matt also writes for Progressive Dairy. Matt earned a B.S. in economics from the University of Pennsylvania’s Wharton School and grew up on a dairy farm in Western New York that is in its third generation of ownership.

Join the Center on January 27 to learn what is on the horizon in the dairy marketplace for 2021. For more information, call 717-346-0849 or email Myers at zmyers@centerfordairyexcellence.org. The webinar will be recorded and posted on the Center for Dairy Excellence website for those who are unable to join the live session.

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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 at centerfordairyexcellence.org.

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