



For Immediate Release

Media Contact:

Caroline Novak, 717-319-9540; caroline@nsallc.com

Emily Barge, 717-346-0849; ebarge@centerfordairyexcellence.org

January 26, 2021

DAIRY PRODUCERS AND RESEARCH SCIENTIST TO SHARE STRATEGIES FOR MAXIMIZING COMPONENTS

The Panel Discussion Will Be Held on Feb. 10 During the 2021 Virtual Dairy Summit

Harrisburg, Pa. – As dairy producers look to achieve maximum efficiency on their operations, Heather Dann, a research scientist at the William H. Miner Agricultural Research Institute, will lead a session titled “Maximizing Components to Enhance Your Bottom Line” during the 2021 virtual Pennsylvania Dairy Summit. In addition to Dann’s proven strategies for maximizing component efficiency, Alan Waybright, owner of Mount Rock Dairy LLC in Newville, Pa. and Jennifer Heltzel of Piney Mar Farm in Martinsburg, Pa. will join the panel to share their firsthand experiences maximizing components and enhancing profitability in their operations.

The virtual Dairy Summit will be held on February 8-11, 2021 and is hosted by the Professional Dairy Managers of Pennsylvania and the Center for Dairy Excellence. Learn more about the program and registration process at www.padairysummit.org.

“There are various outside pressures that continue to limit production and cow numbers on many dairy farms in Pennsylvania and nationwide. Dairy producers are looking for ways to make their cows the most profitable they can be, and that involves cows with high levels of component efficiency, not always the cows producing the most milk,” said Jessica Slaymaker, the 2021 Pennsylvania Dairy Summit chair and a dairy farmer from Tioga County. “Heather Dann has a wealth of knowledge to share with dairy producers who are looking to maximize components and improve their bottom line. This session is designed to help you learn from other producers’ experiences and take away ideas you can implement in your own operation.”

Heather Dann is a research scientist at the William H. Miner Agricultural Research Institute in Chazy, New York. Her research activities focus on improving dairy cattle nutrition and management to help producers achieve their goals. Dann plans to share strategies and expertise in the following areas:

- Rumen function and health
- Forage quality and a consistent diet
- Carbohydrates and their fermentability
- Amino acid needs
- Feed bunk management
- Time budget of a cow – including feeding, resting, and ruminating
- How to minimize environmental and social stressors

“Dairy producers find that maximizing yield of milk fat and protein helps herd profitability. Properly formulated rations, excellent feed management, and optimizing the cow’s time budget by reducing environmental and social stressors can lead to more pounds of milk fat and protein,” said Heather Dann. “One key to improving herd profitability is to maximize yield of milk fat and protein by reducing nutritional, environmental, and social stressors for cows. Our panel will share tips on how we get our cows to achieve 6 to 7 pounds of milk fat and protein per day by focusing on what our cows eat and how they spend their time.”

Learn more about the 2021 event:

- **When:** February 8-11, 2021
- **Where:** Virtual event
- **Cost:**
 - PA Dairy Producer — \$100
 - Out-of-State Dairy Producer — \$125
 - Non-Producer — \$175
 - College Classrooms/Clubs — \$100
 - College Dairy Students and Young Professionals (Age 17-25)* — \$25

**Must attend Tuesday evening’s Young Professionals Chat*
- **How to register:** Visit www.padairysummit.org or contact the Dairy Summit Business Office at 814-355-2467.

Hosted by the Professional Dairy Managers of Pennsylvania and the Center for Dairy Excellence, the 2021 virtual Pennsylvania Dairy Summit will feature renowned keynote speakers from across the nation and more than 10 educational breakout sessions. The Dairy Summit is nationally recognized as one of the best conferences for dairy professionals in all types of production. Transitioned to a virtual platform for 2021, creative ways to connect and engage will be included throughout the Summit program, including networking opportunities, virtual giveaways, music and entertainment. Sponsorship opportunities are still available for businesses that are looking for affordable and effective ways to connect with dairy customers digitally and expand their reach within Pennsylvania and across the nation.

To learn more about this year's virtual Dairy Summit and to view sponsorship opportunities, visit padairysummit.org. Contact the Pennsylvania Dairy Summit Business Office with questions at 814-355-2467 or email info@padairysummit.org.

###

PDMP is a not-for-profit, farmer-driven organization advancing the State's dairy industry through improved productivity and economic viability with continued stewardship of our animals, environment and community. Programs offered by PDMP are designed by dairy producers for dairy producers. For more information on PDMP, visit their website at pdmp.org.

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.