



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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DAIRY BUSINESSES ADVISORS TO DISCUSS CAPTURING OPPORTUNITY AND MANAGING DAIRY MARKET VOLATILITY DURING FREE WEBINAR ON NOVEMBER 8

The Free “Protecting Your Profits” Webinar Will Take Place on November 8 at 12 p.m. EST

Harrisburg, Pa. – On Friday, November 8 from 12-1 p.m., the Center for Dairy Excellence will host a monthly “Protecting Your Profits” webinar titled “New Year, New Strategy: Capturing Opportunity and Managing Dairy Market Volatility.” Jacob Thompson and Andy McCarty, Dairy Business Advisors with Land O’Lakes, will share the opportunities that are available for dairy producers to experience higher dairy farm gate prices if they have a solid risk management plan in place. They will also offer strategies for adapting risk management plans over time to help navigate the volatility that comes along with dairy markets.

“Are you setting yourself up for long-term success by capturing opportunities before they’re too late? Are you adapting to changing feed and dairy markets to guide your approach to risk management on your dairy farm? In this month’s webinar, Jacob and Andy will answer some of these questions and help producers learn how to control what you can,” said Valerie Mason-Faith, Risk Education Manager at the Center. “The webinar will be packed with information to learn how to position your dairy for future success, protect your milk price volatility, and prevent missed opportunities.”

During the webinar, the speakers will explore four main risk management programs available to dairy producers, including Forward Contracting, Livestock Gross Margin, Dairy Margin Coverage, and Dairy Revenue Protection. With each program having different tiers, levels, and decisions, Jacob and Andy will discuss the possibilities for tailoring risk management plans that are unique to producers’ specific dairy operations.

Jacob Thompson is a Senior Dairy Business Advisor and serves Land O’Lakes, Inc. member-owners in the Mid-Atlantic region and in CA, providing a full suite of risk management services for their operations. Jacob is an expert in cost of production analysis, milk production and expense budget development, milk marketing plan development and market updates. In addition, he is a licensed Dairy Revenue Protection Insurance Agent. By providing dairy operations with tools, resources and insights in executing sound risk management strategies, Jacob is a source of trust to members in planning for agility during market volatility and long-term business success. With over 18 years of experience with Land O’Lakes, Jacob has become a sought-after risk management thought leader with a strong passion for the dairy industry and tools that benefit producers. Jacob was raised on a

dairy farm in northwest Wisconsin and graduated from University of Wisconsin-Madison with a degree in Agricultural Economics & Business.

Andy McCarty serves as a Dairy Business Advisor for Land O'Lakes, Inc. for member-owners in the Mid-Atlantic region, providing a full suite of risk management services for their operations. Andy is a licensed Dairy Revenue Protection Insurance Agent and provides cost of production analysis, milk production and expense budget development, milk marketing plan development, and provides timely market updates. With over 18 years in the agriculture industry, Andy has a wide range of expertise in risk management. He is not afraid to roll up his sleeves and help any producer find common-sense solutions through different tools available that can have lasting impacts and benefits. Andy has developed a strong passion for the dairy industry at a young age being raised on a dairy farm in Northeastern Pennsylvania and graduated from Delaware Valley University with a degree in Dairy Business.

Webinar Format

Visit www.centerfordairyexcellence.org/NovemberPYP on Friday, November 8 at 12 p.m. to launch the webinar and watch live.

Conference Call Format

Individuals who would prefer to connect via conference call can dial the following number on Friday, November 8 at 12 p.m.:

Dial: 1-301-715-8592

Meeting ID: 892 0973 5392

Passcode: 340600

Podcast Format

Visit www.centerfordairyexcellence.org/pyp to listen to a recording of the "Protecting Your Profits" discussion in podcast format and subscribe to get notified when new episodes are released. The episode is expected to be published after the live webinar and conference call are concluded.

Valerie Mason-Faith will facilitate the webinar. Contact Valerie at vmason@centerfordairyexcellence.org or call (717) 550-8720 with questions about the webinar.

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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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