



## **For Immediate Release**

**Media Contact:** Emily Barge, 717-346-0849; [ebarge@centerfordairyexcellence.org](mailto:ebarge@centerfordairyexcellence.org)

March 24, 2026

### **GET TRICKS OF THE TRADE FROM PA DAIRY FARMERS AND REAL-TIME UPDATES ON DAIRY MARKET TRENDS IN TWO PODCAST SERIES**

*The Center Hosts the “Cow-Side Conversations” and “Protecting Your Profits” Podcast Series*

**Harrisburg, Pa.** – To help dairy producers learn from one another, the Center for Dairy Excellence has a monthly “Cow-Side Conversations” podcast series to share real-time farmer insight, tricks of the trade, and inspiring stories from dairies across Pennsylvania. Hosted by Jayne Sebright, Executive Director at the Center, the monthly podcast features dairy producers from across Pennsylvania who share the history of their family businesses, lessons learned along the way, and their approach to herd management, diversification, reproduction, employee management, transition planning, and more.

“We’ve heard time and time again that dairy farmers learn the most from other dairy farmers, and that has never been more true than through this podcast. There’s not one right way to farm, and in Pennsylvania, that’s especially true,” shared Sebright. “I’ve interviewed dairy producers with 50 cows and dairy producers with over 3,000 cows, and every guest shares exceptional insight and tricks of the trade that listeners often relate to.”

To date, more than 60 dairy producers have been featured on the podcast, and the series has over 28,500 downloads.

“I’ve listened to all the podcasts in this series since it started, and I have a lot of respect for some of the farmers who have been on it. It’s great to listen to other people, stay open-minded, and not take shortcuts with the key factors that lead to profitability,” said David Sattazahn of Zahncroft Dairy in Pennsylvania.

Listen to the podcast on Apple Podcasts, Spotify, or Amazon Music by searching for “Cow-Side Conversations.” Visit [www.centerfordairyexcellence.org/podcast](http://www.centerfordairyexcellence.org/podcast) to listen from the Center’s website.

“I listened to Jeremy Martin’s recent story on the podcast. My dad has had health issues this past year that have given us a lot of struggles with the farm. We have been working to learn as much as we can from my father with the time we have left. Listening to Jeremy’s story reminded me of the struggles we are facing, and it gave me a little hope that our situation will work out how it’s supposed to,” shared another listener of the Cow-Side Conversations podcast.

To help dairy producers manage risk and get real-time updates about dairy markets, the Center also leads a “Protecting Your Profits” podcast. Hosted by Valerie Mason-Faith, Risk Education

Program Manager at the Center, the podcast series features special guests and industry experts each month. It is designed to give dairy producers and industry professionals the data, production trends, and national and statewide updates they need to manage risk management on dairy operations.

“As a dairy service provider, Lancaster DHIA appreciates the ‘Protecting Your Profits’ (PYP) series. It is an opportunity to gain understanding of the current challenges and opportunities our customers are facing. Dairy farmers have unique goals, and PYP provides helpful takeaways for everyone to benefit from. Professionals are sharing what they’re seeing in the field along with practical advice dairy farmers can put to use on their farms,” said Don DeHart, General Manager at Lancaster DHIA.

Recent podcast episode topics have included:

- The missing metric, how to calculate your dairy’s biological and economic health with Dr. Joe Bender
- From surviving to thriving, navigating downturns and knowing your numbers with Ava Hasbrook
- Beefing up your risk management, cattle market dynamics & price protection with Ever.Ag
- Cost of production and break-evens simplified with Jacob Thompson & Andy McCarty
- “Dairy Report Rundown” bi-monthly minisisodes with experts on dairy markets who dig into reports that shape the dairy industry, unpack trends, and offer practical takeaways and straight talk to help you stay ahead in an ever-shifting market

Listen to the podcast on Apple Podcasts, Spotify, or Amazon Music by searching for “Protecting Your Profits.” Visit [www.centerfordairyexcellence.org/pyp](http://www.centerfordairyexcellence.org/pyp) to listen from the Center’s website.

###

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](http://centerfordairyexcellence.org).

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼  
[www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org)**