



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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CENTER HOSTS BUSINESS PLANNING ROUNDTABLE, OFFERS GRANT

Farms Encouraged to Take Advantage of Business Planning Tools

Harrisburg, Pa. – As farmers plan for the upcoming planting season, the Center for Dairy Excellence is offering resources to help them plan for the long-term future of their business. With many of Pennsylvania's dairy farm families not having a written business plan in place, the Center is offering a three-prong approach to help more farms create a business plan.

“For many dairy producers, it’s easier to react to current market conditions and make rapid, real-time decisions about things that are affecting your dairy today, not necessarily tomorrow,” said Zach Myers, risk education program manager. “However, business planning is all about being proactive, setting goals, and thinking about the big picture. This is really important for dairy producers who want to have a plan in place that helps protect the long-term vitality of their operation, even when volatility hits.”

The Center’s three-prong approach to assisting farms with creating business plans includes:

- **A Business Planning Roundtable Meeting**, planned on Wednesday, April 21, from 1 – 3 p.m., in partnership with the Penn State Extension Dairy Team. The free virtual roundtable will center around business planning for dairy producers and industry professionals. Speakers will share the critical areas that provide the foundation for getting started in building a business plan.
- **A focus on business planning at the next Protecting Your Profits webinar**, planned for Wednesday, April 28, from 12 – 1 p.m. Phil Taylor, who is a business planning consultant with AgChoice Farm Credit, will review business planning fundamentals and what should be included in a farm’s business plan.
- **A Business Planning Grant opportunity**, which offers up to \$1,000 for a dairy farm to work with a paid consultant to create a business plan. The grants are available on a first come, first served basis with the application period ending May 1. The grant funds are limited and are made possible through Ag Excellence funding provided by the Commonwealth of Pennsylvania.

“Having a solid business plan in place for your dairy operation can actually help you improve profitability and efficiency because you’ll know your cost of production and you’ll know where each number is coming from,” Myers said. “This type of detailed plan allows you to make adjustments throughout the year to improve profitability based on market conditions.”

To apply for the business planning grant, visit www.centerfordairyexcellence.org/business-planning-grants/ to submit your application online or download a printed application. Applications will only be accepted from March 9 – May 1, 2021. No application fee is required to apply. Contact Melissa Anderson at manderson@centerfordairyexcellence.org or 717-636-0779 for more information.

To register for the Business Planning Roundtable Meeting, Visit www.centerfordairyexcellence.org/roundtable. Contact Zach Myers at zmyers@centerfordairyexcellence.org or 717-346-0849 for more details. The virtual roundtable is free, but you must pre-register to attend.

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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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