



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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

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SAVE THE DATE FOR BUSINESS PLANNING ROUNDTABLE MEETING ON APRIL 21

Dairy Producers and Industry Professionals Are Invited to the Free Virtual Event

Harrisburg, Pa. – On Wednesday, April 21 from 1-3 p.m, the Center for Dairy Excellence and Penn State Extension are hosting a free virtual roundtable meeting centered around business planning for dairy producers and industry professionals. Speakers will discuss the importance and advantages of having a business plan in place for dairy operations. During the free, interactive roundtable discussion, attendees will learn about the foundation and fundamentals to get started developing their own business plans.

“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,” said Zach Myers, Risk Education Manager at the Center for Dairy Excellence. “This type of detailed plan allows you to make adjustments throughout the year to improve profitability based on market conditions.”

Dairy professionals who have these types of ideas and concerns may find the roundtable meeting valuable:

- You like the idea of a business plan, but are unsure of what components should be included in it.
- You want to develop a business plan that incorporates various metrics that are key to your farm’s cash flow, but you are not sure how to get started.
- You want to help your dairy producer clients begin developing business plans that are unique to their operations.
- You want to have a business plan in place that helps you prepare and be proactive for financial situations, not just react to market volatility.
- You want to focus on the long-term, lifetime profitability of your farm, not just daily and monthly costs.
- You are looking for resources to help you or your clients start developing 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,” Myers said. “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. During our roundtable discussion, we will dive into these fundamentals and provide you with the steps to get started.”

The virtual roundtable event is free, but you must pre-register. Connection details will be sent following your registration. Visit www.centerfordairyexcellence.org/roundtable to sign up or contact Zach Myers at zmyers@centerfordairyexcellence.org or 717-346-0849 for more details.

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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.

Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼

www.centerfordairyexcellence.org