



## For Immediate Release

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### **LEARN HOW TO CALCULATE YOUR DAIRY'S BIOLOGICAL AND ECONOMIC HEALTH DURING FREE WEBINAR ON MARCH 20**

*The Free "Protecting Your Profits" Webinar Will Take Place on March 20 at 12 p.m. EST*

**Harrisburg, Pa.** – Healthy cows are about biology. Healthy farms are about economics. Dairy producers need both. On Friday, March 20 from 12-1 p.m., the Center for Dairy Excellence will host a free "Protecting Your Profits" webinar titled "The Missing Metric: How to Calculate Your Dairy's Biological and Economic Health." Dr. Joe Bender, Associate Professor of Clinical Dairy Production Medicine at the University of Pennsylvania – New Bolton Center, will share how to balance both sides of the biological and economic health equation, including the cow level and the business level.

"Biological health refers to the physical health of your cows, including freedom from disease, longevity, and comfort. Economic health centers around the cow's financial viability, productivity, and cost efficiency of your herd. It's easy to pick out a biologically unhealthy cow – you'll often see physical signs like lameness, sickness or thinness. Economically unhealthy cows, on the other hand, are harder to find," said Valerie Mason-Faith, Risk Education Manager at the Center. "That's the inspiration behind this month's webinar, and Dr. Bender plans to share expert insight and practical ways to balance strong milk production with strong economic health. We hope you'll join us."

To truly evaluate a farm's economic health, Dr. Bender will share the metrics that matter such as cost of production and profit margins. He will also discuss ways to master biological health to develop a herd capable of strong milk production. On the other side of the equation, he will share ways to master economic health and make decisions that ensure strong financial performance, operational efficiency, strong balance sheets, and good ratios.

During the webinar, attendees will learn:

- How to balance both sides of the biological and economic health equation, including the cow level and the business level.
- How ratios demonstrate the economic health of your farm.
- How to move items from the liability side of the equation to the asset side.
- Practical ways to balance strong milk production with strong economic health, so you have the right formula to make a good product and take good care of your cows and employees.

To sign up for the free webinar on March 20, visit [www.centerfordairyexcellence.org/pyp-webinar](http://www.centerfordairyexcellence.org/pyp-webinar). Connection details will automatically be sent via email after you sign up. A recording will be shared after the live webinar is concluded.

Dr. Joseph Bender is the Associate Professor of Clinical Dairy Production Medicine at the Center for Animal Health and Productivity at the University of Pennsylvania School Of Veterinary Medicine – New Bolton Center. Dr. Bender received his Bachelor’s degree in biology from the University of Findlay in 2003 and his Doctor of Veterinary Medicine and Master’s Degree (Preventive Medicine) from Iowa State University in 2010. Since arriving at PennVet in 2013, Dr. Bender’s area of concentration is providing on-farm consultation to dairy farmers throughout Pennsylvania to improve production and profitability. Dr. Bender’s service, research, and teaching focuses on animal health economics, reproduction, and dairy nutrition.

Valerie Mason-Faith, Risk Education Manager at the Center, will facilitate the webinar. Contact Valerie at [vmason@centerfordairyexcellence.org](mailto: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](http://centerfordairyexcellence.org).

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