



## For Immediate Release

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### **FREE CONTINGENCY PLANNING WEBINAR OFFERED TO DAIRY PRODUCERS ON APRIL 20** *Dairy Farms Will Learn How to Address Critical Areas of Operation Related to COVID-19*

**Harrisburg, Pa.** – The Center for Dairy Excellence and the Professional Dairy Managers of Pennsylvania (PDMP) are offering a free webinar, titled “Contingency Planning 101,” to dairy producers on Monday, April 20 from 12 to 1:30 p.m. The webinar will help dairy producers address vital farm management questions and provide a template to develop detailed plans for operation specific to the potential scenarios resulting from the COVID-19 pandemic.

“To add insult to injury to an already strained dairy industry, this pandemic has the potential to be catastrophic for our farm businesses,” said Brett Reinford, President of PDMP and dairy farmer from Mifflin County. “Having an outbreak of this highly contagious virus, or long-term milk dumping, or even reducing production, is a game-changer for a dairy operation. Every producer needs to have a well thought out plan at the ready to mitigate potential impact.”

During the webinar, attendees will hear directly from dairy farmers and industry professionals who have already taken the time to think through contingency plans to address critical areas of operation related to COVID-19. Attendees will have opportunities to ask questions about the planning process, ideas about housing ill employees, procedures and preparations for farm visits, deliveries, maintaining supplies, managing employees, and more.

“The webinar is designed to give dairy producers the starting points they need to begin creating a contingency plan that’s unique to their individual operation,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “The webinar will also connect farms with industry professionals who are available to work remotely, at no cost, to help develop contingency plans.”

The “Contingency Planning 101” webinar is free, but participation is limited so advanced registration is required.

- **Date:** Monday, April 20, 2020
- **Time:** 12 to 1:30 p.m.
- **How to Join:**
  - Pre-register for the webinar to secure your seat. You will receive the access code after registration.

- Register at [centerfordairyexcellence.org/webinar](https://centerfordairyexcellence.org/webinar).

A recording of the presentation will be sent to participants at the conclusion of the event. For more information about the contingency planning webinar, call PDMP at 877-326-5993 or email the Center at [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org).

Visit [centerfordairyexcellence.org/contingency-planning](https://centerfordairyexcellence.org/contingency-planning) to learn more about contingency planning and how farms can get started.

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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](https://centerfordairyexcellence.org).

PDMP is a not-for-profit organization of progressive, positive-minded dairy producers and agribusiness leaders working together to advance the dairy industry in Pennsylvania through improved productivity and profitability. Programs offered by PDMP are designed by dairy producers for dairy producers. For more information on PDMP, visit their website at [pdmp.org](https://pdmp.org).