



CENTER FOR  
**Dairy**EXCELLENCE

## **For Immediate Release**

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### **HEAR ABOUT SIX AREAS TO WATCH IN DAIRY MARKETS AND WAYS TO MANAGE RISK THIS SPRING DURING FREE WEBINAR**

*The Free “Protecting Your Profits” Webinar Will Take Place on May 8 at 12 p.m. EST*

**Harrisburg, Pa.** – What areas should you be watching to manage risk and navigate changing dairy market dynamics during this busy planting season? On Friday, May 8 from 12-1 p.m., the Center for Dairy Excellence will host a free “Protecting Your Profits” webinar titled “Spring Dairy Market Update: 6 Areas to Watch & Ways to Manage Risk.” Hear from Kathleen Noble Wolfley and Bryce Windecker from Ever.Ag who will share areas to watch within the dairy marketplace this spring and risk management insight.

“The dairy industry is full of uncertainty, and it’s important to remember that the markets and futures can change at the drop of a hat. Dairy producers can protect themselves and their farms by staying in tune with dairy markets and finding an integrated approach to risk management,” said Valerie Mason-Faith, Risk Education Manager at the Center. “This month’s webinar panelists will boil down the key market updates you need to know this spring and how they affect your approach to managing risk.”

During the webinar, Noble Wolfley and Windecker will share six areas to watch this spring:

- Milk supply expectations (US and global)
- Support in the Class IV market
- Cheese market dynamics
- Critical role of exports
- Hot protein markets
- Macro market influence
- *They will also share ways to manage risk in this environment.*

To sign up for the free webinar on May 8, 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.

Kathleen Noble Wolfley is the Market Intelligence Director with Ever.Ag, working with producers to help them make educated and informed decisions on risk management. Kathleen is a student of the dairy industry, with dairy farm roots in upstate New York and more than a decade of experience as a dairy market analyst. She is based in western New York.

Bryce Windecker grew up on a 100-cow Registered Holstein Dairy in Central New York and serves with Ever.Ag as an agent and broker. He has worked with dairies throughout the Northeast on both operations and financial management/analysis. He holds an associate's degree from SUNY Cobleskill and a bachelor's degree from Cornell University. He assists dairy and grain producers with risk management needs while delivering technology solutions to aggregate farm data more efficiently.

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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**[www.centerfordairyexcellence.org/our-foundation/](http://www.centerfordairyexcellence.org/our-foundation/)**