



For Immediate Release

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SAVE THE DATE FOR 2020 DAIRY FINANCIAL & RISK MANAGEMENT CONFERENCE

Dairy Lenders and Financial Consultants Will Learn How to Help Clients Navigate New Terrain

Harrisburg, Pa. – The 11th annual Dairy Financial and Risk Management Conference, titled “Navigating the Numbers,” is scheduled for Tuesday, September 15, 2020 from 8:30 a.m. to 3:30 p.m. Dairy lenders and financial consultants are invited to attend the event and gain a toolkit of best practices to help dairy clients embrace the unknown, capitalize on market dynamics, and make data-driven decisions on the farm. The conference will take place at the Best Western Premier – The Central Hotel and Conference Center – located at 800 East Park Drive in Harrisburg, Dauphin County.

“Change is everywhere. Helping your dairy farm clients navigate new terrain by understanding their finances and cost of production and developing risk management plans is the theme of this year’s conference. It’s never been more important, especially as we help clients manage unexpected changes and make new types of decisions on the farm resulting from the COVID-19 pandemic,” said Zach Myers, Risk Education Program Manager at the Center for Dairy Excellence.

The Center for Dairy Excellence is committed to proceeding forward with the September 15 conference, but the organization plans to stay informed of the COVID-19 situation and make decisions that protect the health and well-being of attendees, speakers, partners, and staff. Virtual opportunities are being explored, and the format of the event will be announced when enough information is available. To sign up for email updates and receive information as decisions are made, visit centerfordairyexcellence.org/signup.

Featured speakers and topics at this year’s conference include:

- **“Market Dynamics” with Matthew Gould**, Editor & Analyst for The Dairy and Food Market Analyst
- **“Understanding Insurance Options”** with Mark Goodhart, Vice President at Strickler Agency, Inc.
- **“Change Management”** with Dr. Jennifer Garrett, Senior Associate at The Context Network

In addition to these speakers, the conference will include a panel discussion with dairy producers who will answer questions about how they have worked with financial consultants and developed risk management plans for their farms. Mike Hosterman, ag business consultant at AgChoice Farm Credit, will lead the panel.

Registration information will be available in June. To sign up for email updates and receive more information about the event format, schedule, speakers, and more, visit centerfordairyexcellence.org/signup or call the Center at 717-346-0849.

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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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