



For Immediate Release

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

June 11, 2024

CENTER TO HOST SPECIAL “PROTECTING YOUR PROFITS” WEBINAR ABOUT DAIRY MARKET CONDITIONS ON JUNE 21

The Free Webinar Will Take Place on Friday, June 21 at 12 p.m. EST

Harrisburg, Pa. – On Friday, June 21 from 12-1 p.m., the Center for Dairy Excellence will host a “Protecting Your Profits” webinar with two special guests from Ever.Ag. The webinar is part of a newly revamped “Protecting Your Profits” series that will feature a different guest sharing various perspectives on dairy markets and risk management each month. Titled “Top 5 Things You Need to Know About Dairy Markets” and led by Valerie Mason-Faith, Risk Education Manager at the Center, the June 21 webinar will feature Kathleen Noble Wolfley and Colin Kadis from Ever.Ag.

Wolfley and Kadis will provide an update on June 2024 dairy market conditions and focus on five key areas:

- 1. Milk production dynamics:** Current production, cow numbers, margin expectations, replacements, etc.
- 2. Domestic demand:** Retail promotional activity, restaurant traffic, and year-to-date consumption.
- 3. Dairy exports:** Performance year to date and what we might expect for the second half.
- 4. Butter:** High prices and an evaluation on whether these prices can last.
- 5. Macro markets:** A look at US/global economic trends.

“We’re looking forward to hearing Ever.Ag’s thoughts on dairy market conditions so far in 2024. Our speakers are immersed in risk management every day, and they have excellent insight on market factors that are influencing the dairy industry and entire food supply chain,” Mason-Faith said. “This webinar will also kick off our revamped ‘Protecting Your Profits’ webinar series, where we’ll dive deeper into different areas of dairy markets and risk management each month.”

During the webinar, Wolfley and Kadis also plan to share details about the Dairy Revenue Protection (DRP) program. With the last day to transfer agents being June 30, it will give listeners a chance to get informed on the risk management tool if they choose to add DRP into their risk management plan.

To join the discussion in a format that is most convenient for you, the Center will host it in a webinar, podcast, and conference call format. There is no cost to participate in the ‘Protecting Your Profits’ discussion, and no registration is necessary.

Webinar Format

Visit www.centerfordairyexcellence.org/JunePYP on Friday, June 21 at 12 p.m. to launch the webinar and watch live.

Conference Call Format

Individuals who would prefer to connect via conference call can dial the following number on Friday, June 21 at 12 p.m.:

Dial: 1 301 715 8592

Webinar ID: 897 3745 6061

Passcode: 945023

Podcast Format

Visit www.centerfordairyexcellence.org/pyp to listen to a recording of the “Protecting Your Profits” discussion in podcast format and subscribe to get notified when new episodes are released. The episode is expected to be published after the live webinar is concluded.

Valerie Mason-Faith will host the webinar. She is the new Risk Education Program Manager at the Center for Dairy Excellence. Valerie graduated from the University of Maryland with a bachelor’s degree in agricultural science and technology and a master’s degree in business management. She brings 5+ years of experience in agricultural project and program coordination and management.

Contact Valerie at vmason@centerfordairyexcellence.org or call (717) 550-8720 with questions about the webinar.

###

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**