



## For Immediate Release

**Media Contact:** Emily Barge, 717-346-0849; [ebarge@centerfordairyexcellence.org](mailto:ebarge@centerfordairyexcellence.org)

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### **GIVE YOUR DAIRY A MID-YEAR PULSE CHECK AND REVIEW FINANCIAL HEALTH DURING FREE WEBINAR**

*The Free “Protecting Your Profits” Webinar Will Take Place on July 17 at 12 p.m. EST*

**Harrisburg, Pa.** – Now that we’re through the first two quarters of the year, it’s time to give your dairy a mid-year checkup and pulse check. On Friday, July 17 from 12-1 p.m., the Center for Dairy Excellence will host a free “Protecting Your Profits” webinar titled “Mid-Year Pulse Check: Review Your Dairy’s Financial Health.” Hear expert insight from Rob Goodling from Farm Credit East who will have an open conversation about dairy financials, year-to-date efficiencies and more.

“Low prices in quarter one are slowly reversing, but most dairies are definitely in stressed-cash positions. How can we monitor performance and determine what needs there may be in the second half the year?” said Valerie Mason-Faith, Risk Education Manager at the Center for Dairy Excellence. “Goodling plans to help dairy producers answer these questions and more through an open conversation and lots of number crunching. I hope you can join us for this timely July webinar.”

During the webinar, attendees will:

- **Discuss the importance of budgeting and comparing how you are doing to budget.** What went well and what may need some correcting?
- **Review year-to-date efficiencies.** How are milk and production efficiencies going and what can be done to improve or reduce costs without impacting performance?
- **Evaluate business liquidity.** Low prices in quarter one are slowly reversing, but most dairies are definitely in stressed-cash positions. How can we monitor performance and determine what needs there may be in the second half the year?

To sign up for the free webinar on July 17, 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.

Rob Goodling is a business consultant with Farm Credit East based in Central Pennsylvania. He has more than 22 years of experience helping producers understand and use farm business records and financial analysis to grow their operations. His areas of

expertise include financial and cost-of-production analysis, cash flow planning and budgeting, feasibility analysis, QuickBooks consultation and troubleshooting, dairy record evaluation, and team facilitation.

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.

Save the date for other upcoming “Protecting Your Profits” webinars: “Beyond Milk Checks: Managing Beef Income Streams” on September 18 and “Fall Risk Management 101: Know Your Futures & Options, Crop Risk Management, and More” on November 13.

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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).

**Center for Dairy Excellence Foundation ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼**

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