



## For Immediate Release

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## DAIRY PRODUCERS INVITED TO LEARN HOW TO DEVELOP PROTOCOLS FOR HEALTHY HERDS DURING FREE WEBINAR ON JULY 11

*The Free “Protecting Your Profits” Webinar Will Take Place on July 11 at 12 p.m. EST*

**Harrisburg, Pa.** – On Friday, July 11 from 12-1 p.m., the Center for Dairy Excellence will host a “Protecting Your Profits” webinar titled “Healthy Herds & Happy Cows: Risk Mitigation for Your Dairy.” Dr. Jody Kull will share how dairy farmers can use their FARM protocols not just as a once-a-year way to check a box, but how to develop them to prepare for anything that might happen throughout the year. She will explain how dairy farmers can use these FARM protocols to mitigate on-farm risks and seasonal concerns such as mastitis, pneumonia and metabolic issues.

“There’s a lot of talk about risk management on the financial level, but proper animal care can be a form of risk management as well. During the summer months where herd health is a top priority, this felt like an excellent topic for our ‘Protecting Your Profits’ webinar series,” said Valerie Mason-Faith, Risk Education Manager at the Center. “Dr. Kull plans to share real-life examples from farms who have developed their own protocols to successfully treat and navigate illnesses within their herds.”

During the webinar, Dr. Kull will discuss:

- How dairy farmers can use their protocols
- How to identify clinical signs of illnesses
- What monitoring looks like on the farm
- How to address concerns, illnesses, and diseases *before* they happen

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/JulyPYP](http://www.centerfordairyexcellence.org/JulyPYP) on Friday, July 11 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, July 11 at 12 p.m.:

Dial: +1 301-715-8592

Meeting ID: 846 6697 9011

Passcode: 967023

### **Podcast Format**

Visit [www.centerfordairyexcellence.org/pyp](http://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 and conference call are concluded.

Dr. Jody Kull is an Assistant Teaching Professor in the Department of Veterinary & Biomedical Sciences at Penn State University. Dr. Kull operated Valley Mobile Veterinary Service and provided veterinary services to dairy and beef cattle, small ruminants, camelids, cervids, and swine in Montour and surrounding counties for almost 20 years. While in practice, she focused on producer and community outreach and education about disease prevention and animal welfare. In 2023, Dr. Kull joined the Department of Veterinary & Biomedical Sciences at Penn State University as an Assistant Teaching Professor. Dr Kull has roles in undergraduate teaching and advising and enjoys interacting with producers when able between classes. Dr Kull is a former board member of the PA Veterinary Medical Association, a current board member with the PA Center for Dairy Excellence, and a veterinary ambassador for the Farm Journal Foundation. She has a passion for educating students, producers, and consumers about agriculture and promoting rural veterinary medicine and farm support.

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).

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼  
[www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org)**