



For Immediate Release

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GUEST SPEAKER FROM NATIONAL DAIRY FARM PROGRAM TO JOIN ‘PROTECTING YOUR PROFITS’ WEBINAR ON JULY 27

Learn About the FARM 4.0 Program on Wednesday, July 27 at 12 p.m.

Harrisburg, Pa. – The Center for Dairy Excellence is hosting a special edition of its monthly “Protecting Your Profits” webinar on Wednesday, July 27 from 12-1 p.m. The event will feature Beverly Hampton Phifer, Director of Animal Care from the National Dairy FARM Program, who will explain why FARM was created for dairy farmers by dairy farmers. She will share how the FARM Program protects not only individual dairy farm families but also the broader dairy industry. Individuals can join the discussion via conference call, webinar, or podcast format.

“If you have been wondering how the FARM 4.0 Program impacts dairy producers, I hope you will join us for this open conversation about the program,” said Zach Myers, Risk Education Manager at the Center. “Every three years the FARM program is re-evaluated, and the next version will be released on July 1, 2024. The revision process has already begun, so Beverly plans to give updates about the revisions, how dairy farmers can be involved, and what potential changes may be made in version FARM 5.0.”

Beverly Hampton Phifer is the Director of Animal Care for the National Dairy FARM Program. Her responsibilities include day-to-day animal care program management, on-farm resource development, evaluator training process and outreach with allied industry partners. Beverly’s involvement in animal agriculture is life-long. Growing up in North Carolina’s agritourism industry, she has been involved in selecting, raising and managing both a wide variety of domestic and exotic animal species. Her unique background laid a strong foundation of the importance of animal agriculture and appreciating those who dedicate their lives to the industry in addition to the widening gap between food production and consumers.

She graduated from North Carolina State University with a Bachelor of Science in Poultry Science in 2015. During her time at NC State, she interned at the Animal Agriculture Alliance. After graduation, Beverly worked for The U.S. Poultry & Egg Association providing technical support in environmental, worker safety and animal care issue areas. Additionally, she has provided programmatic support and facilitation for various animal agriculture trade associations. She joined the FARM team in May of 2016.

To join the “Protecting Your Profits” discussion and access the information in a format that is most convenient for you, the Center offers the series in a webinar, podcast, and conference call format. There is no cost to participate, and no registration is necessary.

Webinar and Live Stream Format

Visit www.centerfordairyexcellence.org/JulyPYP on Wednesday, July 27 at noon to launch the webinar. You can also search “Center for Dairy Excellence” on YouTube and Facebook to watch a live stream of the webinar that day.

Conference Call Format

Individuals who would prefer to connect via conference call can dial the following number on Wednesday, July 27 at 12 p.m.:

Dial: 1-646-558-8656

Meeting ID: 848 3416 1708

Passcode: 474057

Podcast Format

Visit www.centerfordairyexcellence.org/pyp to listen to the “Protecting Your Profits” podcast and subscribe to get notified when the audio recording is released. Episodes are expected to be published after the live webinar and conference call are concluded each month.

Join the Center on July 27 to hear from Beverly Hampton Phifer and find out how conventional price risk management tools can fit in to your marketing plan. For more information, call 717-346-0849 or email Myers at zmyers@centerfordairyexcellence.org. The webinar will be recorded and posted on the Center for Dairy Excellence website for those who are unable to join the live session.

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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.

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