



**For Immediate Release**

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August 22, 2024

**DAIRY FINANCIAL CONFERENCE TO FEATURE PA DAIRY PRODUCER PANEL AND INDUSTRY EXPERT  
ON DAIRY MARKETS**

*The Day-Long Conference Will Be Held on September 11 in Harrisburg, PA*

**Harrisburg, Pa.** – Alan Waybright of Mount Rock Dairy, Matt Brake of Oakleigh Farm, and Ben Peckman of Slate Ridge Dairy will be leading a dairy producer panel discussion, focused on innovation in dairy farming, during the 2024 Dairy Financial and Risk Management Conference. It is one of four dynamic sessions that will be part of this year’s conference, planned for Wednesday, September 11, from 8 a.m. to 4 p.m. at the Sheraton Harrisburg Hershey Hotel in Harrisburg. Dairy financial consultants, lending representatives, and interested dairy producers can register for the conference online at [www.centerfordairyexcellence.org/financial-conference](http://www.centerfordairyexcellence.org/financial-conference).

During the producer panel discussion, Waybright, Brake and Peckman will share their perspective on the technology of the future and what emerging technology they are looking at and currently using. From robotics to automated cropping tools, these producers plan to share their honest outlook on how technology impacts efficiency, innovation and profitability.

“The theme for this year’s conference is all about ‘future-proofing our farms’ to help navigate volatility and drive profitability. With technology shaping the future of dairy farming, these producers each have unique perspectives on how they are implementing innovative technology in a profitable way,” said LeeAnn McLaughlin, Dairy Policy and Industry Relations Manager at the Center for Dairy Excellence. “Whether you’re guiding your dairy clients, or you manage a farm yourself, this session will focus on how innovation, efficiency and profitability all go hand in hand.”

In addition to the producer panel, Danny Munch, an economist with the American Farm Bureau Federation, will discuss the future of dairy farming from a market-level perspective. During his session, Munch will share some of the unexpected impacts of recent regional events and offer his insight on dairy markets and supply/demand factors.

“No one could have predicted the Baltimore Bridge collapse this spring. With a focus on how we should expect the unexpected when it comes to dairy economics, we are excited to hear Danny Munch’s outlook on 2024 dairy markets and regional events,” McLaughlin added. “Munch plans to share his perspective on real-time trends happening across the dairy marketplace and look ahead to how they might play out during the last half of the year.”

View the full program and speaker line-up for the Dairy Financial and Risk Management Conference on September 11:

- Expecting the Unexpected: 2024 Dairy Supply and Market Impacts with Danny Munch
- Calculating Where PA Stands: Annual Dairy Performance Indicators with Rob Goodling and LeeAnn McLaughlin
- Smoothing the Road for the Future: Succession Planning and Business Continuity with Mike Hosterman and Jennifer Wetzel
- Highlighting Innovation in Dairy Farming With Alan Waybright (Mount Rock Dairy), Ben Peckman (Slate Ridge Farm) and Matt Brake (Oakleigh Farms)

The cost to attend this year's Dairy Financial and Risk Management Conference is \$260 per person, discounted to \$210 for those who are representatives of the Center for Dairy Excellence Allies for Advancement. For more information about the program and to register for the event, visit [www.centerfordairyexcellence.org/financial-conference](http://www.centerfordairyexcellence.org/financial-conference) or call LeeAnn McLaughlin 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](http://centerfordairyexcellence.org).

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

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