



CENTER FOR  
**Dairy**EXCELLENCE

## For Immediate Release

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*[Speaker photos available for download here.](#)*

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### **LEARN HOW TO PROTECT BUSINESS RISK AT 2021 DAIRY FINANCIAL CONFERENCE**

*The Conference Will Be Held In-Person With a Virtual Option Available*

**Harrisburg, Pa.** – Dairy financial consultants, lending representatives, and dairy producers are invited to the 12<sup>th</sup> annual Dairy Financial and Risk Management Conference on Tuesday, September 21 from 8:30 a.m. to 4 p.m. Titled “Turning the Page,” the conference features three keynote speakers and a panel of dairy cooperatives and independent processors with a wide range of experience in applied economics, risk management, dairy policy, cash flow analysis, dairy processing, public affairs, and more.

The event will be held at the Best Western Premier – The Central Hotel and Conference Center in Harrisburg, Pa. The conference will also be offered virtually for individuals who are interested in that format. During registration, attendees can select their desired format. Virtual registrations must be received by September 1.

“We’re really looking forward to timely topics from our speakers and in-depth discussions about ways the dairy industry can work together to achieve successful growth and make effective business decisions during this post-pandemic era,” said Zach Myers, Risk Education Manager at the Center for Dairy Excellence. “Whether you want to attend in-person or virtually, our speakers have a lot of insight to share about how we can strategically plan for the future.”

Conference sessions include:

- **Lessons Learned From COVID-19: How Will Growth and Membership Be Handled Moving Forward?** Dairy Cooperative and Independent Processor Panel with Chuck Turner of Turner Dairy Farms, Jennifer Huson of Dairy Farmers of America, and Troye Cooper of Maryland & Virginia Milk Producers Cooperative Association, Inc.
- **A 2021-22 Dairy Market Outlook: Changing PPDs and Dairy Risk Strategies** with Dr. Marin Bozic, Assistant Professor in the Department of Applied Economics at the University of Minnesota
- **Continuing the Legacy: Bringing in Non-Family Dairy Partners** with Pete Gelber, a dairy farmer from Barrington Dairies in Montezuma, Georgia
- **Retirement Planning: What’s After Dairying?** with Lamar King, Financial Advisor and Vice President of Relationship Development at Bare Wealth Advisors

During the dairy cooperative and independent processor panel, the panelists will discuss some of the challenges that occurred during the pandemic and how to improve relationship-building and protect business risks in the future.

“The pandemic and related challenges opened our eyes to some business risks that we hadn’t really thought much about. Using futures could have helped protect some of these risks but most of them were outside the scope of financial markets,” said Chuck Turner of Turner Dairy Farms, one of the panelists for the conference. “Our family business is also blessed to have employees, dairy farmers and other business partners that we trust and who trust us. These relationships were critical as we worked together to deal with the waves of challenges brought about by COVID-19—and it’s not over yet.”

During the “Retirement Planning: What’s After Dairying?” session, Lamar King of Bare Wealth Advisors plans to discuss purposeful planning strategies for families who want to continue investing in their business. He will also share ways to prepare for maximum flexibility in a farm ownership transition, a timely topic for many Pennsylvania dairy producers and consultants.

“We’ll discuss ways to always keep an eye on the now and the then, ways to maximize generosity during all stages of the farm, and how to protect the next generation during life and in tragedy,” King said. “We’ll also talk about how to figure out the line between how much is enough for the exiting generation while making it affordable for the next generation.”

To register online, visit [www.centerfordairyexcellence.org/conference](http://www.centerfordairyexcellence.org/conference). The cost to attend this year’s Dairy Financial and Risk Management Conference is \$200 per person, discounted to \$150 for those who are representatives of the Center for Dairy Excellence Allies for Advancement. The virtual option is available for \$200 per person and discounted to \$150 for Allies. Virtual registrations must be received by September 1.

For more information about the program, speakers and registration process, visit [www.centerfordairyexcellence.org/conference](http://www.centerfordairyexcellence.org/conference) or contact Zach Myers 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).

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