



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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August 31, 2026

LEARN ABOUT CATTLE MARKETS AND MANAGING BEEF INCOME STREAMS DURING FREE WEBINAR

The Free “Protecting Your Profits” Webinar Will Take Place on September 18 at 12 p.m. EST

Harrisburg, Pa. – It has been a quiet summer for wholesale beef demand, but that could change. To hear the latest updates on the cattle market and opportunities to manage your risk on cull cows and calves, join the Center for Dairy Excellence’s free webinar titled “Beyond Milk Checks: Managing Beef Income Streams” on Friday, September 18 from 12-1 p.m. Hear expert insight from Kathleen Noble Wolfley and Owen TeVelde from Ever.Ag.

“From the Mexican border opening to feeder cattle imports to the JBS plant closing in Pennsylvania, there are a lot of recent cattle market updates that affect dairy producers,” said Valerie Mason-Faith, Risk Education Manager at the Center for Dairy Excellence. “We hope you’ll join us for this September webinar to learn what packer health, retail beef demand, drought, and other cattle market dynamics mean for the dairy industry – and strategies you can implement to manage your risk on cull cows and calves.”

During the webinar, attendees will get updates on:

- Mexican border opening to feeder cattle imports and its effect on US cattle prices
- Packer health and impact of persistent negative margins (JBS in Pennsylvania as an example)
- Retail beef demand dynamics and food service trends
- Why drought in the west could stifle potential rebuild in the cattle herd
- What all this means to dairy
- What producers can do to manage their cattle market risk

This webinar is part of the Center’s “Protecting Your Profits” series. To sign up for the free webinar on September 18, visit 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.

Kathleen Noble Wolfley is the Market Intelligence Director with Ever.Ag, working with producers to help them make educated and informed decisions on risk management.

Kathleen is a student of the dairy industry, with dairy farm roots in upstate New York and more than a decade of experience as a dairy market analyst. She is based in western New York. Owen TeVelde is a Dairy Market Advisor at Ever.Ag.

Valerie Mason-Faith, Risk Education Manager at the Center, will facilitate the webinar. Contact Valerie at vmason@centerfordairyexcellence.org or call (717) 550-8720 with questions about the webinar.

Save the date for the “Fall Risk Management 101: Know Your Futures & Options, Crop Risk Management, and More” on November 13. Learn more at www.centerfordairyexcellence.org/pyp.

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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.

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www.centerfordairyexcellence.org/our-foundation/