



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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PRODUCER, INDUSTRY STUDY HIGHLIGHT DAIRY FINANCIAL CONFERENCE

Conference Includes Insight from Rob Barley, Star Rock Farms

Harrisburg, Pa. – Wednesday, September 6, is the deadline to register for the 2017 Dairy Financial and Risk Management Conference, being held Wednesday, September 13, from 8:30 a.m. – 3:30 p.m. at the Central Penn Conference Center, 600 Valley Road, Summerdale, Pa. This event is hosted annually by the Center for Dairy Excellence.

Now in its eighth year, this dynamic one-day conference offers cutting edge information to the agricultural financial community on changing market dynamics and business tools impacting Pennsylvania's dairy farm families. In addition to keynote presentations from leading experts in both the financial and marketing realms, this year's conference will feature both a producer perspective and a look at our local dairy industry.

Rob Barley, a co-owner of Star Rock Dairy, Inc. of Conestoga, Pa., will provide his observations of dairy lending from a producer's perspective. As a co-owner of Star Rock, he handles the financial aspects of both the 1,500-cow dairy and other farm business enterprises including a cropping operation, hog finishing, a broiler operation and custom cattle feedlot. Barley has successfully worked to develop markets for Star Rock products and increase risk management efforts. Besides working with Star Rock, he is the chairperson of the Dairy Policy Action Coalition and a member of the Lancaster County Ag Council's executive committee.

The *Dairy Industry Study* is being conducted by Dr. Andrew Novakovic, professor of agricultural economics at Cornell University, Dr. Mark Stephenson, director of dairy policy analysis at University of Wisconsin-Madison, and Charles Nicholson, clinical associate professor at the Pennsylvania State University. Novakovic and Stephenson will address the study in a panel discussion by looking at the future of the Pennsylvania dairy industry, contributing to identify opportunities and inhibitors of growth and strength. The Dairy Industry Producer Survey, conducted by the Center for Dairy Excellence, will be reflected in the results of the study.

Cost of attendance is \$200 per person, including meals. Registration is discounted to \$150 per person for those who are representatives of the Center's Allies for Advancement. A complete program with details about panel and speaker information is available online.

To register, visit www.centerfordairyexcellence.org, under "Programs and Events", and click "Upcoming Events" for a registration form. For more questions or information, please call (717) 346-0849 or email Melissa Anderson at manderson@centerfordairyexcellence.org.

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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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Images:

001 – Dr. Andrew Novakovic, professor of agricultural economics at Cornell University, will address the Dairy Industry Study at the 2017 Dairy Financial Conference.

002 – Dr. Mark Stephenson, director of dairy policy analysis at University of Wisconsin-Madison, will address the Dairy Industry Study at the 2017 Dairy Financial Conference.

003 – Rob Barley, co-owner of Star Rock Dairy, Inc., will discuss his experiences in dairy lending from a producer’s perspective during the 2017 Dairy Financial Conference.