



## **For Immediate Release**

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### **CENTER TO HOST MONTHLY “PROTECTING YOUR PROFITS” WEBINAR ON OCTOBER 4 TO SHARE ANNUAL DAIRY PERFORMANCE INDICATORS**

*The Free Webinar Will Take Place on Friday, October 4 at 12 p.m. EST*

**Harrisburg, Pa.** – On Friday, October 4 from 12-1 p.m., the Center for Dairy Excellence will host a monthly “Protecting Your Profits” webinar titled “Where Does PA Stand? Annual Dairy Performance Indicators.” Rob Goodling from Horizon Farm Credit will share key takeaways and data points that have been identified through 17 key benchmarks calculated from Pennsylvania dairy farm data. These annual benchmarks compare individual dairy operations to how the top dairies in the data set are performing financially from year to year through the annual PA Dairy Performance Indicator Project.

“Whether you’re a dairy producer or a consultant who works with dairy farms every day, we’re looking forward to getting a snapshot of where Pennsylvania stands in terms of herd performance, milk production, financial performance and more,” said Valerie Mason-Faith, Risk Education Manager at the Center. “Rob Goodling also plans to examine how herds participating in both years of the Performance Indicators Project compared to the group averages, and dive into some of the variation between herd size groups. We hope you can join us for this data-driven discussion that can help us be better informed when making decisions at the farm level.”

During the webinar, Goodling will analyze 2023 data that was compiled through the Dairy Performance Indicator Project and provide a comprehensive overview of herd performance across various sizes and production types. This data reveals distinct patterns in milk production, costs, and financial outcomes.

Rob Goodling is an agricultural business consultant with Horizon Farm Credit in the Lewisburg office. Rob has over twenty years of experience helping producers understand their farm business records and analyses to grow their operations. His specialties include financial business analysis, cost of production analysis, cash flow planning and budgeting, QuickBooks consultation and troubleshooting, dairy record evaluation, and team facilitation.

To join the discussion in a format that is most convenient for you, the Center will host it in a webinar, podcast, and conference call format. There is no cost to participate in the ‘Protecting Your Profits’ discussion, and no registration is necessary.

### **Webinar Format**

Visit [www.centerfordairyexcellence.org/OctoberPYP](http://www.centerfordairyexcellence.org/OctoberPYP) on Friday, October 4 at 12 p.m. to launch the webinar and watch live.

### **Conference Call Format**

Individuals who would prefer to connect via conference call can dial the following number on Friday, October 4 at 12 p.m.:

Dial: 1-646-558-8656

Meeting ID: 821 1419 1500

Passcode: 930914

### **Podcast Format**

Visit [www.centerfordairyexcellence.org/pyp](http://www.centerfordairyexcellence.org/pyp) to listen to a recording of the “Protecting Your Profits” discussion in podcast format and subscribe to get notified when new episodes are released. The episode is expected to be published after the live webinar and conference call are concluded.

Valerie Mason-Faith will facilitate the webinar. Contact Valerie at [vmason@centerfordairyexcellence.org](mailto:vmason@centerfordairyexcellence.org) or call (717) 550-8720 with questions about the webinar.

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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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