



CENTER FOR  
**Dairy**EXCELLENCE

## For Immediate Release

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### **FREE DAIRY BUSINESS PLANNING ROUNDTABLE MEETINGS SCHEDULED IN SIX COUNTIES** *Dairy Producers and Industry Professionals Are Invited to Free Roundtable Meetings in November*

**Harrisburg, Pa.** - Dairy producers and dairy industry professionals are invited to one of six free roundtable meetings being held across Pennsylvania this November. Hosted by the Center for Dairy Excellence in partnership with the Penn State Extension Dairy team, the events will be focused on business planning for dairy operations. Attendees will receive a business planning template and learn the steps involved in developing a plan.

“A well-written business plan can help dairy producers identify their goals and get the entire family and team members on the same page in executing this plan,” said Zach Myers, Risk Education Manager at the Center for Dairy Excellence. “We hope you’ll join us for a roundtable meeting happening near you. Whether you manage a dairy operation or work with dairy clients, our goal is to provide you with a business planning template, discuss the steps involved in developing a plan, and help you create a roadmap for decision making.”

The roundtable meetings will be held in six counties across Pennsylvania and include a meal followed by discussion. Advanced registration is encouraged at [www.centerfordairyexcellence.org/roundtable](http://www.centerfordairyexcellence.org/roundtable).

The Business Planning Roundtable Meetings will be held on the following dates and locations:

- **Friday, November 5 from 8:30-11 a.m. – Lancaster County**  
Lancaster Farm & Home Center (1383 Arcadia Rd, Lancaster, PA 17601)
- **Tuesday, November 9 from 8:30-11a.m. – Northumberland County**  
Good Wil’s Restaurant (24 Weaver Lane, Milton, PA 17847)
- **Tuesday, November 9 from 1-3:30 p.m. – Tioga County**  
Lamb’s Creek Food & Spirits (200 Gateway Dr, Mansfield, PA 16933)
- **Tuesday, November 16 from 8-10:30 a.m. – Blair County**  
Bistro at the Village Green (403 Village Way, Martinsburg, PA 16662)

- **Tuesday, November 16 from 1-3:30 p.m. – Mercer County**  
Hoss's Steak & Sea House (1948 Leesburg Grove City Rd, Grove City, PA 16127)
- **Thursday, November 18 from 12-2:30 p.m. – Franklin County**  
Hoss's Steak & Sea House (20 Falling Spring Rd, Chambersburg, PA 17202)

“Writing out a formal business plan is the only way to hold yourself accountable. It gives you grounding. It’s written. It’s not subject to the history of interpretation. It’s not a conversation you had at 5 a.m. in the barn,” said Jason Frye of Pleasant Lane Farms in Westmoreland County, Pa., who started a business plan after receiving a Transformation Team Grant through the Center. “A business plan makes it very clear what your plans and goals are. It doesn’t have to be complex. It can be two to three pages long. It allows you to benchmark yourself in a very honest fashion.”

To register for a roundtable meeting, visit [www.centerfordairyexcellence.org/roundtable](http://www.centerfordairyexcellence.org/roundtable) or contact Heidi Zimmerman at [hzimmerman1@centerfordairyexcellence.org](mailto:hzimmerman1@centerfordairyexcellence.org) or 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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