



## For Immediate Release

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### **DAIRY PRODUCERS INVITED TO LEARN ABOUT CATTLE MARKET DYNAMICS AND PRICE PROTECTION DURING FREE WEBINAR ON SEPTEMBER 19**

*The Free “Protecting Your Profits” Webinar Will Take Place on September 19 at 12 p.m. EST*

**Harrisburg, Pa.** – On Friday, September 19 from 12-1 p.m., the Center for Dairy Excellence will host a “Protecting Your Profits” webinar titled “Beefing Up Your Risk Management: Cattle Market Dynamics & Price Protection.” Bryce Windecker and Kathleen Noble Wolfley from Ever.Ag will discuss current beef market dynamics – from tariffs on Brazilian beef to ground beef demand and everything in between. They will also walk through strategies for how dairy producers can manage downside cattle price risk.

“Cattle markets continue to set new record highs, creating some interesting opportunities for dairy farms. Whether dairy producers are selling beef on dairy cross calves, benefitting from higher cull cow values, or all of the above, it’s an important time to learn about how beef and dairy markets are becoming more intertwined,” said Valerie Mason-Faith, Risk Education Manager at the Center. “Join us for this free webinar and hear real-time updates and trends about cattle market dynamics from our speakers. This is a great opportunity to learn how dairy farmers can manage against downside price risks.”

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/SeptemberPYP](http://www.centerfordairyexcellence.org/SeptemberPYP) on Friday, September 19 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, September 19 at 12 p.m.:

Dial: +1-309-205-3325

Meeting ID: 874 9513 2250

Passcode: 710876

## 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.

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.

Bryce Windecker grew up on a 100-cow Registered Holstein Dairy in Central New York and serves with Ever.Ag as an agent and broker. He has worked with dairies throughout the Northeast on both operations and financial management/analysis. He holds an associate’s degree from SUNY Cobleskill and a bachelor’s degree from Cornell University. He assists dairy and grain producers with risk management needs while delivering technology solutions to aggregate farm data more efficiently.

Valerie Mason-Faith, Risk Education Manager at the Center, 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).

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