

FOR IMMEDIATE RELEASE
May, 2015

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Dairy Profit Seminars at Empire Farm Days 2015

Dairy Profit Seminars have become a regular stop for dairy producers, dairy farm staff and agribusiness professionals. This year's show is slated for August 11 through 13 at the Rodman Lott & Son Farms near Seneca Falls, NY.

The 2015 Dairy Profit Seminars will include *Milk Quality: How and Why*, *Re-Investing in Your Dairy – The Planning Process*, and *Using Income Over Feed Costs to Manage Your Dairy*. The seminars are a collaboration between Cornell's PRO-DAIRY and *DairyBusiness East* magazine. Each session will be held at the Dairy Seminar Center, located on the show grounds. They are free and open to the public.

The seminars are sponsored by AgRisk Management, ASAP Interiors, Cargill Animal Nutrition, Dairy Farmers of America, Farm Credit East, Farm Family Casualty Insurance Company, Lallemand Animal Nutrition, Lincoln Financial Advisors, Multimin USA and PikeSide Enterprises.

Tuesday, August 11

10:30 a.m. – *Milk Quality: How and Why*

Dr. Jessica Scillieri Smith, Quality Milk Production Services

The Economic Impact of Milk Quality – How does milk quality effect your bottom line?

Dr. Scillieri Smith will examine the link between udder health and economics. While premiums help boost income, lowering bulk tank Somatic Cell Count can help increase pounds of milk shipped, and reduce more than just treatment costs on your dairy. It's so much more than what you can easily see on the balance sheet!

Dr. Rick Watters, Quality Milk Production Services

Milk Quality – What's your problem?

Monitoring the milking center for parlor efficiency, mastitis risk factors, milking equipment performance and protocol drift involves more than analyzing the numbers. Gathering and summarizing the numbers from a milking time evaluation is the simple part. Determining the cause of less than desired values is crucial. Milking time evaluators should develop a mindset that the milking center is not one-dimensional and that cows, humans, facilities and the machine are all woven together when it comes to achieving the goals of the milking center.

1:00 p.m. – Empire State Milk Quality Council's 25 Year Supermilk Winner Roundtable

Most farms strive to achieve high quality milk, but because controlling mastitis can be a moving target, it is a challenge for many producers to do this consistently. The Empire State Milk Quality Council has recognized farms with top milk quality for 25 years with the Supermilk award. 27 farms have achieved this for 25 years in a row. Three of these farms share their insights on how they were able to achieve this and will form a 25 Year Supermilk Winner Roundtable. Panelists include **Ron Space** and **Jeremy Brown**, Millbrook Farms, Freeville, NY; **John Richmond**, North Collins, NY; and **Ed Geier**, Sherburne, NY. **Betsy Hicks**, Cornell Cooperative Extension, will moderate this panel discussion.

Following the roundtable discussion the Empire State Milk Quality Council will host an ice cream social for their 25 year winners and roundtable attendees.

Wednesday, August 12

10:30 a.m. – *Re-Investing in Your Dairy – The Planning Process*

“If you don’t know where you are going, any road will get you there,” said Lewis Carroll, author of *Alice in Wonderland*. Planning for the future of your dairy is one of the most important things you can do with your time, yet it often takes a back seat to urgent matters of the day. The panel will focus on key perspectives associated with business planning. Panelists will include **Mark Mapstone, CAC**, Farm Business Consultant with Farm Credit East in Central, NY; **Jacob and Derek Conway**, Conway Dairy Farms, LLC, Turin, NY; and **Sam Steinberg**, Cornell PRO-DAIRY Program. **Jason Karszes**, Cornell PRO-DAIRY Program, will moderate this panel discussion.

12:30 p.m. – *Economic Strategies and Feed Additive Update*

Dr. Michael Hutjens, University of Illinois, Urbana, will discuss the economic strategies and feed additives with focus on the current milk and feed prices that are challenging 2015 profitability on dairy farms. Several golden rules will be updated along with the role of feed additives. Feed additives are removed from feeding programs to save money, but can lead to reduced immunity and poorer herd health, lower milk yields and components, and/or lower fertility in dairy cattle. Recommended feed additives for lactating cows, dry cows, close-up dry cows, and fresh cows will be covered. Questions and comments from attendees will be encouraged.

1:30 pm – Junior DAIRY LEADER Formal Presentation and Graduation Ceremony

The Junior DAIRY LEADER is a statewide year long program for youth between the ages of 16 to 19 who have an interest in learning more about careers in the dairy field, along with adding to their leadership, personal and professional development. The graduation ceremony is an opportunity for these dairy leaders to highlight and demonstrate to sponsors and visitors the experiences, knowledge, and the dynamic aspects of dairy education they have learned from being in the program.

Thursday, August 13

10:30 a.m. - *Using Income Over Feed Costs to Manage Your Dairy*

Panelists **Travis Folger**, Stonyvale, Inc., Exeter, ME; **Allen Kelly**, Kelly Farm, Rensselaer Falls, NY; and **Russ Saville**, Cargill Animal Nutrition, Fort Ann, NY, will discuss how they use this measure to track the performance of their feeding program and evaluate changes made. **Betsey Howland**, Cornell PRO-DAIRY Program, will moderate this panel discussion.

12:30 p.m. – *It takes a vision to leave a legacy*

So you think you’re “all set” when it comes to succession planning. **Diann Andrews**, a CFP® professional with Lincoln Financial Advisors Agribusiness Services, who specializes in agribusiness estate and succession planning will speak about family farm succession planning issues and challenges. Her presentation will draw upon her experiences helping farm families work to keep their operations for future generations.