



2011 ISSUE FORUMS

June 2

At a videoconference site TBA
near you!

PROTECTING YOUR PROFITABILITY

We're starting our Profitability theme this year with a new twist; we're bringing a model operation to you! With **virtual technology**, we hope to bring an **integrated profit team** to you for an actual case study with lessons learned and successes found. Our panelists from Wisconsin will share their story; how an operator goes from an idea to implementation and how the producer, his banker and his marketer work as one unit to **lock it in** for the best profit margins. With technology we'll actually hold this forum and real time discussion at **multiple sites throughout the state** to expand our reach, knowledge and dialog.

August 4

Massey, MD

DRY MATTER MANAGEMENT

You don't need the latest and greatest facility to get the most out of your forage, and feed efficiency is as important as locking in prices for better margins, so join the discussion on all these subjects and more to get the most of your dry matter management practices and tour the **Jones Family Farm** to see firsthand how they get the best quality without spending the most money!

November 3

Lebanon, PA

BACK TO BASICS WITH YOUR MOST IMPORTANT INVESTMENTS

It's all about your **animals** at this Issue Forum! Technology sometimes distracts us from the basics we know work. Regardless of your herd size, stall type or production practices; you don't want to miss this discussion and tour of **Furnace Hill Holsteins**. **Gordy Jones** and a diverse panel of producers will share their success in getting back to basics with animal husbandry, herd management and growth, and more.

This Year is All About Your Profitability

Profitability is on everyone's mind and last year's PDMP Issue Forum on *How to Make Money in Dairy Farming* with the 5 Keys to Profitability was just the beginning of the discussion.



This year PDMP is digging deeper. We're taking an in-depth look at the things impacting your profitability day in and day out and we're bringing **experienced practitioners** to you who have found success in getting that **extra margin** with creative and practical solutions.

Save the dates because they may become the most important in your business this year. You'll hear from operators, scientists and economic experts about where that extra margin can be found - in your marketing and purchasing decisions, financing and brokering, herd management and animal husbandry, forage quality, feed prices and more.

All PDMP programs are sponsored in part by our Premier Partners:



Farm Credit



Lancaster
DHIA

Lancaster
DAIRY FARM AUTOMATION



pennfield
Dairy Profitability Team



Watch the PDMP Website and Your Email for Program Details and Registration Information

www.pdmp.org