

# DAIRYBUSINESS

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## ***DairyProfit Seminars at Empire Farm Days***

### **LATEST INFORMATION ON MANAGING MANURE, CALVES AND MILK QUALITY WITH A SPECIAL PROGRAM ON EDUCATING CONSUMERS ABOUT MODERN AG**

The latest innovations in dairy management practices and as well as a focus on the consumer make an exciting agenda at this year's DairyProfit Seminars at Empire Farm Days. The seminars will be held Aug. 10, 11, and 12, in the DairyProfit Seminar Center on the showgrounds at the Ralph Lott & Sons Farm in Seneca Falls, NY.

Panels of dairy producers and experts address calf care, animal care and milk quality. The seminars are free, and include a complimentary lunch.

They are presented by DairyBusiness Communications and Cornell's PRO-DAIRY. Sponsors are APC Inc., Dairy Farmers of America (DFA) Northeast Division, Dairylea Cooperative, Farm Family insurance companies, New York Beef Industry Council and Cattlemen's Beef Board.

#### ***Monday, Aug. 9***

The seminars will be preceded by a tour of manure management systems and technologies on three Western New York dairies on Mon., Aug. 9. The drive-yourself tour is coordinated by PRO-DAIRY and moderated by Tim Shepherd, manure management specialist, PRO-DAIRY.

The dairies are Noblehurst Farm, Pavilion, NY, Mulligan Farm, Avon, NY, and Van Slykes' Dairy Farm, Portageville, NY.

The tours are free. For more information on the schedule and directions to each farm, email [dmconf@cornell.edu](mailto:dmconf@cornell.edu). Please RSVP by August 2 by e-mail or by calling Heather Howland at 607.255.4478.

#### ***Tuesday, Aug. 10***

##### **Strategies to Maximize Calf Health and Performance**

Dr. Jerry Bertoldo of Cornell's Northwest New York Dairy, Livestock and Field Crops Team moderates a panel of producers and experts who discuss the latest advances in calf care, including automated calf feeders and pasteurized milk:

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- Jeanne Wormuth, CY Heifer Farm, Elba, NY
- Jon Beller of Beller Farms, Carthage, NY
- Erin Cook, calf manager for Aurora Ridge Dairy, Aurora, NY
- Dr. Mike Van Amburgh, Department of Animal Science, Cornell University.
- Dr. Terri Ollivett, Large Animal Internal Medicine Service, Cornell College of Veterinary Medicine.

**Wednesday, Aug. 11**

**A Symposium on Contemporary Farming: Helping the Food Chain Understand Agriculture**

This special, day-long session will help farmers and the Ag community understand consumer concerns about modern Ag practices. Attendees will learn how to develop proactive and positive relationships with mainstream consumers. This program begins at 10:30 a.m. and continues until 2:30 p.m.

Carrol Campbell, Kansas dairy producer and named 2010 Outstanding Dairy Producer of the Year by *Western DairyBusiness* magazine, is the lead-off speaker.

Also on the morning's agenda:

- Kathleen O'Donnell, food scientist with Wegmans, a prominent regional grocery store chain.
- Julie Berry, Ag Outreach Coordinator of the New York Animal Agriculture Alliance's (NYAAC) will present results of its 2010 Consumer Attitude Benchmarking Survey, a survey of farm neighbors in central and northern New York.

An afternoon session offers practical information for producers on how to deal with public perception and their obligation to speak for their industry. Speakers are:

- Mike McMahon, McMahon's EZ Acres, Homer, NY
- Meghan Hauser, Table Rock Farm, Castile, NY
- Dr. Rodrigo Bicalho, assistant professor of dairy production medicine, Cornell's College of Veterinary Medicine

This program is presented and supported by Dairylea/DFA, NYAAC, NEDPA, NY Holstein Association, *Eastern DairyBusiness* and Empire Farm Days.

The 11<sup>th</sup> Junior DAIRY LEADER graduation ceremony will take place at 2:30 p.m., with 28 members graduating. The program is coordinated by Deborah Grusenmeyer, Junior DAIRY LEADER program coordinator, and program assistant coordinator, Kim Skellie.

The Cornell PRO-DAIRY Junior DAIRY LEADER is a statewide program for youth between the ages of 16-19 who are interested in learning about careers in the dairy industry and gaining hands-on experience in the field. The yearlong program combines a series of hands-on workshops focusing on specific facets of the dairy industry in veterinary science, dairy nutrition, production management, and on-farm production analysis.

**Thursday, Aug. 12**

**Achieving Long-Term Milk Quality and Presenting Super Milk 20-Year Winners**

Coordinated by Empire State Milk Quality Council

Moderated by Dr. Michael Capel, a Perry, NY, veterinarian, the panelists will talk about ways they achieve high-quality milk day after day. Producers who have won Super Milk awards, given by the Empire State Milk Quality Council, for 20 years will receive awards.

The panel:

- Brian Getty, Gettyvue Farm, Granville, NY
- Jackie Bennett, Bennett Farms, Inc., Holcomb, NY
- Larry Bertram, Hi Hope Farm LLC, Mannsville, NY

DairyBusiness Communications produces multi-media for the dairy industry including three monthly magazines (*Western DairyBusiness*, *Eastern DairyBusiness* and *Holstein World*), a quarterly magazine for consumers (*Say Cheese*), *DairyProfit Weekly* newsletter, several custom annual publications, DairyLine Radio Network, five active web sites and DairyProfit Seminars. A division of Multi Ag Media, LLC, it's based in East Syracuse, NY.