



PRESS RELEASE
Contact: Jeanne Carpenter
Communications Director
Dairy Business Innovation Center
Phone: 608-358-7837
jeanne@wordartisanllc.com
www.dbicusa.org

FOR IMMEDIATE RELEASE

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February Conference To Address Profitability, Sustainability in the Dairy Industry

MADISON, Wis. – If you are a dairy producer or processor interested in achieving greater profitability by implementing environmentally sustainable practices on your farm or dairy plant, then register now for a Feb. 10 conference at the Monona Terrace in Madison.

Hosted by the Dairy Business Innovation Center, University of Wisconsin College of Agricultural Life Sciences, and the Wisconsin Department of Agriculture, the “2010 Profitability and Environmental Sustainability in the Dairy Industry Conference” will feature an array of nearly 20 national and state speakers with hands-on knowledge in sustainability issues.

The conference is a partnership with the American Council for an Energy-Efficient Economy (ACEEE), which is hosting a three-day national conference on Energy Efficiency in Agriculture in Madison on Feb. 7-9. Held for the first time in Wisconsin, the national event will transition into a Wisconsin-centric conference on Feb. 10.

The Feb. 10 one-day Wisconsin conference will open with a morning session featuring keynote speaker Andrea Asch, of Ben & Jerry’s Ice Cream. Additional morning topics will include developments in carbon credit programs, and a presentation by Dairy Management Inc. on U.S. dairy sustainability. The afternoon will be separated into producer and processor tracks. Dairy processors will learn practical methods to reduce their overall carbon footprint, information on product packaging to convey sustainable efforts, and learn about the life cycle of fluid milk. Producers will gain information on powering their farms, making a profit via “green farming” and hear from three leading dairy farmers on what methods they’re implementing to make a profit.

“This conference is an excellent opportunity to learn more about what others in the industry are doing to improve energy efficiency, enhance sustainability and help reduce dairy’s greenhouse gases,” said Wisconsin Agriculture Secretary Rod Nilsestuen. “I would encourage any dairy farmer or processor interested in implementing environmentally sustainable practices on their farm or dairy plant to consider attending.”

Conference speakers on Feb. 10 include:

- Andrea Asch, Ben & Jerry’s Ice Cream, Vermont
- Donna Berry, Food Scientist and Dairy Foods Writer
- Patrick Taylor, Hogan & Hartson LLP, Washington, D.C.
- Matthew Welch, Dairy Management Inc.

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- Doug Caruso, Wisconsin Farmers Union
- Rick Adamski, Full Circle Farm, Wisconsin
- Scot Wall, Cashton Bio-Energy Park, Wisconsin
- Charles Crave, Crave Brothers Farm, Wisconsin
- Francis Thicke, Radiance Dairy, Iowa
- Mike McCloskey, Fair Oaks Farm, Indiana
- Joe Tomandl, Tomandl Family Farm, Wisconsin
- Altfrid Krusenbaum, Krusen Grass Farms, Wisconsin

Register online at <http://aceee.org/conf/10ag/> or download a registration form at <http://www.dbicusa.org/conferences.php> and mail to ACEEE. The registration fee for the one-day Feb. 10 conference (including an evening Wisconsin cheese and wine reception on Feb. 9) is \$100. Participants are also encouraged to attend the ACEEE national conference, where one-day registrations are an option. The ACEEE is organizing farm tours on Tuesday, Feb. 9, and Wisconsin conference attendees are welcome to attend for a nominal fee. Visit <http://aceee.org/conf/10ag/> for more information.

Scholarships are available for interested farm families for the one-day Feb. 10 event. Receive a \$50 scholarship (maximum two per family) if you send a brief email to maggiemfitzsimmons@gmail.com outlining why you're interested in attending, and why you're requesting financial assistance. All requests will remain confidential.

To view a complete program and agenda for the Feb. 10 Profitability and Environmental Sustainability in the Dairy Industry Conference, visit: <http://www.dbicusa.org/conferences.php>

*The **Dairy Business Innovation Center** offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org or contact Jeanne Carpenter, 608-358-7837.*