



PRESS RELEASE
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FOR IMMEDIATE RELEASE

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Pricing Fundamentals Seminar for Cheesemakers Offered in October

MADISON, Wis. – New and experienced cheesemakers interested in learning how to strategically price product to boost their bottom line should attend a Pricing Fundamentals Workshop hosted by the Dairy Business Innovation Center on Oct. 28.

The workshop will be held at the UW Extension Building at 1 Fen Oak Court in Madison, Wis. It begins at 10 a.m. and ends at 3 p.m. DBIC team members Tom Johnson, founder of Bingham Hill Cheese, and Rich Scheuerman, former CEO of Alto Dairy Cooperative, will lead the all-day session, which includes a case study for participants. Registration is \$25 for DBIC clients (present and past) and \$50 for non-clients. Lunch is included.

Topics include:

- Pricing as an element of an integrated marketing plan
- Market-based vs. cost-plus pricing
- How to determine an appropriate market price
- How the supply chain marks up your price
- Understanding your costs
- Determining an acceptable margin

Advance registration is required. Contact Kathy Brown, 262-740-0705 or email planningoptions@charter.net to register. Space is limited, so early registration is encouraged.

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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.

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