



For Immediate Release

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CENTER TO HOST MONTHLY “PROTECTING YOUR PROFITS” WEBINAR ON JULY 12 TO SHARE RECENT FARM 5.0 UPDATES

The Free Webinar Will Take Place on Friday, July 12 at 12 p.m. EST

Harrisburg, Pa. – On Friday, July 12 from 12-1 p.m., the Center for Dairy Excellence will host a monthly “Protecting Your Profits” webinar titled “FARM Program: Overview & Version 5.0 Updates.” Beverly Hampton Phifer, Senior Director of Animal Care from the National Dairy FARM Program, will share an overview of the National FARM Program and explain why FARM was created for dairy farmers by dairy farmers. With new versions (Version 5.0) of the Animal Care and Workforce Development Programs just released on July 1, 2024, Hampton Phifer will review some of the key updates and how they impact dairy producers — including updates focused on refining and clarifying previous standards surrounding euthanasia, fitness for transport, calf management, and continuing education among others. The FARM program is formally reviewed every three years to refine, update and improve agriculture-leading benchmarks for animal care and workforce best practices.

“If you have been wondering about the changes released in the FARM 5.0 Program and how they impact dairy producers, I hope you will join us for this open conversation about the program,” said Valerie Mason-Faith, Risk Education Manager at the Center. “From animal care standards to best practices for human resources, farm safety and overall workforce development, Beverly Hampton Phifer plans to give a detailed overview of some of these standards and how they can be part of producers’ day-to-day risk management strategies.”

In addition to discussing Version 5.0 updates, Hampton Phifer will also share how adhering to FARM guidelines can effectively mitigate risk for dairy producers. Beverly Hampton Phifer currently manages the day-to-day operations of the National Dairy FARM Animal Care program. She joined NMPF in 2016. Her responsibilities include overseeing the Animal Care evaluator certification process, program participant relations, farmer resource development and outreach with the internal dairy industry.

Her experience in livestock production and risk management is life-long. Prior to joining NMPF, her professional resume includes providing technical support and project management for animal care, environmental and worker safety matters for a variety of animal agriculture trade

associations. These include the Animal Agriculture Alliance, U.S. Poultry & Egg Association and the Wild Alaska Pollock Association among others.

To join the discussion in a format that is most convenient for you, the Center will host it in a webinar, podcast, and conference call format. There is no cost to participate in the ‘Protecting Your Profits’ discussion, and no registration is necessary.

Webinar Format

Visit www.centerfordairyexcellence.org/JulyPYP on Friday, July 12 at 12 p.m. to launch the webinar and watch live.

Conference Call Format

Individuals who would prefer to connect via conference call can dial the following number on Friday, July 12 at 12 p.m.:

Dial: 1-301-715-8592

Meeting ID: 876 2941 0971

Passcode: 201999

Podcast Format

Visit www.centerfordairyexcellence.org/pyp to listen to a recording of the “Protecting Your Profits” discussion in podcast format and subscribe to get notified when new episodes are released. The episode is expected to be published after the live webinar is concluded.

Valerie Mason-Faith will facilitate the webinar. She is the new Risk Education Program Manager at the Center for Dairy Excellence. Contact Valerie at vmason@centerfordairyexcellence.org or call (717) 550-8720 with questions about the webinar.

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center’s mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.

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