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FarmFirst Dairy Cooperative Welcomes Dairy Farmers to Attend Workshop Series

Hosted as part of the cooperative's annual meeting on February 14

Madison, Wis. [January 28, 2020] – FarmFirst Dairy Cooperative welcomes dairy farmers to attend the cooperative's Producer Discovery Workshop series as part of its 2020 Annual Meeting taking place on Friday, February 14, 2020 at the Premier Best Western Hotel & Convention Center in Oshkosh, Wis.

"Opening the doors to our Producer Discovery Workshops allow for more dairy farmers to learn what industry experts have to say about key topics that affect our industry. The more dairy farmers engaging in these thought-provoking discussions ultimately benefits the industry as a whole," says John Rettler, dairy farmer and president of FarmFirst Dairy Cooperative. "Education is part of the foundation of this cooperative, and we are proud to extend these workshops to all dairy farmers."

'Leading with Purpose' is the 2020 Annual Meeting theme, featuring workshop topics that reflect the cooperative's proactive approach in seeking continued improvements in the 2018 Farm Bill's dairy safety net, known as the Dairy Margin Coverage program, and learning more about evolving consumer trends and challenges facing the demand for dairy in the future.

The first Producer Discovery Workshop kicks off at 1:15 p.m. 'The Impact of Dairy Policy in 2020,' features Dr. Mark Stephenson from UW-Madison's Center for Dairy Profitability as he shares how the Dairy Margin Coverage program proved to be profitable for participants in 2019 in addition to exploring current legislative, regulatory and trade issues and their potential impact on milk prices into 2020 and beyond.

The second workshop 'Dairy Evolutions & Revolutions,' begins at 2:45 p.m. and features Katie Burgess, a Commodity Risk Analyst from Blimling & Associates, sharing what advances in technology and evolving consumer preferences have created a new upheaval – with online groceries, dynamic discounters and tricked out convenience stores. Workshop attendees will learn some of the latest trends that are changing the way consumers shop and interact within the marketplace.

"Some of the hottest topics among dairy farmers are improving dairy pricing mechanisms and connecting with consumers. Our workshop series focuses on these key topics, giving dairy farmers plenty to think about as we head into 2020," says Rettler. "FarmFirst leads with purpose every day, and this year's annual meeting is just another example of that."

There is no cost to attend, however attendees are asked to make reservations to ensure sufficient seating. Call Julie at 608-286-1909 by February 13 to make a reservation. For more information about

FarmFirst Dairy Cooperative's 8th Annual Meeting and to learn more about guest speakers, please visit www.FarmFirstDairyCooperative.com.

FarmFirst Dairy Cooperative, established in 2013 and based in Madison, Wis., represents farmers in Wisconsin, Minnesota, South Dakota, Michigan, Iowa, Illinois and Indiana by providing legislative and regulatory advocacy, dairy marketing services, disaster protection, laboratory testing opportunities and industry promotion. FarmFirst Dairy Cooperative is a merger of three long-time prominent Wisconsin-based cooperatives. Learn more about FarmFirst Dairy Cooperative by visiting: www.FarmFirstDairyCooperative.com.

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View the Full Press Release online, [here](#). Access cooperative logos and event photos, [here](#).