

FOR IMMEDIATE RELEASE

Contact: Julie Sweney, FarmFirst Dairy Cooperative
608-286-1909 or jsweney@farmfirstcoop.com



FarmFirst Dairy Cooperative Welcomes Dairy Farmers to Attend Workshop Series

Hosted as part of the cooperative's annual meeting on February 22

Madison, Wis. [February 4, 2019] – Dairy farmers are invited to attend FarmFirst Dairy Cooperative's Producer Discovery Workshops as part of the cooperative's 2019 Annual Meeting on Friday, February 22, 2019 at the Stoney Creek Hotel & Conference Center in Onalaska, Wis.

The 2019 Annual Meeting is 'Focused on the Future' features topics that will help dairy farmers improve their nutrient management practices and better understand the industry's checkoff organizations efforts to sell more dairy products.

The first Producer Discovery Workshops kicks off at 1:15 p.m., 'Sustainable Practices that Improve the Soil, Protect Watersheds, and Increase Your Profits' features Joe Bragger, dairy farmer from Buffalo County and the first UW-Discovery Farms participant, who will share his personal lessons learned after participating in the UW Discovery Farms program and research studies, and how those lesson have improved his farm and his management practices as he focuses on the future.

The second workshop 'Milk Moo-ves: How the Dairy Checkoff Makes the Most of Your Milk Checkoff Dollars,' begins at 2:45 p.m. and features Chad Vincent, CEO from Dairy Farmers of Wisconsin and Molly Pelzer, Chief Experience Officer from the Midwest Dairy Association. As milk checkoff organizations have been around for decades, many dairy farmers are unaware of their work to promote and protect dairy's image among customers. Long gone are the days of focusing on print and television advertising. Workshop attendees will learn what creative strategies are being implemented by checkoff organizations today as they focus on building markets and promoting dairy while showcasing the passion of dairy farmers.

"The workshops are a great example of FarmFirst being 'Focused on the Future', as our theme emphasizes. While covering different topics, both are valuable to dairy farmers that want to want to learn more about managing natural resources on their farm and to understand what checkoff organizations are doing to develop future dairy consumers for years to come," says John Rettler, president of FarmFirst Dairy Cooperative. "I hope cooperative members will take advantage of these free workshops and will encourage other dairy farmers to attend."

There is no cost to attend, however attendees must reserve their seat. Call Julie at 608-286-1909 by February 15 to make a reservation. For more information about FarmFirst Dairy Cooperative's Annual Meeting and to learn 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 cooperatives.

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

View the 2019 Annual Meeting webpage, [here](#). Access the Annual Meeting logo and speaker photos [here](#).