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FarmFirst Dairy Cooperative Welcomes Betty Lund to Member Services Team

Lund began her role on May 1

Madison, Wis. [June 12, 2018] – FarmFirst Dairy Cooperative welcomes Betty Lund to the cooperative’s Member Services Team. Betty brings over 24 years of experience working with dairy farmers to FarmFirst, having worked as a field representative previously for DFA and Grassland Dairy Products

“We are excited to have Betty join the FarmFirst family. She brings a real passion for dairy farming to this position, having been a dairy farmer herself,” said Jeff Lyon, General Manager. “She will champion our dairy farmers, as she knows first-hand the challenges and opportunities they face whether its milk prices, the obstacles that arise with everyday farm work, or simply the weather. She will serve our dairy farmers well.”

Growing up on a dairy farm in southeast Minnesota, Betty received her bachelor’s degree in Animal Industries and Marketing from the University of Minnesota - St. Paul before moving to Wisconsin. Not only did she work in the dairy industry, she and her husband Chuck milked cows near Mondovi, Wis. until they sold their herd in September 2017.

“I’m excited to be able to work on behalf of dairy farmers, working to ensure their concerns are represented and their voices are heard when it comes to policy that impacts how they dairy farm,” says Betty Lund. “I look forward to serving Midwest dairy farmers, and hopefully can help provide for a brighter future in dairy.”

Betty began in her new role on May 1, serving dairy farmers in Northwest Wisconsin, Minnesota, South Dakota and Western Iowa. As Betty transitions into her new role, FarmFirst Dairy Cooperative congratulates Denny Pank on his retirement after 52 in the dairy industry, with 24 years being with the cooperative, and Amanda Bedtke as she transitions to spend more time with her growing family.

Betty has four children Morgan (22), Miranda (19), Kylee (16), and Amber (11). In Betty’s spare time she enjoys showing cattle with her kids, coaching basketball, serving as a 4-H leader, camping, and hiking.

FarmFirst Dairy Cooperative was established in 2013 and is based in Madison, Wis. The cooperative represents farms in Wisconsin, Minnesota, South Dakota, Michigan, Iowa, Illinois and Indiana through policy bargaining, dairy marketing services, disaster protection, laboratory testing opportunities and industry promotion.

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Editor’s Note: Images available for download: <https://bit.ly/2sNMmW3>