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Misty Hollow Farms Hosts FarmFirst June Summer Picnic

Madison, Wis. [June 7, 2017] – Young Cooperators of FarmFirst Dairy Cooperative have plans set for their first YC picnic taking place this summer, held at 11 a.m. on Thursday, June 22 at Misty Hollow Farms in Athens, Wis.

Cooperative members are encouraged to attend this family-friendly event, to network with other dairy farmers from the area and across the cooperative membership. The event focuses on bringing young dairy farmers together with other dairy farmers, as well as share updates on cooperative efforts and industry news.

“It’s just nice to bring producers together for simple camaraderie, and to discuss issues that we all find important as dairy farmers,” says host Misty Vogel, who farms together with her husband Eric Vogel. “We appreciate meeting other farmers who share their experiences; learning from each other is how we continue to improve the quality of everything we produce.”

Attendees are welcomed to tour Misty Hollows Farm, including a first-hand look at how Eric and Misty retrofitted their existing barn to accommodate a Lely robot. Outdoor games will also be available for both adults and kids.

Guest speakers for the event include Frank Friar, Economic Development Consultant at DATCP’s Farm Center, who will share the variety of resources available through the Farm Center, including their role in crisis situations, such as natural disasters and milk market displacement; Brenda Murphy, Director of Producer Communications and Programs at the Wisconsin Milk Marketing Board, will share the latest industry campaigns and what they’ve accomplished in raising consumer awareness about the wonderful nutrition and economic value of dairy farmers.

“That’s what this event is meant to do – to bring dairy producers together to talk about things that are most important to them, and to discuss key issues in policy and industry that might impact them and their farm,” says Julie Sweney, Director of Communications at FarmFirst Dairy Cooperative.

FarmFirst Young Cooperators are defined as producers between the ages of 18 and 50, interested in getting more involved in the cooperative and industry through educational, social and leadership events.

Lunch is provided by the cooperative; RSVP is requested to ensure an accurate meal count. Interested members should contact Julie Sweney at 608-286-1909, and to follow FarmFirst Dairy Cooperative on Facebook for more information leading up to the event.

Last year was the first-ever picnic for FarmFirst Young Cooperators. For more information on FarmFirst Dairy Cooperative events, please visit www.FarmFirstDairyCooperative.com.

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, laboratory testing opportunities and industry promotion.

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