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Producer Discovery Workshops Focus on the Future at FarmFirst Annual Member Meeting

The Annual Member Meeting is set for February 10-11 in Wisconsin Dells

Madison, Wis. [January 18, 2017]– Dairy farmers are welcome and encouraged to attend the Producer Discovery Workshop series taking place on Friday, February 10 at Chula Vista Resort in the Wisconsin Dells, Wis. as part of FarmFirst Dairy Cooperative's Annual Member Meeting.

This event is open to all dairy farmers, regardless if they are members of the cooperative. However, interested farmers are requested to call the office at 608-286-1908 to reserve their seat for the workshops to ensure there is enough seating.

Beginning at 1:15 p.m., Jaime Castaneda, serving as the Vice-President of Strategic Initiatives and Trade Policy for the National Milk Producers Federation, will share facts and figures of what global trade means for dairy farms here in the Midwest. The second workshop for the day will feature radio and TV broadcaster, Mike Austin to serve as moderator for the panel, 'Understanding the Consumer Connection.' The panelists during this session include Rae Nell Halbur, a farmer and farm broadcaster from KFIZ Radio, Sarah Hendren, a nutrition and quality assurance manager from Culver's, and Don Schindler, Senior Vice President of Digital Innovations from Dairy Management Inc. Join FarmFirst members at this annual event and be part of the discussion for future challenges the industry faces.

This year's annual meeting theme is 'Connecting & Engaging on Common Ground', focusing on what potential challenges and opportunities exist within the marketplace for dairy farmers to promote their product as well as showcase their commitment as farmer.

FarmFirst's annual meeting also includes a small tradeshow on Friday afternoon, featuring the top sponsors of the meeting. Members and guest dairy producers will have the opportunity to meet with these meeting sponsors and ask questions on their products and services. Meeting attendees can also look forward to the annual silent auction which will be on display and available for bids following the workshops. All funds raised through the silent auction go towards funding youth education opportunities, such as scholarships and dairy camp registrations.

For more information on this year's annual meeting, please visit FarmFirst Dairy Cooperative's website: www.farmfirstdairycooperative.com.

FarmFirst Dairy Cooperative is based in Madison, Wis. and 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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