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FarmFirst Dairy Cooperative Statement Regarding Selection of Brad Pfaff as DATCP Secretary

From Jeff Lyon, General Manager of FarmFirst Dairy Cooperative:

Madison, Wis. [December 21, 2018] – “I have had a long and positive working relationship with Brad, early in this career as a legislative staffer for Representative Ron Kind, and later as the Congressmen’s district director and as head of the USDA Farm Service Agency in Wisconsin,” said Jeff Lyon, General Manager for FarmFirst Dairy Cooperative. “His agricultural background and experience in managing the State FSA will serve him well as the head of DATCP.”

“Brad has a history of working with all groups for the betterment of agriculture,” according to Lyon, “He understands the importance of animal health, food safety, ag resource management and agriculture’s role as an economic driver in the state.”

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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](#).