

FOR IMMEDIATE RELEASE

Contact: Sarah Sarbacker,
FarmFirst Dairy Cooperative
608-286-1909 or ssarbacker@farmfirstcoop.com

Editor's Note - Downloadable images available at:
<https://bit.ly/3NqgTMO>



All Dairy Farmers Invited to Attend FarmFirst Workshop Series

Hosted as part of the cooperative's annual meeting on February 9 in Wisconsin Dells

Madison, Wis. [January 2, 2024] – FarmFirst Dairy Cooperative welcomes all dairy farmers to attend the cooperative's Producer Discovery Workshop series as part of its 2024 Annual Meeting taking place on Friday, February 9, 2024 at the Wintergreen Conference Center and Clarion Suites in Wisconsin Dells, WI.

The theme for this year's event is 'Mission: Possible', which highlights the cooperative's commitment to working with dairy producers to help them achieve their goals in the face of evolving markets, changing consumer preferences, and other challenges by providing relevant information on preparing for the upcoming year in the dairy industry.

The first Producer Discovery Workshop is 'The Dairy Situation and Outlook for 2024' beginning at 1:15 p.m. with Leonard Polzin, UW-Extension Dairy Markets and Policy Outreach Specialist. He will provide an overview of the dairy markets, examining recent trends and possible future directions.

Polzin grew up on a century-old Wisconsin dairy farm and received his Bachelor Degree in Dairy Science and Agricultural Business from the University of Wisconsin-River Falls. He later received a Masters Degree in Agricultural, Food, and Resource Economics from Michigan State University. He has extensive experience as an educator, farmer, and analyst. His work focuses on dairy markets, firm level economics, risk management, trade, and policy.

The second workshop 'It's Ok to Not Be Ok: Mental Wellness on the Farm' will begin at 2:45 p.m. and features Jeff Ditzenberger. This presentation will give insight into Jeff's story about his own struggles with mental wellness, how he overcame those challenges and how to stay mentally well during trying times.

Ditzenberger's passion for agriculture began on the small dairy farm he grew up on in South Wayne, WI. He has been involved in agriculture in many different facets and is currently the Wisconsin District Manager for Big Iron Auctions. Ditzenberger is the founder of TUGS, a non-profit committed to breaking the stigma surrounding mental health issues.

"We encourage all dairy farmers to join us for these Producer Discovery Workshops. The event is free to all dairy farmers, not just cooperative members," says John Rettler, dairy farmer from Neosho, WI, and

President of FarmFirst. “Preparing for the upcoming year by hearing about the market outlook and economics as well as about how we can stay mentally well during the stressful times is essential.”

There is no cost to attend, however attendees are asked to make reservations to ensure sufficient seating. Call Sarah Sarbacker at 608-286-1909 by February 2nd to make a reservation. For more information about FarmFirst Dairy Cooperative’s 12th Annual Meeting and to learn more about the 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. Learn more about FarmFirst Dairy Cooperative by visiting: www.FarmFirstDairyCooperative.com.

###

To access speaker photos and the 2024 Annual Meeting logo, click here: <https://bit.ly/4aDb12J>