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Editor's Note: Images available at <https://bit.ly/3UdSmmX>

FarmFirst Dairy Cooperative Appoints Mick Homb as New General Manager

Madison, Wis. [April 24, 2024] – FarmFirst Dairy Cooperative proudly announces Mick Homb as the newly appointed General Manager, bringing expertise and a proven track record to lead the cooperative into its next chapter of growth and success.

Having served as the Director of Milk Marketing for the cooperative's Family Dairies USA division since 2019, Homb has demonstrated exceptional leadership and management within the cooperative. His responsibilities have encompassed managing a dynamic milk hauling schedule, navigating diverse buyer relationships amidst seasonal fluctuations, and ensuring compliance with stringent federal regulations, all while overseeing crucial aspects such as milk producer payroll and the coordination of milk haulers.

"Mick's demonstrated success and extensive management experience within the dairy food industry make him the natural choice to lead our cooperative," remarked Rettler. "We are excited about the positive direction he will lead us in and look forward to the invaluable contributions he will make to our organization."

In his new role as General Manager, Mick Homb will assume leadership over FarmFirst Dairy Cooperative, spearheading the management of its divisions and programs while concurrently continuing his pivotal role in milk marketing for the Family Dairies USA division.

Prior to joining FarmFirst and Family Dairies USA, Homb worked as a production manager at Dean Foods, where he oversaw scheduling for an entire processing plant, including fluid milk bottling, cheesemaking, and sour cream production. He also provided efficiencies in schedules, managed payroll for his employees and handled labor negotiations. He is excited to take on his new role at FarmFirst and is eager to lead the cooperative into a successful future.

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.

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