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## **FarmFirst Dairy Cooperative Welcomes Jeff Ditzenberger as Director of Communications and Marketing**

*Madison, Wis.* [Nov 18, 2024] – FarmFirst Dairy Cooperative is pleased to welcome Jeff Ditzenberger as Director of Communications and Marketing.



Raised on a dairy farm in southern Wisconsin, Ditzenberger has been involved in agriculture most of his life and has held various positions in agricultural sales and marketing throughout his career. He also is the founder of a non-profit organization, TUGS, which addresses the stigma of mental health issues in the agricultural community and beyond. “I am looking forward to working for an organization whose mission and values align with my own passion for the dairy industry,” said Ditzenberger. “It will be a privilege to work with and promote the services and advocacy that FarmFirst provides its members.”

In his role as Director of Communications and Marketing, Ditzenberger will oversee all marketing, communications and public relations efforts to promote the services and programs that FarmFirst provides and will also manage and oversee the member services division.

“Jeff brings a strong agricultural background that includes exceptional sales and marketing skills, along with a team-focused and team-building mindset,” said Mick Homb, General Manager of FarmFirst Dairy Cooperative. “We are excited to have him join us and feel that his skills and experience will be a great addition to our management team.”

As the cooperative welcomes Jeff to the team, FarmFirst also wishes past Director of Communications & Marketing Sarah Sarbacker well on her new endeavor, as she has accepted the position of Director of Sales and Market Development with Holstein Association USA, which she began on November 4. Sarbacker had been a part of the cooperative team since April of 2023. She was integral in increasing brand awareness, ramping up external marketing and reinvigorating the Young Cooperative program.

“I am grateful for all the help and support Sarah provided to me when I took over the General Manager role at FarmFirst this past spring,” says FarmFirst General Manager, Mick Homb. “I know that she will continue to be successful in her career, and I wish her all the best at Holstein Association USA and in her future endeavors.”

*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](http://www.FarmFirstDairyCooperative.com).*

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