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FarmFirst Dairy Cooperative Welcomes Sarah Sarbacher as Director of Communications and Marketing

Madison, Wis. [April 14, 2023] – FarmFirst Dairy Cooperative is pleased to welcome Sarah Sarbacher as Director of Communications and Marketing.



Raised on a dairy farm in southcentral Wisconsin, Sarah has always had a passion for agriculture – particularly the dairy industry. “I am looking forward to working for an organization whose mission and values align with my own passion for the dairy industry. It will be a privilege to work with and promote the services and advocacy that FarmFirst provides its members.”

Sarah comes to FarmFirst from Boviteq, a bovine IVF company and division of Semex, where she served as the Client Service Supervisor for North America. Prior to her role with Boviteq, she worked in various areas of agriculture throughout her career including positions with US Livestock Genetics Export, Compeer Financial, Minitube, and Agri-View Newspaper.

In her role as Director of Communications and Marketing, Sarbacher will oversee and implement all marketing, communications and public relations efforts to promote the services and programs that FarmFirst provides to members.

“Sarah brings a strong dairy background and professional versatility gained from her 20-year career in the agriculture industry,” said Jeff Lyon, General Manager of FarmFirst Dairy Cooperative. “We are excited to have her join us and feel that her skills and experience will be a great addition to our team.”

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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