

FOR IMMEDIATE RELEASE  
Contact: Sarah Sarbacker,  
FarmFirst Dairy Cooperative  
608-286-1909 or [ssarbacker@FarmFirstCoop.com](mailto:ssarbacker@FarmFirstCoop.com)  
**Editor's Note** - Downloadable image available at:  
<https://bit.ly/3xwKDZA>



## **FarmFirst Dairy Cooperative Welcomes Michael Richter as Member Services Representative**



*Madison, Wis.* [June 17, 2024] – FarmFirst Dairy Cooperative is pleased to welcome Michael Richter as their newest Member Services Representative. He is based out of Rice Lake, Wisconsin and will serve members in Northwest Wisconsin, Minnesota and South Dakota.

Michael comes to FarmFirst most recently from Quality Liquid Feeds, where he served as Dairy Technical Services Manager. He has also worked in various roles with Tractor Central, LLC, Kemin Industries, Inc., and Vita Plus Corporation. Michael is active in the agricultural community and has served in leadership roles with Barron County Ag Promoters, Wisconsin FFA Alumni, Ricke Lake FFA Alumni and Alpha Gamma Rho Fraternity Alumni. He also holds his Professional Animal Scientist certification from the American Association of Professional Animal Scientists organization.

“Mike brings a strong agricultural background and exceptional experience gained from his career in the industry,” 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 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](http://www.FarmFirstDairyCooperative.com).*

###