



COOPERATIVE EXTENSION SERVICE  
NEW MEXICO STATE UNIVERSITY

College of Agricultural, Consumer and Environmental Sciences

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For Immediate Release:

Contact Person: Patrick Kircher, Roosevelt County Ag Agent

The dairy industry is a thriving part of Eastern New Mexico and West Texas and is a major contributor to the New Mexico Ag Expo. The 20<sup>th</sup> Anniversary Ag Expo is proud to have DFA back as one of our major sponsors and welcomes DFA Senior Vice President for Strategy and International Development, Jay Waldvogel to Portales on Wednesday, February 22, 2012. Jay will speak on the "The Global Dairy Market and What It Means to Me", at the Dairy Farmer's of America Luncheon at noon in the Jake Lopez Bldg. located on the Roosevelt County Fairgrounds. The luncheon has moved to this bigger climate controlled facility and is open to all Dairymen of the High Plains.

Jay Waldvogel is responsible for leading DFA's strategic planning process and supporting DFA's business leaders in implementing the strategies. He also is charged with guiding DFA's expanding international activities. Jay has more than 20 years of experience in the global dairy industry and spent more than a decade living and working overseas with leading global dairy companies Campina in Europe and Fonterra Co-operative Group in New Zealand. This will be a great opportunity to sit in with one of DFA's leading strategist and gain insight on where the industry is today and what plans are for the future.

New Mexico State University is an affirmative action/equal opportunity employer and educator. NMSU and the U.S. Department of Agriculture cooperating. "If you are an individual with a disability and need an auxiliary aid or service please contact Patrick Kircher at 575-356-4417 by February 7." If you need more information or are interested in attending please contact the Roosevelt County Extension Office at 356-4417.