



For Immediate Release

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## **AgSource Cooperative Services joins National DHIA**

**FITCHBURG, Wis. (March 2, 2017)** – AgSource Cooperative Services, headquartered in Verona, Wis., joined National Dairy Herd Information Association (DHIA) Jan. 1, 2017. A subsidiary of Cooperative Resources International, AgSource is a full-service DHI provider that conducts research and development, field data collection, laboratory analysis and diagnostics, meter service and outreach and education, resulting in high quality decision tools for dairy producers.

“This is a pivotal time in the dairy industry,” says Pat Baier, AgSource chief operating officer. “While traditional DHI services remain valuable, new technologies allow us to do more with a milk sample each day. Rather than research and explore these opportunities individually, we recognize the power of collaboration and welcome the prospect of pooling our resources to do just that for our dairy farmer members and owners.”

“The opportunity to work together in the dairy records sector and be fully engaged is a good situation for AgSource and current National DHIA members, as the industry works in the present and moves into the future,” says National DHIA CEO Jay Mattison. “Benefits abound from the cooperation of DHI field services, laboratories, meter centers and dairy records processing centers for the dairy record provider sector and dairy producers involved with DHI.”

“I’m excited to work with the AgSource team in the future of which I have the utmost respect,” says National DHIA President Kent Buttars, Lewiston, Utah.

National Dairy Herd Information Association, a trade association for the dairy records industry, serves the best interests of its members and the dairy industry by maintaining the integrity of dairy records and advancing dairy information systems.

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