

NC WINTER DAIRY MANAGEMENT WEB SERIES

NC STATE

EXTENSION

DECEMBER 9, 12 PM

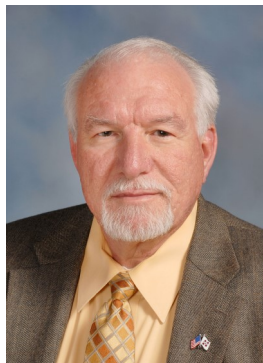
PROCESSING INNOVATIONS, TRADE TALK & POLICY

KEVIN ELLIS, CAYUGA MARKETING

DR. BILL HERNDON, MS STATE UNIVERSITY EMERITUS



Kevin Ellis comes from a long line of dairy farmers on both sides of his family. He has been with the dairy farm members of Cayuga Marketing since 2008 where he assisted in the development of a milk processing plant. Kevin was attracted by the visionary farmers of Cayuga Marketing and embraced the challenge to build a business from the ground up. Kevin oversees Cayuga Marketing's milk marketing endeavors in addition to Cayuga Milk Ingredients, which became fully operational in September of 2014.



Dr. Bill Herndon retired from Mississippi State University with more than 33 years conducting research, extension, teaching, and administrative activities in agricultural marketing, international trade, and dairy economics and policy analyses. Since 2017, Herndon has served as a consultant to the American Farm Bureau Federation conducting outreach programming related to agricultural risk management, farm policy, and dairy economics. He also works with various regional dairy farmer organizations striving to promote Federal Milk Marketing Order reform.

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