

Dairy Business Association, Edge Dairy Farmer Cooperative: Enhance policy efforts with agricultural public affairs expert

Posted on Wednesday, Dec 14, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

GREEN BAY, Wis. — The Dairy Business Association (DBA) and Edge Dairy Farmer Cooperative have hired a decorated leader in the agricultural policy space to serve as director of public affairs, a new role for the advocacy organizations.

Karen Gefvert will direct and oversee external communications for DBA and Edge government affairs, working alongside the policy and communications teams on local, regional and federal policy.

Gefvert spent the last 11 years with Wisconsin Farm Bureau Federation, most recently serving as the innovation and engagement strategist. In this role, she collaborated with their governmental relations and public relations departments to advocate for and engage with the organization's membership. She also previously served as executive director of governmental relations.

"We are thrilled to have Karen join our team," Trotter said. "Her experience working in agricultural policy in the Upper Midwest make her a tremendous asset for our members as we champion common-sense policy in Madison and D.C."

Gefvert started her career with Tyson Foods in Berryville, Ark., before working as an agriculture education teacher and FFA advisor at Janesville Parker High School in Janesville, Wis.

"I am excited to join DBA and Edge as director of public affairs," Gefvert said. "Both

groups have strong reputations as champions for the dairy farmer, and I hope to continue building on that foundation.”

DBA and Edge advocate for farmers and allied businesses on governmental policy — DBA at the state level in Wisconsin and Edge at the federal level — and provide other services. DBA’s members are in Wisconsin, and Edge’s members are located throughout the Midwest as part of the third largest dairy cooperative in the U.S.

Images:

[Karen Gevfert](#)

[DBA logo](#)

[Edge logo](#)

Tweet about this:

DBA and Edge announce Karen Gevfert as director of public affairs <https://bit.ly/3FNoisi> DairyForward #TheVoiceOfMilk

About DBA:

The Dairy Business Association is Wisconsin’s leading dairy lobby group, championing smart and sensible regulations affecting the dairy community. The nonprofit organization is comprised of farmers, milk processors, vendors and other business partners who work collaboratively to ensure that dairy farms of all sizes have the support they need to keep America’s Dairyland strong. More information: www.dairyforward.com.

About Edge:

Edge Dairy Farmer Cooperative provides dairy farmers throughout the Midwest with a powerful voice — the voice of milk — in Congress, with customers and within their communities. Edge, based in Green Bay, Wis., is one of the top cooperatives in the country based on milk volume. More information: www.voiceofmilk.com.