

As published in



David Mitchell, MBA, RAS has joined Diamond V as a Regional Sales Manager on the California Arizona Dairy Team working in the South San Joaquin Valley (Tulare County and Kings County), California.



David Mitchell, MBA, RAS
Diamond V

"David brings an extensive background in both animal nutrition sales, most recently at Novus International," says District Sales **Manager John Miller**, MS, PAS, Dipl. ACAN, "and as a dairy and agriculture finance banker with Wells Fargo Ag Lending. With David's experience working with dairymen, nutritionists and distributors, he will help the team to continue to grow Diamond V business in California."

David received his Bachelors degree in Economics from the University of Washington and his MBA from California State University at Fresno. He has been on the Board of Directors of the California Grain & Feed Association and a Committee Member of the American Registry of Professional Animal Scientists as a Registered Animal Specialist (RAS) since 2011.

He has been on the Board of Directors of the non-profit Tulare Basin Wildlife Partners and active as a youth sports volunteer coaching swimming, water polo, soccer, basketball, and baseball and mentoring life skills development for kids ages 5-18. David is married with four children and resides in Visalia, CA.

Advisor Access

**Welcome
David Mitchell!
And World
Dairy Expo...
whew!**



Clayton Gill
Editor
Diamond V

Please join us in welcoming David to Diamond V – mobile 559.308.1386 or email dmitchell@diamonddv.com.

Big stars at World Dairy Expo

Diamond V's SmartCare® made its debut at World Dairy Expo, Sep. 29-Oct. 3, in Madison, WI, with series of meetings involving dairy industry editors. [SmartCare®](#) helps calves get off to a healthy start with smarter technology for pre-weaning liquid diets.

Veterinarians **Dr. Dave Ohman** (Dairy Technical Service Specialist) and **Dr. Julia Hamann** (Ruminant Marketing Manager), along with **Kristy Pagel** (Regional Sales Manager) were on hand Tuesday at the Expo to brief the editors on SmartCare. Our new product for inclusion in whole milk or milk replacer is a key component of the Diamond V Calf Program and Life Stage Solutions™ – next generation dairy nutritional health technology to support every phase of dairy operations.



At the editorial meetings, **Sara Sievert** represented **Milk Products, LLC**, based in Chilton, WI, which is the exclusive distributor of SmartCare. SmartCare was available at the Expo at the **ANIMART** booth.

On Wednesday, a star of the feature film *The Ivy League Farmer*, **Christopher Knight**, wowed fans at the Diamond V booth. In the movie, Christopher played the veterinarian, Dr. Copper. The film also starred Janine Turner, Terry Serpico, and Randy Wayne (as the Ivy League farmer). Many have known Christopher as Peter Brady of the long-running TV series *The Brady Bunch*.



The Ivy League Farmer star Christopher Knight, interviewed by Jenna Hurty, editor of *Progressive Dairyman*. Read [Jenna's article about the movie](#).



Joel Hastings of *Holstein World* interviewing Jeff Cannon, Diamond V President and CEO.

Wednesday evening was the Madison premiere of *The Ivy League Farmer* at a local multiplex cinema, along with a BBQ reception. It was an opportunity for hundreds to enjoy an entertaining way to learn about modern animal agriculture – all about a father and son in conflict over the use of modern technology, the future of the family dairy farm, and a love story that explores a small town's concern about local kids not getting enough to eat.

We used the Cedar Rapids, Iowa premiere in June to raise \$250,000 for the non-profit Operation Backpack program for food insecure school kids. [See what we accomplished.](#)

If you haven't seen *The Ivy League Farmer*, please let us know!



And, to use a little show biz technique, here's a plug for the [Dairy Girl Network](#), which had active members all over the Expo, including our own **Kristy Pagel!**

The success of your dairy operation and business are vital to many, including consumers around the world who trust in the milk you produce. Please let us know whenever Diamond V Dairy Advisors can advise or help in any way.

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Thank you!



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