

Scott Higgins serves as President and CEO for the American Dairy Association Mideast, the farmer funded dairy promotion program that serves dairy farmers of Ohio and West Virginia.  In addition, he is also the CEO for the Ohio Dairy Producers Association which advocates for dairy farmers on legislative, regulatory and policy issues. Scott grew up on a dairy farm and has deep rooted convictions to the dairy industry.  He has a passion for helping dairy farmers by promoting milk and dairy products and through educating our society about dairy farming and the nutritional benefits of dairy foods.

Scott joined ADA Mideast upon graduation from The Ohio State University in 1984.  Throughout his 36 years of service, he has led a progressive and innovative regional dairy promotion program, has chaired and served on numerous national dairy promotion committees that guide the development and strategic direction of the dairy farmer funded promotion program, and has chaired or served as President of several agriculture organizations in Ohio.   Through his dual role of leading both the dairy policy and dairy promotion organizations, he provides leadership in promoting the sale of dairy products and building the trust of consumers.  Through communications and social media, the dairy associations work in tandem to protect the image of dairy farmers by providing consumers, thought leaders and key influencers with facts about animal care, environmental stewardship, on farm practices and food safety.

Scott will share how dairy farmers are proactively telling their story in social media today to maintain and build consumer confidence in dairy production and dairy foods.

He will also provide insights into the challenges that dairy farmers face today, discuss how the dairy industry is working to identify new opportunities to meet consumer demand, and he will share the value of the economic impact that dairy has on Ohio’s economy.