

Member SPOTLIGHT



Madison, WI

This month, we are featuring **AgSource Laboratories**.

AgSource is a member-owned agricultural cooperative providing laboratory testing, data, and consulting services to farmers and agribusinesses. Their services span three areas: dairy herd improvement (DHI) testing and records, agronomy, and food and environmental testing. Through its laboratory network and field teams, AgSource helps agricultural producers and businesses make informed decisions through soil, plant, manure, water, and milk testing, as well as soil sampling and nutrient management planning.

AgSource traces its roots to 1959, when Wisconsin dairy farmers partnered with the University of Wisconsin and local DHI associations to improve herd performance and profitability. Originally known as the Agricultural Records Cooperative, the organization later became Wisconsin DHI Cooperative before adopting the AgSource name in 1996 to reflect its expanding services. After years as a subsidiary of Cooperative Resources International, AgSource became an independent cooperative again in 2025 under the leadership of Dan Diederich, a dairy farmer and former AgSource Council president.

AgSource takes pride in supporting Wisconsin's agricultural economy and protecting natural resources. The cooperative also encourages employees to give back through local community events and volunteer time.

As a member of the Wisconsin Agri-Business Association (WABA), AgSource values the relationships and collaboration that strengthen the agricultural industry. Cole Brodin shares: "Many of the agronomists and retailers we work with every day are fellow WABA members. WABA gives us a place to build those relationships, learn from one another, and work together on the challenges facing Wisconsin farmers."

Through its commitment to reliable data, member ownership, and industry partnerships, AgSource continues to support the success of farmers and agribusinesses across Wisconsin and beyond.

Learn more about AgSource and their work at www.agsource.com.

