



FOR IMMEDIATE RELEASE
SEPT. 17, 2012

CONTACT: Kirsten Voinis
(512) 922-7141 or kvoinis@kvoinis.com

TAD DIRECTOR TO LEAD COALITION OF TEXAS AG ORGANIZATIONS
Darren Turley to guide Texas Agriculture Council in legislative outreach

Texas Association of Dairymen Executive Director Darren Turley has been elected chairman of the Texas Agriculture Council (TAC), a coalition of almost 70 organizations that depend on our state's diverse agriculture industry for their livelihood.

TAC's purpose is to promote discussion of political, legislative and regulatory issues of importance to the future of Texas agriculture. While TAC's members individually lobby the Texas Legislature, the TAC speaks on behalf of agriculture as a whole in the public policy arena.

"Educating Texas lawmakers about agriculture will be more important than ever during the 2013 legislative session," Turley said. "A large majority of those who set and influence public policy in Texas do not understand how food gets from farm to fork. We must show them that Texas agriculture, which currently is facing some tough challenges, not only helps feed the state and the world, but also is an important contributor to state and local economies."

Turley has been executive director of the Texas Association of Dairymen (TAD) since December 2010.

He is a graduate of Dublin High School and graduated from Tarleton State University in 1990 with a bachelor of business administration degree. He returned to work on the family dairy farm before going to work for TAD. He and wife Deanna have been married almost 19 years and have two daughters

-- ## --

The Texas Association of Dairymen (www.milk4texas.org) is a non-profit corporation comprised of dairy cooperatives whose members are individual milk producers in Texas. You can follow TAD on Facebook at www.facebook.com/texasdairy.

PHOTO INCLUDED