

USDA Research Specialist to Head West Central Research and Development Team

West Central welcomes Dr. Jesse Goff to their team. Dr. Goff will lead West Central's research and development programs, specifically working with the organizations two dairy products, SoyPLUS® and SoyChlor®.

Dr. Jesse Goff comes to West Central after more than twenty years of working with the United States Department of Agriculture (USDA). Goff also taught at the Iowa State University Veterinary College. Goff's research has focused on various issues within the dairy industry. Most recently, he's focused his work with the USDA as research leader of metabolic diseases and mastitis immunology research group.



During his years with the USDA, Goff has worked closely with West Central, and is quite familiar with both the SoyPLUS and SoyChlor products. Furthermore, he has used both products in his herds.

“I'm very familiar with the products, particularly SoyChlor. I think that there's a great need for this product and I hope to help improve utilization in the field,” says Goff.

“I look forward to working with the West Central team. We have a lot of goals set out, continuing to increase product knowledge, and taking a look at improvements to both SoyPLUS and SoyChlor and the research targeted around these products. Additionally, we believe there may be possibilities for these items in various other industries and species. I'm also anticipating some new product development research,” Goff adds. New product development and a continued commitment to research will occupy much of Goff's time with the organization. The researcher's extensive knowledge of the dairy industry will serve as a key tool in the arsenal of West Central's SoyPLUS and SoyChlor sales staff.

Dr. Goff earned his bachelors degree from Cornell University. He went on to receive his master's degree, DVM and Ph.D. from Iowa State University in Ames, Iowa. His graduate studies have primarily focused on nutrition and physiology.

“We're thrilled to have a world renowned researcher on our staff. Throughout his career, Dr. Goff has illustrated his dedication to dairy improvement, and we at West Central share similar goals, of continually improving dairy feed ingredients available to today's producers,” notes Milan Kucerak, West Central's executive vice president of soy processing and nutrition. “Jesse's familiarity with our products, also assures us that all of our current research efforts will continue forward without any hesitation or interruption. We look forward to continuing to research ideas and innovations that will assist dairies in being as effective and efficient as they possibly can. Jesse's research capabilities and his “hands-on” veterinarian work provide the perfect

combination of research based knowledge and practicality that drives the discovery of innovative products that directly improve the dairy industry and the success of the dairy producer.”

Goff will officially join the West Central team on March 1st as the cooperative’s Director of Research and New Product Development.