



# CentralStar

## Dieter named Chief Executive Officer at CentralStar

Lansing, Mich., March 5, 2021 – The CentralStar Board of Directors announced this week that Phillip Dieter has been named Chief Executive Officer (CEO) of the cooperative

“CentralStar is well-equipped with talented leaders, one of which is Phil,” said Paul Trierweiler, President, CentralStar Board of Directors. “Phil has a wide-array of business experiences, along with practical hands-on farm knowledge, which positions him well to lead our cooperative.”

Dieter has nearly 20 years of experience in the agriculture industry and at the cooperative. In October he was promoted Chief Operating Officer (COO). “Since his appointment to COO the board has been impressed with his passion, commitment, and vision to helping CentralStar succeed,” shared Trierweiler.

Prior to being selected COO, Dieter served as Director of Development for six years, a role in which he was responsible for the oversight of hiring and recruitment, professional development, key account management, as well as market growth plans. Dieter began his career with the cooperative in 2002 working as a A.I. Specialist and later as Reproductive Specialist.

“I am excited with a continued sense of pride and passion for our organization,” shared Dieter. “CentralStar is a premier service cooperative that provides industry leading tools targeting success for dairy and beef producers. Our team has talents and resources that surpass anything else that exists; the future is bright for CentralStar.”

CentralStar Cooperative Inc was established May 1, 2019 as a result of the merger between NorthStar Cooperative Inc. and East Central/Select Sires. The cooperative’s goal of enhancing producer profitability through integrated services is fulfilled by incorporating an array of products and services critical to dairy and beef farm prosperity. CentralStar’s product and service offerings include Accelerated Genetics, GenerVations and Select Sires genetics; extensive artificial-insemination (A.I.) service; genetic, reproduction, and dairy records consultation; DHI services; diagnostic testing; herd-management products; research and development; and more. CentralStar’s administration and warehouse facilities are in Lansing, Mich., and Waupun, Wis., with laboratories in Grand Ledge, Mich., and Kaukauna, Wis. For more information, visit CentralStar Cooperative Inc. at [www.mycentralstar.com](http://www.mycentralstar.com).

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