

Written Profile



Farm: Herricks Dairy Farm, Inc.

Location: Town of Jefferson, WI

Date of Origination: 1912

Industry Sector(s): Dairy & Crops

“Our family is very proud of what we do. (We) produce food for God’s people. Agriculture is a noble calling,” shares Jack Herricks of Herricks Dairy Farm, Inc. in Monroe County, Wisconsin. Join us as we discover how they make their contribution to **Agriculture’s Lasting Heritage**.

After emigrating from Prussia in the 1860’s, Herricks’ ancestors settled in the Cashton area and began farming. Family members have been diligent caretakers of the resources that have been entrusted to their care and use. They believe that diligent management of those resources today will ensure that their family will have a prosperous future. As a 19 year old, and the second oldest of 12 siblings, decision-making time came fast for Jack and his family when his father was killed in a tractor accident. With his older brother wanting to continue his college education and Jack being passionate about farming, he chose to take over management of the farm and became the father figure for his younger siblings.

The farm has supported and nourished the Herricks family for over 100 years. Reflecting on this, Jack feels “overwhelmed by the tremendous depth and staying power that it has.” In the beginning, production of the Herricks dairy herd was about 11,300 pounds of milk per cow per year. Today, it is about 28,000 pounds. “Successfully managing a farm is all about efficiency and I think that will always be a driver of the industry” Jack explains.

The Herricks believe the efforts of the American Farm Bureau over the years to maintain a user-friendly political climate for all farmers has been invaluable. They tend to the business of the farm and count on the Farm Bureau to watch out for their best interests in Madison and Washington.

“The ultimate success of a family business is determined by the ability of the present generation to build on the success of the previous generations. Farms that are in business over generations don’t just happen.” Jack and his family believe in the power of the family farm, and we are thankful for their contribution to **Agriculture’s Lasting Heritage**.