

John P. Goeser short biography

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Name:

John Goeser, MS, PhD

- Professional Animal Scientist, Diplomate of the American College of Animal Sciences, Animal Nutrition

Titles:

- Animal Nutrition Director: Rock River Laboratory
- Adjunct Assistant Professor: University of Wisconsin – Madison, Animal & Dairy Science Department
- Agribusiness Consultant: Cows Agree Consulting, LLC

Biography:

Goeser grew up with the dairy industry, following in his father's footsteps as a dairy nutritionist.

Goeser holds several degrees from the University of Wisconsin – Madison, including:

- B.S. degrees in Dairy Science and Agronomy
- M.S. degrees in Plant Breeding & Genetics and Dairy Science
- Ph.D. in Dairy Science

Goeser has offered dairy nutrition and management expertise for over 10 years, and has been overseeing animal nutrition, technical support and research with Rock River Laboratory since 2012. In 2014, Goeser joined the UW-Madison Animal & Dairy Science department as an adjunct professor, and also began offering consulting services for agricultural businesses.

Goeser's focus is improving our understanding of ruminant nutrition, seed genetics and forage management, and feed hygiene in relation to feed conversion efficiency, sustainability, and agribusiness profitability.