



Press Release Matt Gould joins Rice Dairy as Chief Market Analyst

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FOR IMMEDIATE RELEASE

RICE DAIRY, LLC ANNOUNCES MATT GOULD AS CHIEF MARKET ANALYST

Rice Dairy, LLC is pleased to announce Matt Gould has been contracted by Rice Dairy to be their new Chief Market Analyst. He will replace Jerry Dryer, Chief Market Analyst, emeritus, who retired earlier this month. Matt has worked in partnership with Jerry Dryer for four years allowing Matt to be able to step right into the roll and hit the ground running for Rice Dairy.

Matt is a registered commodity trading advisor and earned a B.S. in economics from the University of Pennsylvania's Wharton School. He has been featured as an expert source in international publications BBC News, Bloomberg and the Wall Street Journal. He is a frequent contributor on Lee Mielke's Dairy Radio Now, a writer in Progressive Dairyman, and a speaker on supply and demand trends at industry conferences.

Gould's industry network spans the dairy value chain and includes farmers, cooperatives, manufacturers, trading companies, retailers, trade associations, and academics in the USA and abroad.

"I'm excited to join the team at Rice Dairy and contribute to their industry-leading research and analysis," Gould said. "Rice Dairy is a pioneer in dairy price risk management and, through education and innovation, has armed our industry with the tools to succeed in this era of extreme price volatility."

Matt will prepare Rice Dairy's monthly long-range dairy price forecast. He will also provide pre-report estimates and post-report analysis on the USDA Cold Storage, Dairy Products, and Milk Production reports.

"I believe the best market research combines qualitative evidence sourced from people working every day in the supply chain with analysis that is rooted in data," he said.

Principal Pete Turk adds, "Jerry Dryer was one of kind but we are very excited to have Matt take us into the future. We are looking forward to him providing our customers a very high-quality research platform, along with extensive analytics and value-added services".

Matt has known the Rice Dairy team for six years and has spent his entire life in the industry. He grew up on a dairy farm in Western New York, now in its third generation of family ownership. Matt has previously worked at O-AT-KA Milk Products and the U.S. Dairy Export Council.

Gould owns the Dairy & Food Market Analyst, LLC, based in Philadelphia, and co-authors its namesake newsletter with Jerry Dryer every Friday. He will continue to do so in this new role.

For more information, please contact Brian Rice at 312.492.4200, email bgr@ricedairy.com or visit the Rice Dairy website at www.ricedairy.com.

Rice Dairy LLC is the leading brokerage firm in the dairy industry, offering consulting and brokerage services along with information products and educational resources. The company has 13 brokers and is based in Chicago, IL.

Biography

Matt Gould joined the Rice Dairy team in May 2018 as Chief Market Analyst. He is a registered commodity trading advisor and earned a B.S. in economics from the University of Pennsylvania's Wharton School.

Matt has been featured as an expert source in international publications BBC News, Bloomberg and the Wall Street Journal. He is a frequent contributor to Lee Mielke's Dairy Radio Now, a writer in Progressive Dairyman, and a speaker on supply and demand trends at industry conferences.

Matt has known the Rice Dairy team for six years and has spent his entire life in the dairy industry. He grew up on a dairy farm in Western New York, now in its third generation of family ownership. Matt has previously worked at O-AT-KA Milk Products and the U.S. Dairy Export Council and is in his fifth year of partnership with Jerry Dryer, Chief Market Analyst, Emeritus, who retired from Rice Dairy in May 2018. Gould owns the Dairy & Food Market Analyst, LLC, based in Philadelphia.

In the role of Chief Market Analyst, Matt prepares the monthly long-range dairy price forecast. He also provides pre-report estimates and post-report analysis on the USDA Cold Storage, Dairy Products, and Milk Production reports.