

Director Candidates: Region 1 – Min. (4-year term), Candidate 1 of 2



Rochelle Eichner

59 years old
Hamburg, Minn.
(612) 581-5382
Rochelle.Eichner@live.com
Farm Credit Member since: 2009

Family: Married my best friend, Jay Eichner, in 1989. We have two sons, Alex Eichner (27) and Reese Eichner (24).

Brief description of agricultural operation and employment/business experience over the past five years: Throughout my career, I've woven together the threads of agriculture and business experience. It began in 1991 when my husband and I embarked on a daring venture 100 miles away from family: liquidating our modest assets to acquire 10 bred hogs and 120 acres of land. Our hobby farm has since developed into a sizeable agricultural business—one that not only produces quality food but also champions environmental stewardship and community well-being.

In the past five years, we've transformed our family farrow-to-finish hog operation and 1,000 acres of cropland into a dynamic crop-sharing partnership. Collaborating with two young farmers, our goal is to ensure the continuity of a profitable family farm for the next generation. This strategic alliance has allowed us to double our crop acreage to nearly 2,000 acres while expanding our hog operation to accommodate 9,000 hogs.

My commitment extends beyond the fields. After more than three decades in business and technology, I decided to embrace early retirement. I am now channeling my skills and experience into new avenues, including endeavors like this. During my tenure in the corporate world, I had the opportunity to lead global teams, collaborate with nonprofits, and state and federal governments, and partner with Fortune 500 leaders to help solve the world's greatest challenges through technology and partnerships.

Boards or committees you currently serve on and boards or committees you have served on in the past five years:

I currently serve on the Board of Directors for three organizations: the Eva Sophia Project, (developing a pocket neighborhood for adults with developmental disabilities), Greenstone Farmers, a farmer owned cooperative focusing on Regenerative Farming initiatives, and YMCA of the North Camp Northern Lights. In addition, I provide advisory support to Victim Support Services, an organization dedicated to advocating for victims of crime.

Community involvement/government service:

My community involvement is a blend of supporting our church, Living Rock in Norwood Young America, and my commitments on boards and nonprofit organizations.

Education: Bachelor of Science Degrees: Computer Science and Pre Law / Law Enforcement, Minnesota State University, Mankato. Master of Business Administration: University of St. Thomas.

What is your vision for the future of agriculture? Agriculture is the backbone of our communities. Looking ahead, the agricultural landscape is continually progressing with challenges and opportunities led with cultural, compliance and technology changes. Compeer, with its commitment to farmers and rural communities, plays a pivotal role partnering with farmers for financial empowerment, collaborating with sustainable practices and innovating with young farmers and ag technology all while empowering farmers and communities.

My vision of the future of agriculture is a blend of tradition and progress. The family farm is more than just a business, it is a way of life. It is critical we incorporate innovation in a profitable fashion with smart agriculture as an ally with integrating precision farming, data analytics and automation. With these as the foundational principles, I envision an environment preserving the culture of farming with purposeful profitability leveraging new technologies while being stewards of sustainability.

What do you believe are the primary issues facing agriculture and Compeer Financial?

(1) The shortage of skilled workers remains an ongoing challenge for farmers and other agriculture-related businesses. (2) Technology and regulatory changes: These two challenges are unique but also align together. Regulatory requirements are continually evolving and often influenced or defined without a thorough understanding of the agricultural industry. (3) Consumer Awareness and Education: Consumers are becoming more interested in understanding where their food comes from and how it is raised. This desire for information often influences regulatory requirements in #2. (4) Farmer profitability and enabling young farmers to enter the industry. Compeer has the unique ability to bring solutions, training and programs to address all these challenges.

Why do you want to serve on the Board of Directors of Compeer Financial?

I am enthusiastic about contributing to the Board of Directors because my core mission closely aligns with that of Compeer Financial: enriching agriculture and rural America. As a seasoned professional, I bring a unique blend of experiences: Family Farm background, business expertise and an educational foundation to drive new and continued progress through Compeer.