



Dairy Products & Cross-Country Coaches

Running a dairy operation is a full-time position. Yet, Kevin and Cherish Kueker of Waverly, IA, also prioritize coaching cross-country runners at their local high school each fall.

The Kueker's correlate lessons from operating a dairy with running. "You need the same kind of dedication year-in and year-out, the same mentality. Once you start you see it through," says Kevin.

Kevin has run 17 marathons and more than a dozen half-marathons. Cherish enjoys running as a stress reliever. Unfortunately, foot surgery has sidelined her running, so she focuses on coaching. Both runners in college, they coached a team together in college. Later, Kevin began volunteering for the local high school track team which lead to the cross-country coaching job. Eventually, Cherish joined him as assistant coach. Their 19-year-old son Kyle ran on their teams and son Caden, 16, is on the current team.

For the first time in decades, the cross-country team qualified for state in 2019. For 12 of the 14 years that Kevin has coached, at least one runner has qualified individually for the state competition.

Kevin is quick to share that satisfaction comes from more than state qualifiers or additional income. "What makes it rewarding is seeing everyone improve," he says.

They also appreciate helping youth develop an interest beyond high school. "Some of these kids are grown up, married but continue to run today," Cherish says. The Kuekers like to encourage chocolate milk as a recovery drink. They accommodate coaching around their milking schedule for their 80-cow dairy a local youth is available for chores when they need to be away.

Whether it's running, coaching or dairy farming, the Kuekers rely on their get-it-done philosophy. We celebrate their passion for dairy farming, running and coaching and are proud to call them IPS customers.

Thanks to Dairy Star for the photo.

