



United States Department of Agriculture

Farm Service Agency

New Hampshire State Office
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Bruce R. Cilley, Sr. – Named as New Hampshire Farm Service Agency State Executive Director

Bruce Cilley, a lifelong resident of New Hampshire, has been appointed as the State Executive Director of the USDA, Farm Service Agency.

Bruce has a strong commitment to the state's agricultural community and its families and brings a lengthy history of agricultural experience to the USDA's Farm Services Agency of New Hampshire. His first "wage-earning" job derived from working on a large dairy operation as a teenager. During that same time period Bruce served as FFA President while a student in high school. In later years he went on to serve as a General Manager of a John Deere dealership in New Hampshire for a period of seven years.

For the past 25 years Bruce has been involved more specifically in the farrier industry, working with professional farriers throughout New England. For much of that time, some 23 years now, Bruce has been the President and owner of Horseshoes Plus, Inc., a farrier supply company in Barrington, NH. Over that period he has grown Horseshoes Plus from a tiny garage operation to its current position as a major competitor in the NE farrier trade.

From 2002-2004 Bruce served on the Farrier Industry Association Board of Directors at the national level. More recently, he has served as a member of the NH Farm Bureau, from which he was elected to the position as President of the Strafford County Farm Bureau from 2012 - 2015. As Strafford County FB President, Bruce worked closely with his board of directors to achieve significant growth in memberships resulting in his county receiving the "Rising Star" designation for two years in a row and in his being the recipient of the "President's Award" from the NH Farm Bureau.

Bruce served his country in the United States Army, 1st of the Seventh Cavalry during the Vietnam era. From 1968 - 1969 he was a platoon sergeant for an infantry unit in Vietnam.

Bruce resides in Barrington, NH with his wife Jackie. Their thriving family includes their five grown sons, ten grandchildren and two great-grandchildren.

Bruce is excited with the opportunity to serve as Executive Director of the USDA NH Farm Service Agency and to work with all of the USDA family.

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