

Board Questionnaire

Name: Julie Sweeney

Town: Fall River, Wis. (though I work in Madison, Wis.)

WLIC Board Position: Vice-President

WLIC membership length: I was elected back in spring of 2017

Occupation: Director of Marketing & Communications at FarmFirst Dairy Cooperative

Why is traceability important to you?

Traceability is an important part of protecting the agriculture industry, and one that could be devastating to livestock farmers, including dairy farmers. Dairy farming is important to me and something that I am passionate about – therefore, it is important to me to ensure Wisconsin has a strong traceability program to protect its livestock producers from any disease outbreak and ultimately, to protect consumers and the availability of locally-produced agricultural products they've come to enjoy.

Why serve on the board?

I serve on the WLIC because I'm passionate about serving dairy farmers and their best interests. Animal traceability is just a part of the bigger picture, though incredibly important.

Favorite species of livestock: Dairy. :)

Number of years in industry: (Forever, since I grew up on a dairy farm... otherwise, since I graduated in 2011, so 7. ☺)

What do you like to do in your spare time?

In my free time, I spend time with my family, especially my husband Todd and our nearly 6-month-old daughter Sadie. We enjoy watching Badger and Packer games, spending time outside, going to summer festivals, and I personally enjoy crafting or household projects.

Thank you!