



WISCONSIN LIVESTOCK  
IDENTIFICATION CONSORTIUM

June 22, 2020

**FOR IMMEDIATE RELEASE**

Contact: Jodi Legge

608.848.1907

jlegge@wiid.org

**WLIC Hosts Virtual Member Meeting**  
*Organization Updates Shared Via Online Platform*

**Madison, WI** – Wisconsin Livestock Identification Consortium (WLIC) held its first-ever virtual annual member meeting on June 18, 2020. Although not the first choice to meet by many, due to the circumstances surrounding COVID-19 the WLIC Board decided the virtual platform would be the best route to ensure the safety of all attendees.

Fortunately, previously scheduled speakers were still able to attend and present on the current status of Wisconsin Agriculture. Deputy Secretary, Randy Romanski, touched on the importance of the partnerships with the Wisconsin Department of Trade and Consumer Protection (DATCP) and organizations such as WLIC to help move the industry forward. As well as Krista Knigge, the Administrator of Agricultural Development for the Department of Agriculture, who focused on resources available to producers through the WI International Agribusiness Center, Wisconsin Farm Center, and the Wisconsin Agriculture and Food Center. They both shared beneficial information that will help us navigate through these unprecedented times.

WLIC soft-launched its new Traceability video that was made possible through a grant from the PDPW Foundation. The informational video was developed to educate producers, industry professionals, and legislators about traceability, how it works, and why it is important to Wisconsin Agriculture. The hard launch of the full video is scheduled to be released in the coming weeks. Please watch for and share the video when you come across it to bolster the efforts made by WLIC.

The online presence of WLIC was made even more substantial with the launch of their brand-new website. The new streamlined website was designed to grow online tag sales as well as promote WLIC memberships. The new site also features members and member profiles, all WLIC board and staff members, as well as an archive of the WLIC weekly newsletter. Registrations can also be accepted via the website which has encouraged many producers to register or renew online which saves WLIC staff time.

The Board of Directors said goodbye to two outgoing members who both served on the board for a total of five years. Keith York, representing Professional Dairy Producers of Wisconsin (PDPW) and Merry-Water Farms, served as the Board Chair. Keith shared his knowledge and



guidance to help lead WLIC forward to be self-sustaining and remain viable. Keith is truly passionate about traceability and has even spent his time advocating for the goals of WLIC. Tod Adams, representing AllFlex USA Inc., was incredibly helpful to WLIC staff with any tag confusion and his efforts were instrumental in launching the new WLIC online store. Tod also served as a great resource for all RFID technology questions.

An election was held, and new board members were also announced during the 2020 meeting. WLIC welcomes back Julie Sweney (FarmFirst Dairy Cooperative) and Mike Salter (Wisconsin Pork Producers) to their second term on the Board. As well as, Matt Crimmins (Johnsonville Sausage), on his first term. Kevin Krentz (Wisconsin Farm Bureau) was named the 2020 Board Chair. Incumbents, Julie Sweney (FarmFirst Dairy Cooperative) will serve again as vice-chair, Dr. Lynn Schultz will too serve again as secretary, and Brenda Murphy (Dairy Farmers of Wisconsin) will serve another term as Treasurer.

To view the recorded meeting please contact Jodi Legge ([jlegge@wiid.org](mailto:jlegge@wiid.org)).

*Wisconsin Livestock Identification Consortium (WLIC) is a private, non-profit (501c3) organization working to protect animal health and prevent the spread of disease through livestock and premises identification and traceability. For more information or to become a member or sponsor, visit [www.wiid.org](http://www.wiid.org) or call 888-808-1910.*

###