

# Wisconsin Dept. of Agriculture, Trade and Consumer Protection: Ripp appointed as DATCP Assistant Deputy Secretary

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Wisconsin Department of Agriculture, Trade and Consumer Protection

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**DATCP NEWS RELEASE: Ripp appointed as DATCP Assistant Deputy Secretary**  
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MADISON – Today Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Sheila Harsdorf announced Keith Ripp as DATCP's Assistant Deputy Secretary. In this role, Ripp will oversee policy development and administration and lead relations with external stakeholders.

"I am happy to appoint Keith as DATCP's Assistant Deputy Secretary," said Harsdorf. "His first-hand experience as a third-generation farmer, small business owner and legislator will be a great asset as we work together to be accessible and responsive to industry and consumer needs."

Ripp will begin his new position on January 1, 2018. Ripp has served as a State Representative since 2008. While in the Assembly, he was chair of the Committee on Transportation, chair of the Committee on Consumer Protection, vice-chair for the Committee on Local Government and a member of the Committee on Agriculture.

"I am proud to be a Wisconsin farmer, and it is truly an honor to now be able to serve the agricultural industry as Assistant Deputy Secretary," said Ripp. "I know DATCP has a wide range of responsibilities. I look forward to working with the agency's knowledgeable staff to address challenges and take advantage of new opportunities."

Ripp is an active member of the agricultural community, having served as a former president and vice-president of both the Wisconsin Soybean Marketing Board and the Wisconsin Corn Growers Association. He was also a former president and co-founder of Badger Agvest and Lodi FFA Alumni. Ripp attended the University of Wisconsin-Madison Farm and Industry Short Course Program after high school. In addition to raising livestock and grain on their family's farm in Lodi, Ripp and his wife, Lori, own and operate a small trucking business. Ripp is the father of three adult children and has two grandchildren.