

# Pfaff campaign: Announces candidacy for 32nd state Senate District

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## *Farm Advocate Will Bring Change to Wisconsin Legislature*

LA CROSSE, WI – Today, Brad Pfaff announced his candidacy for the 32nd State Senate District.

“Growing up on a farm here in La Crosse County taught me that when times are tough, you pull together with your neighbors and you get the job done. These tough times demand real change, not more of the same. I’m running to make sure Wisconsin’s legislature starts doing its job and stops taking us down the wrong road.”

“We need to come together, put partisan pettiness aside and solve problems for the people. We need to fix our roads, lend a hand to family farmers working to make ends meet, keep people healthy, grow the economy and invest in our children. I’ve got deep roots in the community and I work to be a good neighbor. Good neighbors help each other mend fences, they don’t tear each other down. I’ll team up with anyone, of any party, who wants to get things done for our communities. Let’s roll up our sleeves and get to work.”

Brad was raised on a dairy farm in northern La Crosse County and has dedicated his career to Wisconsin farmers and rural communities. He led the implementation of federal crop assistance programs, the Conservation Reserve Program and the federal farm loan programs as the Wisconsin State Executive Director and the

National Deputy Administrator for Farm Programs at the U.S. Department of Agriculture (USDA) Farm Service Agency.

In 2018 he was nominated to serve as the Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary (DATCP) and became the state's first Director of Business and Rural Development in 2019. Amid the ongoing farm crisis, Brad has been a trusted and outspoken advocate for farmers by urging action on mental health assistance, rural broadband access, and sustainable land management practices. Prior to his work for the USDA and DATCP, Brad was a leader in the development of agriculture policy working with former U.S. Senator Herb Kohl and U.S. Representative Ron Kind. Brad and his wife, Betty, live in Onalaska where they raised their two children. Learn more at [www.bradpfaff.com](http://www.bradpfaff.com)