

# WFU: Kerley-de la Cruz signs on as policy coordinator

Posted on Monday, Jul 12, 2021

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**CHIPPEWA FALLS** — Vivienne Kerley-de la Cruz will advocate for family farmers as the new policy coordinator for Wisconsin Farmers Union. The member-driven organization, established in 1930, is committed to enhancing the quality of life for family farmers, rural communities, and all people through educational opportunities, cooperative endeavors, and civic engagement.

Kerley-de la Cruz grew up in San Diego and moved to the Midwest in 2016 to attend Grinnell College. During her time in Iowa, she worked for Immigrant Allies of Marshalltown, a local organization serving immigrants and refugees. She also worked on a number of political campaigns in Iowa and Georgia and spent some time as a Spanish translator at clinics to increase accessibility to COVID-19 vaccines for refugee and immigrant communities.

Kerley-de la Cruz graduated from Grinnell in 2021 as a Bachelor of Arts in Political Science and Latin American Studies. In her free time, she enjoys spending time by the lake, gardening, and cooking for friends.

In her new role, Kerley-de la Cruz will engage WFU members and other stakeholders in policy initiatives that reflect the priorities of WFU's grassroots membership, particularly the Special Orders of Business adopted annually at the State Convention.

“As a former rural organizer, I had the invaluable opportunity to learn and understand the unique hardships for family farmers and rural communities, directly from these folks,” Kerley-de la Cruz said. “So many of the issues that we talk about, from dairy policy reform to antitrust enforcement and from climate change to rural development, we can see that the need for an intersectional approach to tackling

these issues is critical. The Wisconsin Farmers Union has an amazing legacy of catalyzing change for our farmers, and I look forward to helping continue this critical work.”

“Vivienne brings great energy and a passion for organizing around rural issues to her new role,” said WFU Executive Director Julie Keown-Bomar. “Her ability to listen to the needs of farmers and rural residents from all walks of life is notable. She will serve as a strong voice for Farmers Union members at the Capitol and around the countryside.”

Kerley-de la Cruz is based in Madison and can be reached at [vivienne@wisconsinfarmersunion.com](mailto:vivienne@wisconsinfarmersunion.com) or 608-630-6484.

*Wisconsin Farmers Union, a member-driven organization, is committed to enhancing the quality of life for family farmers, rural communities, and all people through educational opportunities, cooperative endeavors, and civic engagement. Learn more at [www.wisconsinfarmersunion.com](http://www.wisconsinfarmersunion.com).*