

Wisconsin Farm Bureau: Ripp joins staff, Gefvert takes new role

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Keith Ripp has been hired as the Executive Director of Governmental Relations for Wisconsin Farm Bureau Federation.

Ripp brings with him nine years of experience as a state legislator and one year as the Assistant Deputy Secretary of Wisconsin's Department of Agriculture, Trade and Consumer Protection. Ripp manages Ripp Farms LLC, a crop and dairy heifer farm, with his family.

As WFBF's Executive Director of Governmental Relations Ripp will oversee lobbying efforts on the state level. In addition, he will be working on local issues and with county Farm Bureau members on policy and governmental initiatives.

"We are pleased to be adding Keith's experience to our team, especially his knowledge on local issues," said WFBF Chief Administrative Officer Kim Pokorny. "He brings a strong voice to our lobbying team and, as a farmer, will be able to serve our members well at the Capitol."

Ripp lives near Lodi with his wife, Lori. He has three grown children and four grandchildren.

Ripp will begin his duties on October 18. He succeeds Karen Gefvert who is now WFBF's Innovation and Engagement Strategist.

Gefvert will begin her new role on October 18. This new position will focus on political strategy and building engagement with farmers and their legislators.

"We serve our members to the best of our abilities," added Pokorny. "We are constantly evaluating how we can look to the future and be more proactive for our membership. This new position will help us be successful in that pursuit."

Gefvert and her husband, Brad, live near Fort Atkinson with their five children. She has worked for WFBF since 2011.

Made up of 61 county Farm Bureaus, the Wisconsin Farm Bureau Federation is the state's largest general farm organization representing farms of every size, commodity and management style.