

**FOR IMMEDIATE RELEASE**
May 13, 2025

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**Danielle Endvick Named Executive Director of Wisconsin Farmers Union**

CHIPPEWA FALLS, WI – Wisconsin Farmers Union (WFU) is proud to announce that Danielle Endvick has been named the organization’s next Executive Director. Endvick will step into the role in mid-May, following the retirement of current Executive Director Julie Keown-Bomar, who has led WFU since 2017.

Endvick is no stranger to WFU or to Wisconsin agriculture. She joined the organization in 2014 and has served in several key roles, including Communications Director and most recently Director of Development. A graduate of UW–River Falls, Endvick grew up on a small dairy farm in northern Wisconsin and brings more than a decade of experience in agricultural journalism, nonprofit leadership, and rural advocacy. She now lives on her family farm—the Runamuck Ranch in Chippewa County—where she and her husband raise beef cattle, chickens, and their two sons.

“I’m honored to be stepping into the Executive Director role and to carry forward the incredible work that Julie, the staff, and the board have done to grow Wisconsin Farmers Union over the past seven years,” Endvick said. “WFU’s mission has always been deeply personal to me, and I’m excited to build on that strong foundation as we work to support family farmers and vibrant rural communities across the state.”

Keown-Bomar’s tenure marked a period of significant growth and transformation for WFU, including the launch of the Market on River project, expansion of membership and staff, and strengthened advocacy at both the state and national levels. She cited Endvick’s commitment to the organization’s grassroots mission and strong relationships across the agricultural landscape as key assets for the transition.

“Danielle brings deep knowledge of Wisconsin agriculture, strong connections with our members, and a passion for rural communities,” said WFU President Darin Von Ruden. “She has played an essential role in shaping our voice and vision over the past decade, and we are confident she will guide Wisconsin Farmers Union with the same integrity, creativity, and tenacity that have made her a trusted leader within our organization.”

Endvick will work alongside Keown-Bomar through mid-June to ensure a smooth leadership transition.

*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. For more information visit:* [*www.wisconsinfarmersunion.com*](http://www.wisconsinfarmersunion.com)*.*

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