

# WALSAA DALUGE RED JACKET AWARD

## Congratulations to Julie Larson!



*Julie Larson, 2025 Recipient*

WALSAA will present the ninth WALSAA Daluge Red Jacket Award to Julie Larson at the Fire-Up event on September 20. "Julie Larson embodies the very best of what it means to be a CALS alumna and WALSAA leader. During her six years on our board, including three years as chair of the Marketing & Development Committee, she brought unmatched passion and vision to strengthening our alumni community. Julie's leadership, service, and lifelong dedication to dairy make her a truly deserving recipient of the prestigious WALSAA Daluge Red Jacket Award, and it is an honor to celebrate her with this recognition," shares WALSAA President June Roush.

Julie Larson leads the U.S. commercial business for Connecterra, a part of the Smart Farming product portfolio at Datamars. Connecterra is a smart dairy platform using AI to turn farm data into actionable insights, helping farmers optimize herd health, productivity and sustainability. Her work is grounded in a lifelong commitment and passion for dairy farmers and the dairy industry.

Larson is a dedicated contributor to the agricultural and dairy communities, having held board roles with organizations including WALSAA, World Dairy Expo, National Dairy Shrine, Association of Women in Agriculture (AWA), Wisconsin FFA Foundation, Wisconsin 4-H Foundation, and the Wisconsin FFA Alumni Council. She also was a founding member of the Vernon County Dairy Youth Fund and started the Vernon County Agriculture Women's Group and has spent many years coaching 4-H and FFA dairy judging teams.

A proud alumna of the UW-Madison, Julie earned her degree in Agricultural Extension Education. She and her husband, Kevin Larson, a Corteva Agri-Science sales agent and farmer, operate a small dairy, beef and crop farm outside Viroqua, Wisconsin. They are parents to Thomas (CALS alum) and Katherine, both of whom work in agriculture, holding degrees in the field and careers as a Software Test Engineer and Dairy Calf Specialist, respectively.

The WALSAA Daluge Red Jacket Award honors Rick and Peggy Daluge. Rick was WALSAA's Executive Director for many years and a founding member of the National Agricultural Alumni and Development Association (NAADA). Rick served as CALS Placement Director and CALS Assistant Dean before retiring as FISC Director in 2008. A red jacket is presented in honor of someone who has made a significant contribution to WALSAA and the future of the organization.

To be a part of Larson's recognition on September 20, visit: **WALSAA.org** to purchase tickets for the Fire-Up event.