

Erica Crouch

Hello! My name is Erica Crouch and I have been involved with World Beef Expo for several years. In 2017, I served as an Open Show Superintendent and in February of 2018 I was elected to the World Beef Expo board.

I grew up in Wisconsin Rapids, WI where my family owns an eleven-acre hobby farm. My siblings and I showed pigs and cattle at the local, state and national level and were members of our local 4-H and FFA chapters. I attended Black Hawk College in Kewanee, IL and received my Associates degree before continuing my education at Western Illinois University in Macomb, IL. I graduated from Western Illinois University with a Bachelor's degree in Agriculture Science. Today, I live in Johnson Creek, WI where I work as the Midwest Territory Sales Manager for the F.L. Emmert Company/ShowBloom. My job allows me to be a part of an industry that has provided me endless opportunities throughout my life.

As many know, it takes countless hands to put on an event of this magnitude but the endless support of volunteers and industry sponsors is what makes it all possible. I have thoroughly enjoyed being involved with the World Beef Expo Team and am excited for what the future holds for this tremendous show.