

Julie Roy

Author, Speaker, and Business Coach

Alpaca Julie specializes in training alpaca farm owners on creating the path to consistent cash with their animals and farm services. She is known as a trailblazer in farm business education with monthly webinars, group programs, Done-With-You-Coaching, and one-on-one coaching services. She is the author of numerous eBooks about growing your farm business.

Julie & her husband, Don Roy, started their alpaca venture (Alpacas of Anza Valley in southern CA) in the fall of 2004. They raised a herd of show-quality alpacas until their retirement in 2017. They not only survived the economic downturn of 2008 – 2010, but they also thrived by pivoting their business model.

Julie was an active board member of SoCalpaca and the yearly show manager for the last two years that SoCalpaca was an active AOA Affiliate. Julie also authored the popular audiobook series Alpaca Business Secrets, the newsletter Profiting with Alpacas, and the eBook, Alpacas Made Simple.

As a recently retired alpaca farm owner, she devotes her time to sharing her experiences. Julie came out of retirement at the start of the Pandemic to specialize in helping alpaca owners find the paths to their Goldmines. She believes that every farm is a potential Goldmine and, with the right strategy, can create the momentum for a steady profit.

Testimonies

Lisa Prozzo, 3/28/22 on the Facebook Group Alpaca Business community

“I own Andean Dawn Alpacas and have nearly 30 alpacas on my farm in Massachusetts. I have recently found Julie Roy. Not only have I joined her group, but I also went on to participate in the Inner Circle and have utilized the option to have private Zoom sessions with her. Julie is a fount of knowledge and as a communicator she is gifted at helping me fine tune my focus inside my topics of concern. ~~ Julie always gives extra and that seems to be her nature.”

Dianna Jordan, Alpacas of Somerset Farm

“I have had the privilege of watching and listening to Julie brainstorming and developing her programs. Her dedication to and enthusiasm for helping others grow their business is genuine. I highly recommend her programs.”

Art Bradford, Autumn Wind Alpacas

“Julie's years in the alpaca business has given her a wealth of knowledge on everything alpaca. This is a valuable resource for someone starting out with alpacas as a hobby or a business or someone already in business but could use help in fine tuning to bring the business to the next level.

A good mentor / teacher will save you time and money and give you a good foundation to build on. I would recommend Julie as that mentor / teacher, as she has helped us greatly.”

Susie Townley, Crimson Ranch Suri Alpacas

"Working with Julie has been a blessing. I had struggled, wondering how I could possibly earn enough to care for my herd, let alone make a profit. Since I began to work with Julie, I have renewed hope as I begin to implement all the new ideas, she has presented to me.”