



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Sheila E. Harsdorf, Secretary

DATE: July 24, 2018
TO: Board of Agriculture, Trade and Consumer Protection
FROM: Krista Knigge, Administrator, Division of Agricultural Development *Krista Knigge*
SUBJECT: Introduction of the 71st Alice in Dairyland, Kaitlyn Riley
TO BE PRESENTED BY: Kaitlyn Riley, 71st Alice in Dairyland
RECOMMENDATION / REQUESTED ACTION: Information only

71st Alice in Dairyland – Kaitlyn Riley currently serves as Wisconsin's 71st Alice in Dairyland. As Wisconsin's agricultural ambassador, she will educate audiences across the state about agriculture's \$88.3 billion economic impact upon the state of Wisconsin, as well as the importance of our state's diverse agriculture industry on our daily lives.

Kaitlyn Riley, Gays Mills, gained a passion for Wisconsin agriculture and developed a strong work ethic growing up on her family's registered Jersey dairy farm. Desirous of sharing the story of this state's rich tradition of farming and agriculture, Ms. Riley studied strategic communications and broadcast journalism at the University of Wisconsin-Madison. In college, Ms. Riley held officer positions with the Association of Women in Agriculture and the Badger Dairy Club. She also founded the university's first agricultural radio talk show, called AgChat.

After graduating with honors in May of 2014, Ms. Riley served as the 48th Wisconsin Fairest of the Fairs. Her passion for the fair industry and agri-tourism stemmed from years of showing cattle at the local, state, and national levels. Professionally, Ms. Riley worked as the farm news director at WPRE-WQPC Radio in Prairie du Chien and as a multimedia journalist with WQOW News 18 in Eau Claire. In May of 2017, she returned to the family farm to manage calf and heifer care. She continued sharing the stories of agriculture through freelance writing for Hoard's Dairyman. Ms. Riley volunteers with agricultural organizations such as the Crawford County Dairy Promoters, Crawford County Livestock Camp Committee, and the Wisconsin Farm Bureau Federation.

Program Direction and Partnerships – Alice in Dairyland is Wisconsin's agricultural ambassador with a mission to support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment, and quality of life in Wisconsin. Throughout the year, Alice participates in industry trainings, speaks at community events, maintains a social media presence, and plans media campaigns to share that knowledge with consumers.

The Dairy Farmers of Wisconsin (DFW, also known as the WMMB, Inc.) continues to serve as a major program partner for the fourteenth year. Alice will work with DFW in promoting Wisconsin as America's Dairyland through numerous events and media promotions. To encourage the use of ethanol, Alice will drive an E-85 flex-

Agriculture generates \$88 billion for Wisconsin

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fuel Ford Explorer, made possible through a partnership with the Wisconsin Corn Promotion Board. The program also benefits from partnerships with the Kettle Moraine Mink Breeders Association, Wisconsin Jewelers Association, and the Something Special *from* Wisconsin™ program.

Key Messages – Throughout the year, Alice will focus on key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

Key message #1: Dairy

Wisconsin's dairy industry contributes to our state's economy, culture, and future. Ninety-six percent of Wisconsin dairy farms are family-owned. The state's cheesemakers produce more than a quarter of the nation's cheese, including specialty cheeses that win awards around the world.

Key message #2: Jobs

About one in nine people working in Wisconsin hold a job related to agriculture. There is a place for everyone who wants to work in Wisconsin agriculture. Every job in agriculture supports nearly an additional 1.5 jobs elsewhere in Wisconsin.

Key message #3: International

Wisconsin agriculture is known for the quantity and quality of its products. The value of Wisconsin's agricultural exports increased more than three percent in 2017. Wisconsin currently ranks 12th nationally in agricultural exports.

Key message #4: Diversity

The diversity of Wisconsin's agriculture industry is our greatest strength. Wisconsin ranks first in the nation in the production of ginseng, cranberries, cheese, and more. Wisconsin needs farms of all types, sizes, and production methods to be successful.

Key message #5: Food safety

Consumers have many choices when purchasing food. Wisconsin's farmers and processors provide a safe, wholesome, and secure food supply for your family.

Key message #6: Market development

As farmers continue to be more efficient and productive, we continue to seek new domestic and international markets for Wisconsin's quality agricultural products. Wisconsin's farms and agribusinesses sell their goods to nearly 150 countries around the world.

Key Performance Goals

During her year as Alice, Kaitlyn Riley will work towards the goals of completing:

- Internet Postings: 1000
- TV Interviews: 60
- Radio Interviews: 120
- Print Articles: 60

Selection of the 72nd Alice in Dairyland – The 72nd Alice in Dairyland Finals will be held in Green County, Wisconsin, May 9 – 11, 2019.