



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**  
Ben Brancel, Secretary

**DATE:** May 11, 2017

**TO:** Board of Wisconsin Department of Agriculture, Trade and Consumer Protection

**FROM:** Ben Brancel, Secretary *Ben Brancel*  
Dan Smith, Administrator, Division of Agricultural Development *Dan Smith*

**SUBJECT:** End of the Year Summary, Alice in Dairyland

**PRESENTED BY:** Ann O'Leary, 69<sup>th</sup> Alice in Dairyland

**RECOMMENDATIONS/REQUESTED ACTION:** Information only

**SUMMARY/BACKGROUND:**

**Introduction**

Alice in Dairyland is a public relations professional, serving as Wisconsin's Agriculture Ambassador, with the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade and Consumer Protection ("Department").

Alice in Dairyland ("Alice") works for one year as a contract employee of the Department. Ann O'Leary's year began in June, 2016 and will end in June, 2017. During the year as "Alice," she promotes Wisconsin Agriculture and works on behalf of our state's farmers and agribusinesses.

Alice is a unique and important part of Wisconsin's promotional and information efforts, connecting consumers to agriculture by conducting media interviews, speaking at urban and rural community events and educating students.

Since the Alice in Dairyland program's beginning in 1948, the position has continued to expand. For almost seven decades, she has evolved into an icon promoting Wisconsin's food, fuel and fiber.

**Mission Statement**

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.

**69th Alice in Dairyland**

Ann O'Leary is serving as the 69th Alice in Dairyland. As Wisconsin's Agricultural Ambassador, she educates audiences across Wisconsin about the \$88.3 billion economic impact and importance of our state's diverse agriculture industry on our daily lives.

O'Leary grew up in Evansville, showing Jerseys and Holsteins at the county, district, and state level. She was heavily involved in the Rock County Jr. Holstein Association and the Rock County 4-H Program and served as

*Agriculture generates \$88 billion for Wisconsin*

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the 2009 Rock County 4-H Fair Queen. O'Leary studied Biology and Neuroscience at Carthage College and graduated with All College Honors in May, 2014. Ann volunteers with the Rock County 4-H Program and serves on the Carthage College Alumni Council. In her spare time, she enjoys reading, water skiing, and spending time with family.

### **Key Messages**

Throughout the year, Ann focused on three key messages that reflect the goals and work plan of the Department, adapting them based on the audience:

- Buying Wisconsin-grown and produced products supports Wisconsin agriculture and local farmers, producers, communities, and economies.
- Agriculture is a diverse industry that is vital to Wisconsin's economic development, with an annual \$88.3 billion impact.
- Wisconsin consumers know the value and quality of Wisconsin agricultural products, and so do people around the world. Wisconsin exported more than \$3.6 billion in agricultural products to more than 145 countries in 2014.

### **Goals**

*Goal 1:* Generate media coverage with 60 television interviews, 120 radio interviews, 60 print interviews, and 1000 internet postings targeting the Alice in Dairyland key messages or incorporating the missions of Alice, Division of Agricultural Development or the Department.

*Result:* Generated media coverage with 127 television interviews, 136 radio interviews, 72 print interviews and 1104 internet postings featuring key messages.

Social Media: O'Leary continued to enhance the visibility of agriculture and the Alice program through the use of social media, specifically focusing on Facebook, Instagram, and Twitter. During her year so far, the Alice Facebook page increased by over 410 followers and Instagram has increased by over 900 followers. The top individual post on Facebook was viewed by 25,000 users.

*Goal 2:* Give speeches to diverse audiences including at least one of the key messages.

*Result:* Gave 183 speeches that included at least one of the key messages.

Audiences ranged from preschool students through senior citizen organizations in both rural and urban settings.

*Goal 3:* Develop and execute 3 industry media blitzes.

*Result:* Developed and executed 4 industry media blitzes.

July: Faces of Wisconsin Agriculture (Agricultural Careers)

October: Soybeans

November/December: Something Special *from* Wisconsin™

February: Steins and Vines

Each of these campaigns included an intensive 2-4 weeks dedicated to media stops promoting various facets of Wisconsin agriculture. O'Leary committed herself to enhancing the Alice media list and secured repeat interviews with many new news outlets across the state. These contacts will be passed on to the next Alice for continued growth.

### **Program Direction and Partnerships**

Alice accomplishes her goals through the support of many Wisconsin partner organizations.

To encourage the use of ethanol, O'Leary has driven an E-85 flex-fuel Ford Explorer, made possible through a partnership with the **Wisconsin Corn Promotion Board**. To date, she has traveled more than 32,000 miles to hundreds of events while fueling up with E-85, a renewable fuel made from locally grown corn. E-85 is a blend of 85 percent ethyl alcohol and 15 percent gasoline that is produced from the starch in agricultural products such as corn and switch grass.

The **Wisconsin Milk Marketing Board** ("WMMB") created the programming O'Leary presented to almost 10,000 students over 12 "blitz" weeks from January through May. In the fourth grade classrooms, a program called "Mapping a Healthy Wisconsin" educates students about healthy foods grown in Wisconsin through a trivia game format. WMMB puts this presentation together and provides the Alice program with training, materials, and support in addition to providing financial support for the program.

The **Kettle Moraine Mink Breeders Association** provided O'Leary with a mink coat, custom made for her after she learned about the mink industry. Wisconsin is known for having some of the highest-quality mink pelts in the world. The coat promotes Wisconsin's mink ranchers and the number one ranking in production and sales of mink pelts.

The **Midwest Jewelers Association**, formerly the Wisconsin Jewelers Association, helps to increase the visibility and impact of Alice in Dairyland with the use of specially designed tiara and brooch. The tiara, made of 14 karat gold and platinum, has three scallops lined in 90 diamonds and features the amethyst and citrine stones which are indigenous to Wisconsin.

The **Wisconsin Soybean Marketing Board** partnered with the Alice in Dairyland program to promote Wisconsin soybeans. The September Soybean Month media campaign highlighted some of the many uses for soy as well as the nutritional benefits.

### **Selection of the 70<sup>th</sup> Alice in Dairyland**

The 70<sup>th</sup> Alice in Dairyland Finals were held in Brown County, May 11-13, 2017.

The success of the Alice in Dairyland program is dependent on partnerships that offer financial and educational support.

The program welcomes feedback from the Board in its ongoing efforts to continue building partnerships, which will maximize the benefits to the agriculture community.