



DATCP Board Update: July 23, 2020

Year in Review: Abigail Martin, 72nd Alice in Dairyland
Program Overview: Jayne Krull and Debbie Gegare
Introduction of Julia Nunes, 73rd Alice in Dairyland

New Alice Initiatives

Changing the cycle of the Alice in Dairyland program

- While the Alice Finals will continue to happen in mid-May each year, the new Alice will not begin her role until early July. This allows the current, more seasoned Alice to end *after* the all-important and busy June Dairy Month, rather than begin with it.

Agricultural Marketing & Communications Certification

- To better reflect the high value and work the Top Candidates go through in the Alice selection process, DATCP initiated this new certification program from the State of Wisconsin.
- Our staff hosted live online learning modules each week for the 14 weeks leading up to Finals.
- The modules covered a wide range of topics: writing articles and blogs, public speaking, TV and radio, media content, video production for social media. Guest speakers also included representatives from Wisconsin's top commodities, teaching the Candidates about their product/industry and the impact to our state.

Process improvement – making the Alice selection process easier for our Top Candidates

- Moved preliminary interviews to Saturday
- Skype capability / Sharepoint and OneDrive sites for Top Candidates
- Agribusiness tours changed to vlogs as part of Alice selection criteria

Alice website and Facebook page updating

Strengthening our Alice Partnerships

- Our Partners are very pleased with the above-mentioned initiatives
- Working with our Partners to develop meaningful collaborations in support of the program

New virtual content, reaching larger audiences, old and new

- We will expand our reach through social media, like we experienced this year with our Virtual June Dairy Month Breakfast, Virtual Farm Tour, and other features. This includes finding new ways to feature events that are typically in-person like State Fair, Farm Tours, school visits, etc.

Alice Finals

Due to the COVID-19 pandemic, it was a very different year for the Alice in Dairyland Finals

- Finals were delayed until June 19-20; Abigail agreed to stay on an extra two months (until 7/31)
- Event room limited to 10 people instead of the typical 300-400 audience size in past Finals
- Friday night Q&A Session & Saturday night Finale were livestreamed over Alice Facebook page
 - More than 300 people watched live, with a total reach of almost 14,000 people!

Alice ⁱⁿ Dairyland

(and a month and three days)

A Year ^ in Review

Abigail Martin • 72nd Alice in Dairyland





Highlights



Traditional Media Impact

- **630** Radio Interview Impressions
 - Goal: 120
- **111** TV Interview Impressions
 - Goal: 60
- **92** Print Articles/Interviews
 - Goal: 60
- **282** Speeches
- **131** Events Attended
 - People Reached: **1,508,009**



Media Campaigns

July

We All Scream for Wisconsin Ice Cream

- **Key Message:** Celebrate National Ice Cream Month by choosing Wisconsin ice cream
- Demonstrations highlighted how to put together an All-Wisconsin ice cream sundae bar



Media Campaigns

September

Sustainable Products from a Farmer's Gate to a Consumer's Plate

- **Key Message:** Wisconsin agriculturists work hard to ensure their products are produced safe and sustainably
- Potato salad recipe incorporated Alsum Potatoes and Crave Brothers Farmstead Cheese



Media Campaigns

November/December

Bring Something Special *from Wisconsin*[™] Home for the Holidays

- **Key Message:** Buying local gifts during the holiday season supports Wisconsin businesses and keeps dollar local
- 28 Participating SSfW companies



Media Campaigns

February

Wisconsin's Leaders in Environmental Stewardship

- **Key Message:** Dairy farmers care for the land, the water, and their environmental resources
- Traveling model demonstrated how cover crops help farmers care for their top soil



Media Campaigns

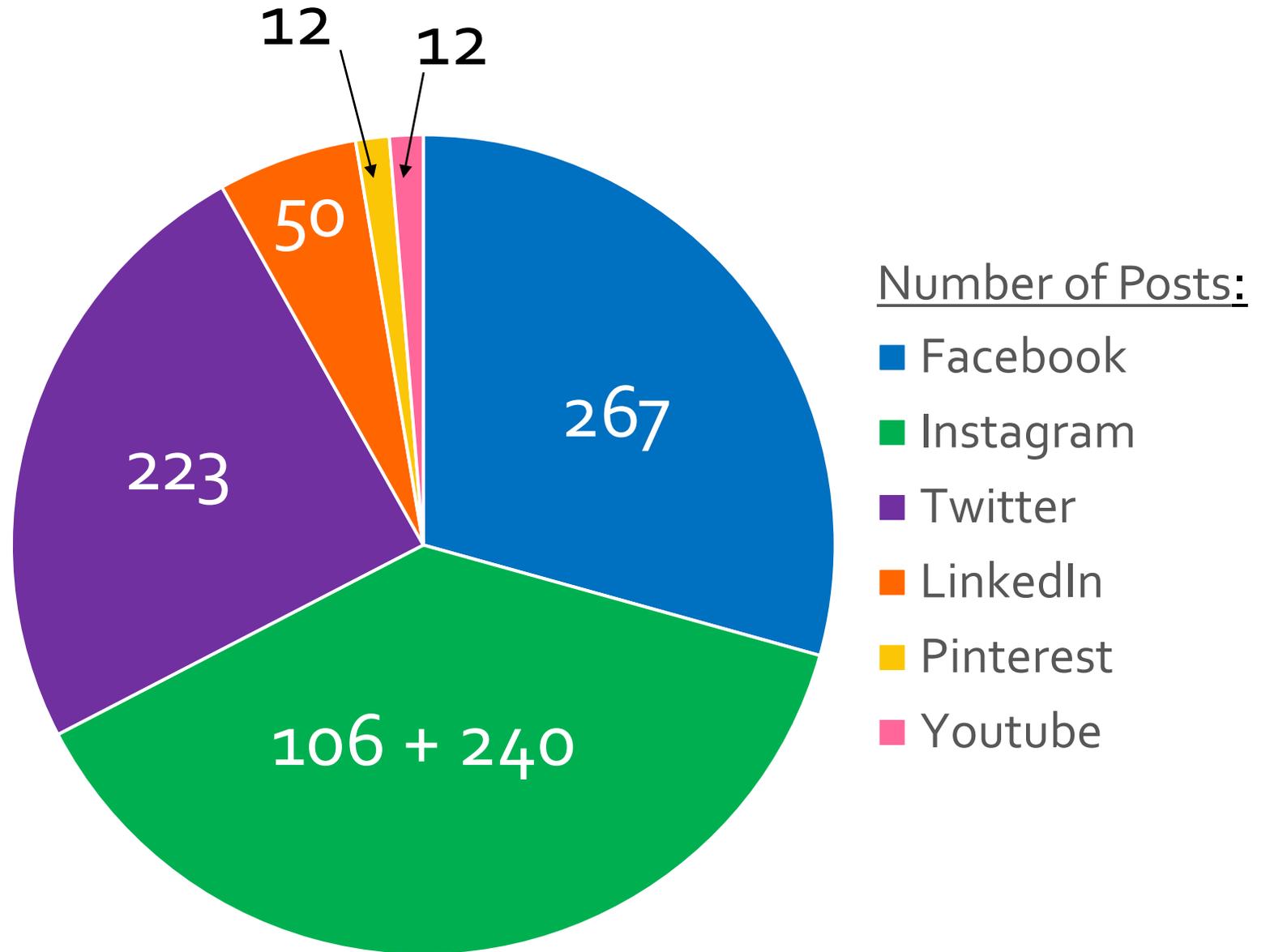
April/May

Wisconsin Farmers are Still Farming

- **Key Message:** Agriculture is essential, and despite the COVID-19 pandemic, Wisconsin agriculture continues on



Social Media Impact



Social Media Impact

- Total Impressions
 - Facebook: **1,005,817**
 - Twitter: **146,500**
- Virtual Dairy Breakfast
 - 44,500 people reached with over 300 comments



Program Partners



Wisconsin Corn
Promotion Board

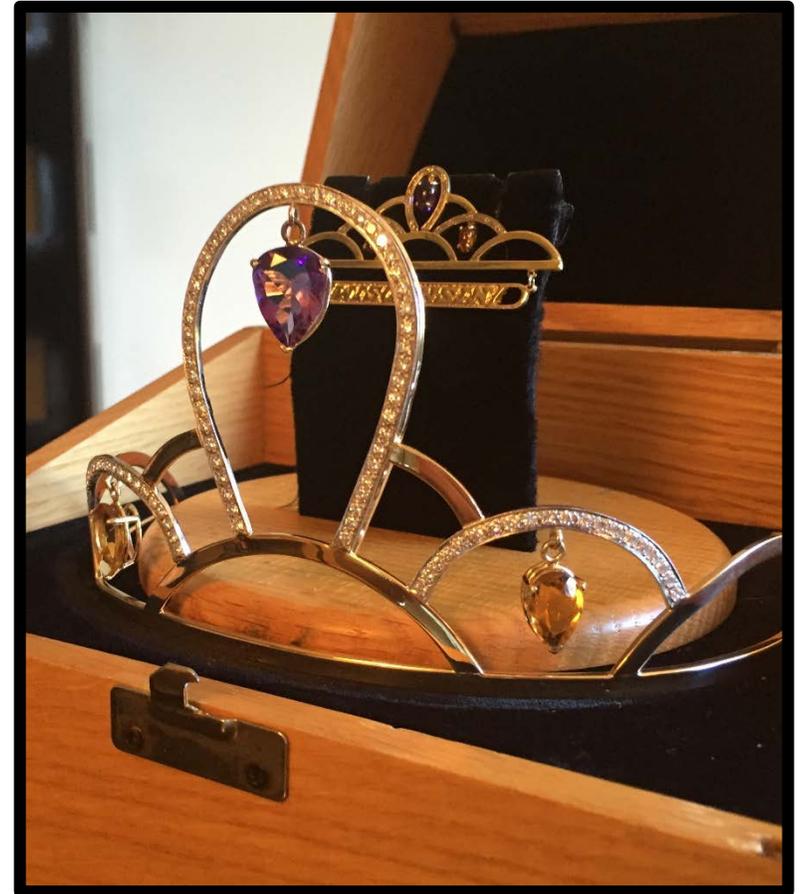


Kettle Moraine Mink
Breeders Association

Program Partners



Dairy Farmers of
Wisconsin



Midwest Jewelers
Association



Thank You,
DATCP!

