

WISCONSIN DEPARTMENT OF  
AGRICULTURE, TRADE AND  
CONSUMER PROTECTION  
FINAL REPORT



Teyanna Loether  
68th Alice in Dairyland  
2015-2016

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*Greetings Wisconsin Department of Agriculture, Trade, & Consumer Protection!*

It has truly been my honor and privilege to serve as Wisconsin’s agriculture ambassador, and to tell the story of our state’s diverse \$88.3 billion agriculture community to audiences of all ages and backgrounds. My roots in agriculture sprouted from a herd of 120 dairy cows along the banks of the Wisconsin River in Sauk City. This year as the 68<sup>th</sup> Alice in Dairyland has allowed me to spread my wings in agriculture; from cranberries and ginseng to hops and mink, I have re-discovered the diversity of America’s Dairyland.

Within all of the miles, moments, and smiles, what I will remember the most from my year as the 68<sup>th</sup> Alice are the people I met. I spent the “Best 11 Days of Summer” bringing Wisconsin agriculture to more than one million state fairgoers. Visiting 10,000 4<sup>th</sup> grade students from the small town of Chilton to the big city of Milwaukee showed me the wonders of Wisconsin agriculture through curious and intuitive minds.

Some of my favorite memories were when a one-on-one conversation would begin as I walked through the cow barns at the State Fair, stood at the pump fueling up Ethyl with E-85, or handed out cheese sticks at the end of a classroom presentation. Or when a ten-year-old boy would come to me and say, “Miss Alice, look what I brought to school to show you today!” and take out a folded up photo of his blue ribbon show heifer from the county fair. These were precious moments where rather than telling the story, I was listening.

It was then that I heard and felt the excitement, the passion, the pride for Wisconsin agriculture that you can’t put into numbers or rankings. The story of the people behind the process is what we must continue to tell in order to connect our farmer’s gate to the consumer’s plate.

Woven between hundreds of speeches, school visits, television and radio interviews, social media work, and conversations, I was able to tell the story of America’s Dairyland. I always made it my goal to highlight the people behind the process, and the passion and pride at the root of it.

I am bursting with pride for our \$88.3 billion agriculture community. Thank you, from the bottom of my heart. This isn’t a “goodbye” but rather an “I’ll see you later.” I am proud to be an advocate for agriculture today, tomorrow, and always!

Sincerely,



*Teyanna Loether, 68<sup>th</sup> Alice in Dairyland*

Wisconsin Department of Agriculture, Trade and Consumer Protection

## A Summary in Numbers

<b>Speeches with Key Message</b>	<b>186</b>
<b>Television Interviews</b>	<b>66</b>
<b>Radio Interviews</b>	<b>151</b>
<b>Print Articles</b>	<b>70</b>
<b>Social Media Posts (Facebook, Twitter, Blog)</b>	<b>1,017</b>
<b>Total Students Visited</b>	<b>11,869</b>
<b>Miles Driven</b>	<b>33,879</b>
<b>Gallons of E-85</b>	<b>2,300</b>
<b>The Year of A Lifetime</b>	<b>Priceless</b>



## Recipes from Alice

Nothing brings people together quite like food. The dinner table is a place where we share laughter and love, joy and sorrow, and make memories that last lifetimes. In many farming families, it's the place where we discuss the all-important weather, conduct "business", and then sit back with full stomachs and happy hearts. Over the years my family has connected by sharing recipes. The best kind are those hand-written or typed on a typewriter, complete with smudges, stains, and smears. To connect our consumers with where their food is coming from in a creative way, this year I developed Recipes from Alice.

Each month on social media I released a new Recipe and at the end of the year compiled a complete works that also featured recipes from people I worked with in agriculture throughout the year.

I've had the privilege of learning the ropes from the best chefs I know; my Great Grandparents owned and operated Lang's Restaurant in Sauk City ("The Place Where the Food's Just Right and the Greyhound Stops at the Traffic Light!"), my Grandma Marx fed a farming family with eight children each day, my Aunt Jenny ran the best pizza joint in town throughout my childhood, and my mom is famous for hearty home-cooked meals built for an army. My husband is even a better cook than I am!



My book of Recipes from Alice is dedicated to my Grandpa Lou. He was truly my inspiration for this concept to commemorate a year as Wisconsin's Agriculture Ambassador. Along with many of the recipes you'll find here, he was famous for his ham salad, homemade baked beans, and love of all things pickled. He was so proud when I became the 68<sup>th</sup> Alice and never missed watching a Sunday morning TV segment. I have a vivid memory of sitting at his kitchen table with him and my grandma discussing my idea for "Recipes from Alice" last year in May.

Each Recipe from Alice highlights products and ingredients that are grown, processed, and produced right here in Wisconsin. Whether you're buying fresh food from the grocery store, farmer's market, local farm, conventional or organic, my goal is to help you learn more about the food on your plate and the people behind it.

Along with the ingredients comes a story—perhaps of where the recipe came from, how the Wisconsin-made ingredients impact our economy, or of the people and processes involved. My hope is that the recipes will find their way into someone else's story, too.

Bon appétit!

## *Garlic & Goat Cheese Spread*

Teyanna Loether, 68<sup>th</sup> Alice in Dairyland

*This appetizer was introduced to my family by the Coquard Family, the winemakers and distillers of Wollersheim Winery and Wollersheim Distillery. It's now become a well-loved, staple holiday appetizer for our family, and it disappears as fast as it can be made.*

*The true stars of this dish are the garlic and goat cheese. Wisconsin has roughly 150 garlic farms and in contrast to many other crops, the winter months happen to be the most crucial time of year for a good garlic growing season. Garlic is planted in the fall about three weeks prior to the ground freezing and most of the more than 600 types of garlic require at least 40 days under 40°F. While we are dreaming of a White Christmas this year, our garlic farmers are hoping temperatures work in their favor as well!*

*Wisconsin also ranks #1 in the nation for the number of dairy goats, which provides our 126 cheese plants with wholesome goat milk for making delicious cheese. As we are the #2 state for overall vegetable processing, a wide variety of veggies can be found locally— we rank #1 for carrots, potatoes, and green beans! Wisconsin is home to roughly 450 acres of bell peppers. You can see how an annual tradition can turn into a dish made with many local ingredients.*

### **Ingredients**

- 8 oz fresh goat chèvre
- One roasted red pepper, diced
- One garlic bulb, roasted
- Basil, chopped
- Olive oil



### **Directions**

1. Preheat oven to 375°F.
2. Roasting garlic: cut top of garlic bulb off so that tops of each clove are exposed. Drizzle with olive oil and wrap entire bulb in tinfoil. Bake in oven for approximately 30-35 minutes, or until fragrant and slightly soft.
3. Remove garlic bulb but leave oven set at 375°F. Once bulb is cool, unwrap from tinfoil. Gently squeeze the bulb from the bottom and cloves will easily slide out. Set whole, roasted cloves aside. Cloves can either be kept whole or rough chopped if desired.
4. Place goat cheese in an ungreased baking dish. Top with roasted red pepper, garlic cloves, basil to taste, and drizzle with olive oil. Bake uncovered in oven for 15 minutes, or until goat cheese is soft and warm. Serve with a warm baguette or crackers.

## *Grandpa Lou's Onion Skin Eggs*

Teyanna Loether, 68<sup>th</sup> Alice in Dairyland

*For as long as my family can remember, my grandpa colored his Easter Eggs in one of the most unique ways: with onion skins. In the weeks prior to Easter, he would raid the bottom of the onion bins at the grocery store to gather the skins. I have vivid memories of walking into my grandparent's house where a steaming pot full of onion skins and eggs was boiling.*



*This was the first Easter where my grandpa was not with us. He wasn't here in person to make his famous brown eggs, Easter ham, or baked beans for dinner. But, these are the times when it becomes our turn to carry on our family traditions in our loved one's honor and memory. As I was digging through the onion bins at four different grocery stores, memories of my grandpa flashed across my mind. It was almost cathartic, healing in a sense, knowing he would be so proud to see his Alice hard boiling eggs the way he would every year.*

*Eggs are the ultimate "protein bullet" with 6.1 grams of protein in each egg. In 2014, Wisconsin was home to 5.11 million laying hens, which resulted in the production of 1.45 billion eggs. Hard boiling eggs in onion peels not only gives them a unique color, but a unique flavor as well. They're perfect as the centerpiece for your Easter table, sliced on top of greens, or mashed into delicious egg salad for sandwiches.*

### **Ingredients**

Onion skins-- as many as you can fit into your pot. The more the merrier!

18 Eggs

### **Directions**

Cover bottom of your stock pot with a thick layer of onion skins. Gently place a layer of eggs over skins. Repeat layering onion skins and eggs until pot is full. Fill with water once layers are in place and bring to a boil.

Once water is boiling, turn down to low. Let cook on low for 3-4 hours, or until eggs are desired color. The longer you let them cook and soak on low, the darker they will color.

**\*\*hint:** if some eggs crack during the process, that's o.k.! It will actually allow the onion coloring, and flavoring, to seep into the hardboiled egg. These eggs are special, for they often have a stronger onion flavor. Sometimes my grandpa would even purposely tap on the eggs once they were hardboiled to let more flavor in!

## Notable Events

### **Brodhead FFA Food for America**

As a part of my graduate school experience, I received a Delta Certificate in Research, Teaching, and Learning. I took courses in education, and completed an internship where I investigated how inquiry-based science education impacted student learning in a hands-on animal sciences laboratory. Whether my audience is college freshmen or fourth graders, I've found this experience to come in quite handy as Alice.



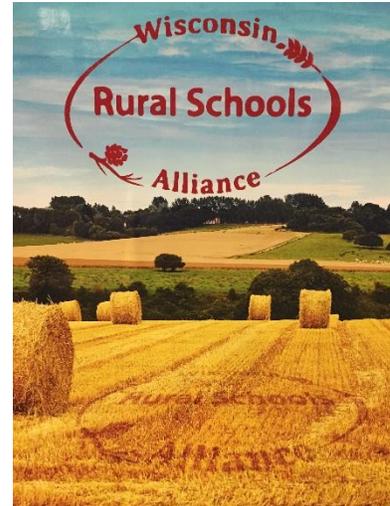
For the Brodhead FFA Food for America Day at the Farm, I created an interactive station where students learned about the impact our pollinators have on Wisconsin agriculture. Out in the field, I created images of various Wisconsin foods and flowers that honeybees pollinate. I then asked the students to use their imagination and pretend they were the honeybees, traveling from our hive out to the field. As they picked up "pollen" they learned about which Wisconsin fruits, vegetables, and crops are pollinated in the process.



Soon, I noticed my fourth graders flying their wings and buzzing like honeybees as they were learning. They were embodying the concept of pollination and how our busy honeybees impact Wisconsin agriculture. This day with the Brodhead FFA showed me that providing a hands-on experience with topics in agriculture is certainly a way to connect the farmer's gate to the consumer's plate, no matter the age or grade level. The excitement in the field could be felt by all, including me!

## Wisconsin Rural Schools Alliance Keynote Speech

As Alice, I was invited to attend the Wisconsin Rural Schools Alliance (WiRSA) and serve as their Keynote Speaker for an opening morning session. WiRSA was formed to help rural school districts address the unique issues that affect rural schools as they seek to achieve the highest quality education for every student. The members include educators, school board members, rural community members, business leaders and other concerned individuals who want a strong voice for rural schools. This opportunity gave the Alice program a larger voice in a professional organization within Wisconsin agriculture, and a chance to deeply discuss ways for agricultural educators to overcome barriers they might face.



Being that agriculture education is close to my heart, it was an honor to be asked to speak to this group. I was given a 45 minute allotment of time to speak on any topic within agriculture education in Wisconsin. I gave an overview of the Alice in Dairyland program, what I do as Wisconsin's agriculture ambassador, and delved deeper into material I learned from my time in graduate school with my Delta Certificate. To demonstrate some of the concepts I was touching on, I even had them out of their seats acting out just how "big" \$88.3 billion is!



## Badger Honor Flight

### The Land of the Free

Teyanna Loether, 68<sup>th</sup> Alice in Dairyland  
(State-Wide Release)

As we approach the 70<sup>th</sup> anniversary of Wisconsin's agriculture ambassador, Alice in Dairyland, it calls to mind days long past and the history contained within seven decades. If we rewind 70 years, our country was just coming out of World War II. It was a time of rebirth and opportunity, where the ties that bind communities were stronger than ever.

I recently had the opportunity to fly to Washington D.C. with the Badger Honor Flight. More than 80 veterans from World War II, Korean, and Vietnam combats were able to travel to our nation's capital on this flight to see the memorials created in their honor.



Upon arriving at the Madison airport as the sun rose, I quickly made friends. I met two gentlemen whose story I could instantly recognize by glancing at their hands; their rough, knotted knuckles and callouses reminded me of my dad and grandpa's hands. With proud smirks, they couldn't wait to tell me that they've been Wisconsin dairy farmers their entire lives.

One of the veterans told me how their family bought the farm in 1873 for \$40 an acre. They milked in stanchion and tie stall barns, and slowly adapted to the latest upgrades in technology over the years. Boy, were they amazed at the thought of the robotic milkers we have on some farms nowadays!

When we touched down in D.C., the veterans were greeted at the terminal with a band and harmonious applause thanking them for their service. We began our trip by watching the Changing of the Guard Ceremony at the Tomb of the Unknown Soldier, followed by some time to pay our respects to the fallen at Arlington National Cemetery. Throughout the day, we visited the Marine Corps Memorial, Lincoln Memorial, Korean, Vietnam, and World War II Memorials, as well as the recently built Air Force Memorial.

I soon found that many of my conversations with the veterans would follow a similar storyline as my two dairy



farmers I met. Many veterans had grown up on a farm or worked at a relative's during the summertime. I heard stories of threshing grain and milking cows by hand, and plowing fields behind a team of Belgian draft horses. It was big news around town when the first combine was brought to a farm.



On the flight home, each veteran was given a “Mail Call” package of letters from friends and family, reminiscent of the letters from home they would receive while on base. While he was reading his letters, I had the privilege of visiting with Dr. Robert Bradley, an emeritus professor in the UW-Madison Food Sciences Department.

Throughout Dr. Bradley's 37 years of teaching and research, his focus was centered in the dairy processing industry. He has written a book on butter making and worked closely with scientists in Babcock Dairy Hall. One of his letters in his mail call package was from a former student of his that is now involved in a butter processing facility on the east coast.

For most of my year as the 68<sup>th</sup> Alice in Dairyland, I have been the one telling the story of Wisconsin's \$88.3 billion agriculture community that we have today. Here, on this trip, I had the privilege and honor of being the one listening and it was an experience I will never forget.

Agriculture is a tie that binds each and every one of us, whether 70 years ago or today at this present moment. Our veterans deserve all the thanks in the world for serving, sacrificing, and giving us the freedom to continue the legacy of our land.

To learn more about the Badger Honor Flight and the Honor Flight network, visit [www.badgerhonorflight.org](http://www.badgerhonorflight.org).



## Television Interviews

### *Alice in Dairyland*

#### Livestock Genetics

##### Lead/Pitch:

Here in Wisconsin, dairy is in our DNA. America's Dairyland also happens to be a nationwide leader in sharing what we know about that DNA. Here to tell us more about modern-day genetics in animal agriculture is 68<sup>th</sup> Alice in Dairyland, Teyanna Loether.

##### Suggested Questions:

- **How do farmers use genetic and reproductive technologies on their farms?**
  - Improves the next generation of animals based on breeding decisions farmers make with the current generation
  - Timed ovulation: Synchronize hormones of cows so they can breed at specific times
- **In what ways has this knowledge impacted livestock industries?**
  - Genomics: the entire genome of a cow has been mapped and we have been able to identify desirable traits to breed for
    - Desirable traits: meat production, milk yield, milk components such as fat and protein, soundness & type (bone structure)
    - Can DNA test animals to see which desirable traits they have
    - Increases the accuracy of improving the next generation
- **How much do the genetics and reproduction industries mean to Wisconsin?**
  - Wisconsin is the #1 exporter of bovine genetics in the nation
  - Many of the major reproduction companies are based in Wisconsin
  - The knowledge and science of livestock genetics researched at our universities is shared around the world
    - I completed my Masters degree at UW-Madison in reproductive physiology. My research focused on how heat stress impacts fertility in boars.



# Alice in Dairyland

## Wisconsin Lumber & Forestry Feature

### Lead/Pitch:

The trees are budding and spring is official here! Here in Wisconsin, our forests provide natural beauty, as well beautiful furniture, lumber, paper, and more. Visiting with today to tell more about forestry in our state is Wisconsin's 68<sup>th</sup> Alice in Dairyland, Teyanna Loether.

### Suggested Questions:

- **How much does the forestry industry contribute to our state?**
  - Wisconsin is #1 in the nation for paper products
  - Forestry, lumber, and the manufacturing industries associated with it make a \$22.9 billion impact on our state in total output of product
  - Wisconsin forestry provides 60,000 jobs. Within the manufacturing sector in Wisconsin, 1 out of every 6 jobs is involved in the processing of lumber and wood
  - Accounts for 10% of domestic exports and 5% of foreign exports
- **Tell us a little more about the products from our forests.**
  - 17 million acres of forests exist in Wisconsin, meaning nearly ½ of the state is blanketed in beautiful wood products
  - The most common types of trees used in the lumber industry are soft maples such as red maple and silver maple, followed by hard maples and aspen
  - Wisconsin wood is known around the world for it's consistent color and grain patterns
- **How do we insure that utilizing this natural resource is sustainable?**
  - Typically, for every tree harvested, two more are planted each year which insures the forests do not disappear and it is indeed a sustainable industry for the future
  - The number of acres of forest has actually increased by more than 2 million acres from 1983
- **Where can viewers go to learn more?**
  - **\*\*\*Display on bottom-third banner\*\*\***
    - [www.datcp.wi.gov](http://www.datcp.wi.gov)
    - Educational video on "Growing Wisconsin Forestry"



## Print Articles

### **Alpaca Wool: Fit For Royalty**

Teyanna Loether, 68<sup>th</sup> Alice in Dairyland

*(As Seen in Agriview)*

As the days become colder and leaves crunch underfoot, the time comes to put on the wool socks, or “woolies”, as my grandpa likes to call them. Typically when we think of the wool fiber industry, sheep are the first species to come to mind. However, there is another fuzzy animal found on Wisconsin farms whose wool keeps us warm: alpacas.

Alpacas originate from Peru and were domesticated by the Incas more than 6,000 years ago. Due to its quality, alpaca fibers were reserved for the elite and nobles. In 1984, a group of importers brought a carefully selected herd to the United States and Canada. The United States is now home to roughly 200,000 alpacas which exists as a “closed herd” meaning that alpaca genetics are no longer imported.



Alpacas are registered and DNA tested to maintain the purity of the breed. Two breeds of alpaca exist: the Suri and Huacaya. The Suri have longer, silky fiber that drapes over the animal. Huacaya have dense, crimped, and wavy fiber, and these are the most common alpacas that can be found in Wisconsin.

The diversity of our livestock is a large part of what makes Wisconsin agriculture \$88.3 billion strong, and the diversity of Wisconsin livestock is what makes agriculture so unique in our state. Alpacas provide fiber, but there is also diversity of products and services within the industry itself.

One of Wisconsin’s many alpaca farms is owned by Tom and Ginny Olson of Fevolden Farm, LLC in Black River Falls. In partnership with their family members Becky Olson-White and Lyall White, and Ray and Joyce White, they manage up to forty alpacas at a time.

“We sell breeding stock as well as fiber and pet quality animals; we also can provide stud services. The fiber is valued for its warmth and comfort and can be sold or processed at various stages from raw fiber to yarn to finished products,” says Tom.

Alpaca fiber comes in 22 tones that are recognized by the textile industry, from white to gray to black, including a light rose-gray, as well as brown shades from fawn to dark brown. Blends of each of these colors can be made, thus minimizing the need for dyeing. Oftentimes producers will refer to lots of wool by the name of the particular alpaca it came from.

The feel of garments made with alpaca wool is luxurious, due to the fact that the silky fibers are so small they are just microns in diameter. The fibers also have a hollow core, which gives the garment incredible insulating power. Alpaca wool is virtually water resistant and easily wicks moisture away.

In contrast to sheep's wool, alpaca wool is lanolin-free. Lanolin is the naturally occurring oil found in wool fibers from other species, and dust and allergens tend to adhere to it. Therefore, alpaca wool provides a hypoallergenic alternative for those who have sensitivities to other fibers.

“Whether socks, sweaters, gloves and mittens, hats or scarves, products made from alpaca make treasured gifts that will last a long time and provide exceptional comfort,” says Tom.



## Wisconsin's Egg-cellent Protein Powerhouse

Teyanna Loether, 68<sup>th</sup> Alice in Dairyland  
(As Seen in *The Country Today*)

During one of my recent visits to a 4<sup>th</sup> grade classroom, one of my students asked me, “Why do chickens lay eggs even if they don’t hatch into baby chicks?” Such an insightful question from a ten-year-old had me thinking.

While there are comparisons I could have drawn from mammals, I thought of an answer that hopefully provided the curious student with some peace of mind: “Perhaps Mother Nature intended for those eggs to be used in a different way, like when we eat them for breakfast as a good source of protein!”

When I was ten years old, I would look forward to showing at the county fair as if it were Christmastime. For nine years, I showed chickens at the Sauk County Fair through 4-H and FFA, and competed in showmanship with my birds. These classes are where I learned the most about the poultry industry and egg production.

As a result, I’ve accumulated an encyclopedia of chicken facts. Did you know the color of a hen’s earlobe determines what color egg she will lay? Pale earlobes correspond to white eggs, while red earlobes mean the hen will lay brown eggs. There are certain breeds of chickens, like the Ameraucana, that naturally lay blue eggs.



There are nearly as many laying hens in our state as there are people. Wisconsin is home to an average of 5.1 million egg laying hens, with 1.45 billion eggs produced annually. The egg industry accounts for nearly \$130 million in value of production.

Contained within a delicate shell is an egg-cellent way to pack in protein, with 6.1 grams in each egg. At just 17 cents per serving, eggs are also the least expensive form of high-quality protein on the market.

All nine essential amino acids can be found within the egg. Our bodies need amino acids to build, repair, and grow strong. An ‘essential’ amino acid simply means that we cannot manufacture these building blocks on our own. Thus, we need them from somewhere within our diet. The egg is truly a gift from Mother Nature that nourishes us in many ways.

Good news for eggs: the federal dietary guidelines have recently changed and they now completely recognize eggs as a healthy option even considering cholesterol. While each egg does contain 185 grams of cholesterol, this shouldn’t sway your breakfast decisions. More

than 40 years of research has been conducted on cholesterol metabolism and it has been found that dietary cholesterol does not significantly impact your risk for heart disease.

Eggs are not only an incredible source of nutrition, as they are an integral part of modern day medicine as well. The flu vaccine is developed from eggs. During the process of making a vaccine the egg serves as a vehicle to help the flu virus become effective. One egg is required to make one vaccine, meaning that approximately 150 million eggs kept us flu-free in 2015.

While I was in graduate school studying Animal Sciences at the University of Wisconsin-Madison, I had the opportunity to work with Dr. Mark Cook. His lab studies poultry and the immune system, and they have recently discovered that eggs may aid in providing an alternative to antibiotic use in domestic livestock.

“Eggs are incredibly rich sources of antibodies—disease protection that mother hen passes to its offspring,” explains Dr. Cook. Just as cows pass natural immunity to their calves through colostrum, the egg also serves as a dose of antibodies for a newborn chick.

Dr. Cook explains that the novel technique they’ve developed is similar to a light switch. By feeding eggs with specific antibodies contained within them, they are able to fight diseases such as coccidiosis in poultry.

“Many pathogens have learned to flip the immune switch to off so that they can infect the animal,” says Cook. “Our egg antibodies turn the switch back on which allows the immune system to do its job: fight the pathogen.”

This discovery in our home state of Wisconsin has resulted in entrepreneurial opportunities, as Dr. Cook has developed a company that would eventually make this option available to producers.

“This alternative use of eggs would require about 75 percent of the hens in Wisconsin just to make product for the broiler industry. Since the company is located in Wisconsin, production of the product here could have incredible value to the egg industry.”

Clearly, the egg is incredible for many reasons other than simply being deliciously edible. To learn more about Wisconsin poultry, visit [www.uwex.edu/poultry](http://www.uwex.edu/poultry).

## The Next Generation of Agricultural Education

Teyanna Loether, 68<sup>th</sup> Alice in Dairyland  
(State-Wide Release)

As Alice in Dairyland, I work in the unique space of agriculture between producers and consumers. Consumers are increasingly interested in where their food is coming from, while producers are increasingly concerned about where they will find help to share in their message.

I'm often asked the question, "How do we keep the next generation interested in careers within agriculture?" In today's world where the average person is three to four generations removed from the farm that provided their ancestors food and clothing, finding a workforce that has a background in agriculture is certainly a concern. The next generation does not have the same perspective as their parents or grandparents.

However, they shouldn't have the same perspective. The word "agriculture" in relation to future careers has evolved over the decades to encompass many opportunities for the next generation. Journalism, engineering, pharmaceuticals and medicine, marketing, and computer science are all vital threads in agriculture.

Today, one in every nine jobs is related to agriculture in Wisconsin, which makes an \$88.3 billion economic impact on our state. With a generation that is further removed from production agriculture than ever before, we need to reintroduce agriculture into people's lives in a way that captivates while providing context. So the question becomes, how do we meet the future generations where they are at with their perspective, and open their eyes to the endless possibilities?



During graduate school at the University of Wisconsin-Madison, I had the opportunity to serve as the teaching assistant for our introductory animal sciences course. The majority of my 120 freshmen did not have a background in production agriculture, but each week we held a three-hour lab where they were able to work with livestock using a hands-on approach. These labs took students out of their traditional lecture seats where they experienced agriculture first-hand.

On a weekly basis, my students were trimming sheep hooves, cracking open and grading eggs, and handling day-old piglets. They were even able to reach in to the rumen of a

cannulated cow and feel the waves of digestion. One of my students was from Chicago and had never even approached a dairy cow before.

As the semester went along I watched him become more confident, asking more questions, and becoming increasingly fascinated by agriculture. By the final exam he was considering options for future careers in animal science. This was not an exception, as many students went along a similar journey.

In order to help people discover the endless possibilities in the world of agriculture, we need to continue to provide opportunities to experience it first-hand. By incorporating a broad range of skills into these activities that require the use of technology, teamwork, and problem-solving, agriculture becomes a relevant career for anyone.

Incorporating active learning into classrooms is increasingly important, and organizations out of the classroom such as FFA and 4-H are integral inspiring future generations. If we provide the proper agricultural education, our future generation will provide innovation, creativity, and inspiration.



## Complete Media Record

Month	TV Interviews	Radio Interviews	Print Interviews/ Articles	Social Media Posts
June	3	18	7	71
July	9	22	7	92
August	4	13	5	88
September	2	1	7	77
October	9	29	6	94
November	9	13	10	47
December	10	26	9	137
January	2	3	4	44
February	3	3	2	53
March	3	6	2	88
April	4	5	7	71
May/June	8	12	4	155
<b>Totals</b>	<b>66</b>	<b>151</b>	<b>70</b>	<b>1,017</b>
<b>Goals</b>	<b>60</b>	<b>120</b>	<b>60</b>	<b>1,000</b>



Types of School Visits	Students
4 <sup>th</sup> Grade WMMB Blitz	8,215
4 <sup>th</sup> Grade Mapping Out a Healthy WI, Non-WMMB Blitz	662
Elementary K-5 (Big Books, Milk Carton)	230
Elementary World Dairy Expo	1,400
Dairy Doing More Videos: Middle School Ag Careers	80
<b>Total Students—WMMB Materials</b>	<b>10,587</b>
<b>Total Students—ALL Wisconsin Agriculture</b>	<b>11,869</b>

