



## 78th Alice in Dairyland Top Candidates Announced

**FOR IMMEDIATE RELEASE:** March 7, 2025

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MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has announced the six top candidates to become the 78th Alice in Dairyland. The candidates are Allison Foster, Michelle Stangler, Mikayla Flyte, Natalie Roe, Olivia Lulich, and Sarah Hagenow.

Prior to being selected, the top candidates completed an application and preliminary interview. During the next two months, they will participate in a rigorous interview process that will allow them to showcase the communications and public relations skills required to be the 78th Alice in Dairyland. All top candidates will receive media and speaking training and earn a DATCP marketing and communications certificate.

This training process will prepare the candidates for the Alice in Dairyland Finals, scheduled for May 15-17, 2025, in Crawford County. The three-day finals include agribusiness tours, media interviews, an impromptu question-and-answer session, candidate presentations, and more. The selection of the 78th Alice in Dairyland will be announced at a public event on May 17, 2025, at the Performing Arts Center in Prairie du Chien, and she will begin her term on July 7, 2025.

“Serving as Alice in Dairyland is the ultimate goal of this process for these young women, but the skills they will develop along the way will take them far in life no matter where they go,” said Halei Heinzl, 77th Alice in Dairyland. “I look forward to discovering where each candidate shines as we move toward selecting Wisconsin’s 78th Alice in Dairyland!”

### Candidate Biographies

**Allison Foster, Waupun**, is an enthusiastic food scientist with a passion for sharing the story of agriculture and food with others. Foster is a Scientist II at Grande Cheese Company where she works to improve cheesemaking processes and create new products. She holds a Bachelor of Science in dairy science from the University of Wisconsin-Platteville, where she gained experience in research and communications. In addition to her work, Foster coordinates care package services for Operation Not Alone and manages her own Jersey cow herd. Foster combines her technical expertise with strong communication skills to bridge the gap between farmers and consumers.

**Michelle Stangler, Watertown**, grew up on her family's dairy farm and was active in 4-H and FFA. She earned a Bachelor of Science in journalism and agricultural marketing communications in May 2024 from the University of Wisconsin-River Falls, where she held leadership roles in Collegiate Farm Bureau and other agricultural communication organizations. Stangler completed internships with Dairy Farmers of Wisconsin, Mid-West Farm Report, Brownfield Ag News, and WEAU 13 News; served as the 2024 Dodge County Fairest of the Fair; and studied abroad in Europe. She now contributes to the Ag News Daily and Positivity in Ag podcasts.

**Mikayla Flyte, Coloma**, is completing a master’s degree in exercise science with a concentration in sport psychology from Ripon College. She graduated with her bachelor’s degree in English and education from Ripon College in spring 2024 after student teaching at Berlin Middle School and Laconia High School. Flyte competed for five years on the college’s cross country team and is now a graduate assistant coach. She is active in her family’s central Wisconsin fruit and vegetable farm, managing an ice cream truck, selling produce at the Dane County Farmer’s market, and assisting with retail, marketing, and agritourism events.

**Natalie Roe, Monticello**, grew up on a 5,000-acre cash crop farm with a commercial grain elevator. Roe graduated from the University of Wisconsin-Madison in December 2024 with bachelor's degrees in dairy science and life sciences communication and a certificate in digital studies. After holding many summer internships in agriculture and communications roles, Roe now works full time with broadhead as a social media coordinator. In this role, Roe combines her love of agriculture and communications, getting to use her creativity and strategic thinking to help her agriculture clients achieve success on their respective social media platforms.

**Olivia Lulich, Lyndon Station**, currently teaches agricultural education at Viroqua Area Schools. She graduated from Iowa State University with a Bachelor of Science in agriculture education, holding leadership roles in Block and Bridle, National Agri-Marketing Association, College of Agriculture and Life Sciences Ambassadors, and the International Sales Team while there. As a 4-H and FFA member, she owned, raised, and showed beef cattle and market lambs. She has interned with Dairy Farmers of Wisconsin, the National Western Stock Show, and DATCP. Today, Lulich Show Stock, co-owned with her brother, sells beef cattle throughout the Midwest.

**Sarah Hagenow, Poynette**, feels at home in Wisconsin's agricultural industry and enjoys telling the stories of its hard-working people. She is a senior at the University of Minnesota and will graduate with a degree in agricultural and food business management and a minor in international agriculture. Hagenow's youth was characterized by involvement in 4-H and FFA, which spurred her to join the Gopher Dairy Club, Agricultural Business Club, Agricultural Mentor Program, and the dairy cattle judging team at college. Hagenow has held internships with Heatherstone Enterprises, Viking Dairy Company, the Minnesota State Senate, and the Animal Agriculture Alliance.

#### **About Alice in Dairyland**

Alice in Dairyland is a one-year, full-time communications professional for DATCP. The Alice in Dairyland program is supported by several partner organizations including Dairy Farmers of Wisconsin, Ginseng Board of Wisconsin, Goodman's Jewelers, Kettle Moraine Mink Breeders Association, the Dairy Innovation Hub, Wisconsin Beef Council, Wisconsin Corn Promotion Board, and the Wisconsin Potato Industry Board. For more information about the Alice in Dairyland program, visit [www.aliceindairyland.com](http://www.aliceindairyland.com) and follow Alice online on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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