



76th Alice in Dairyland Final Report

Ashley Hagenow

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76th Alice in Dairyland, Ashley Hagenow, poses with “Shakira,” the Supreme Champion cow at the 2023 World Dairy Expo in Madison, Wisconsin.

Alice in Dairyland Program 2024

A Year in Review

310 radio and television interviews



218 events with 1,897,456 attendees

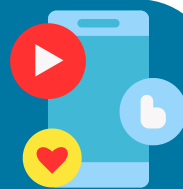


52 articles written



163 classroom visits
3,800+ students

Facebook and Instagram reach of 5,068,808



Visits to 4 states and 3 international markets

50,396 miles driven
17,700 miles flown



A Partner Review from 76th Alice in Dairyland, Ashley Hagenow

All my adventures this year would not have been possible without an incredible team to support the Alice in Dairyland program.

Thank you to **Dairy Farmers of Wisconsin** for their unwavering support of Alice and Wisconsin's dairy industry each year. Whether promoting dairy at the Wisconsin State Fair through media engagements and milking demonstrations, hosting 4th grade students for tours at World Dairy Expo, or combining March Madness with Wisconsin Cheese into the "Wisconsin Artisan Cheese Bracket," their team has always offered guidance and plenty of laughs to help support our state's dairy farm families, processors, and products.

Thank you to the **Wisconsin Corn Promotion Board** for helping each Alice travel the state in style while promoting Wisconsin corn! I was thankful to experience two amazing travel sidekicks this year, starting with "Kernel" and then "Tassie," both powered by Unleaded 88 fuel to support Wisconsin's corn industry and its growers!

Thanks to the iconic brooch pin and tiara through **Goodman's Jewelers**, I was easily identifiable at events across Wisconsin, and these iconic pieces of jewelry honor our great state in so many ways!

Thank you to **Kettle Moraine Mink Breeders** and **Zimbal Mink Ranch** for helping me stay warm and elegant in my beautiful mink vest while promoting Wisconsin mink as a top commodity! I absolutely love it!

The **Wisconsin Beef Council** and I worked together to share recipes that use Wisconsin beef products, beef nutrition facts, and how Wisconsin beef is sustainably produced. I enjoyed seeing Wisconsin Beef Council team members and Wisconsin beef producers at various industry events and tours in Wisconsin. Sharing more about careers in the meat industry with local Girl Scout troops in the Madison area was especially rewarding!

Collaborating with the **Wisconsin Potato Promotions Committee** and the **Wisconsin Potato Growers Auxiliary** under the **Wisconsin Potato Industry Board** on school visits, media campaigns, industry tours, and more has offered many opportunities to broaden my knowledge of Wisconsin's potato industry. Plus, nothing beats enjoying a delicious Wisconsin baked potato at the Wisconsin State Fair!

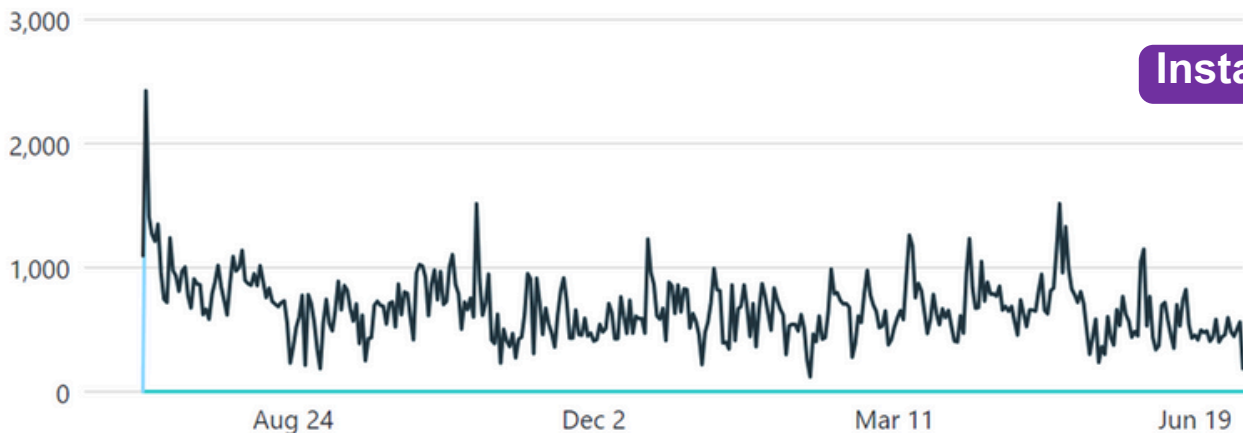
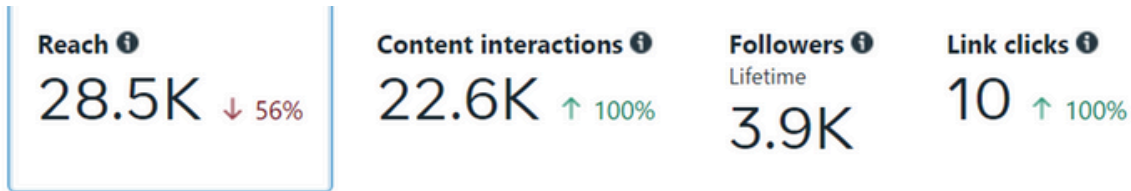
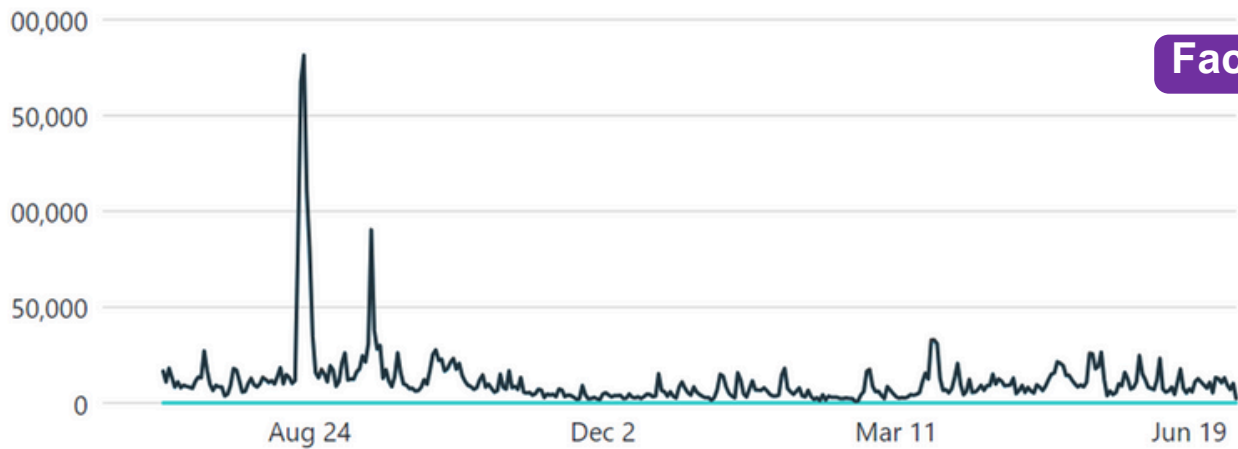
The **Ginseng Board of Wisconsin** provided Alice with an opportunity to travel internationally for the first time in over 25 years! Our travels took us to Taiwan, mainland China, and Hong Kong to promote the value of real Wisconsin Ginseng and agriculture in a part of the world where many consumers of Wisconsin Ginseng reside. I am thankful for the opportunity to increase my understanding of the impact of Wisconsin Ginseng during this overseas adventure. Thank you also for the opportunities to promote ginseng closer to home, such as through Wisconsin Farm Technology Days and media interviews!

The Alice in Dairyland program would not exist without each of our partners. Their expertise, collaboration, and dedication to supporting the program are instrumental in achieving our shared goals!

Social Media

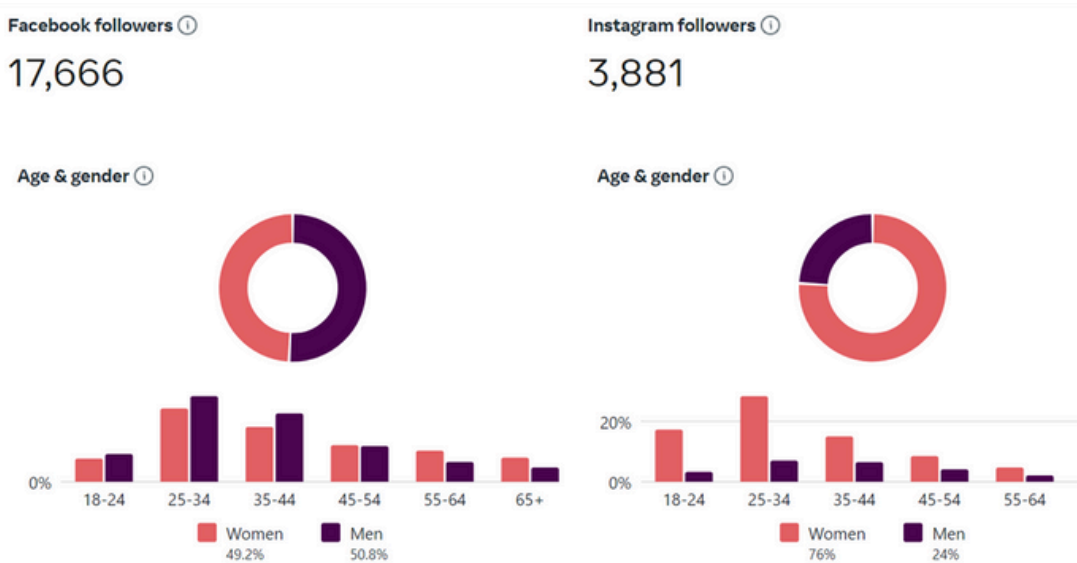
Alice in Dairyland has a social media presence on Facebook, Instagram, X, YouTube, and LinkedIn. Facebook and Instagram have the highest engagement. During the 76th Alice in Dairyland term, those two accounts combined to reach our audience more than **5 million times** through nearly **1,000 posts**.

Below is more information on the reach and engagement of the Alice in Dairyland Facebook and Instagram accounts. These numbers are from the overall page reach, which only counts each audience member one time, versus our post reach from above which counts the same user for each post they view.



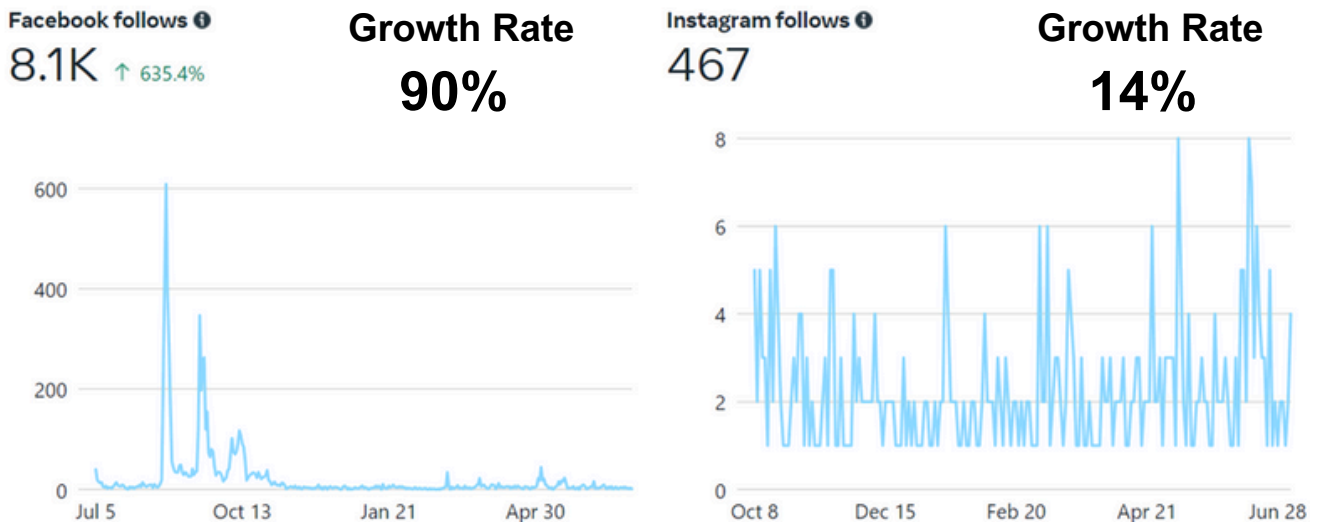
Audience Analysis

Alice in Dairyland's primary demographic on social media is people aged 25-44. The balance has just begun to trend slightly toward men for the first time. This may be due to some international followers the Facebook account attracted in summer/fall 2023. The audience on Instagram generally tends to be younger than the Facebook audience.



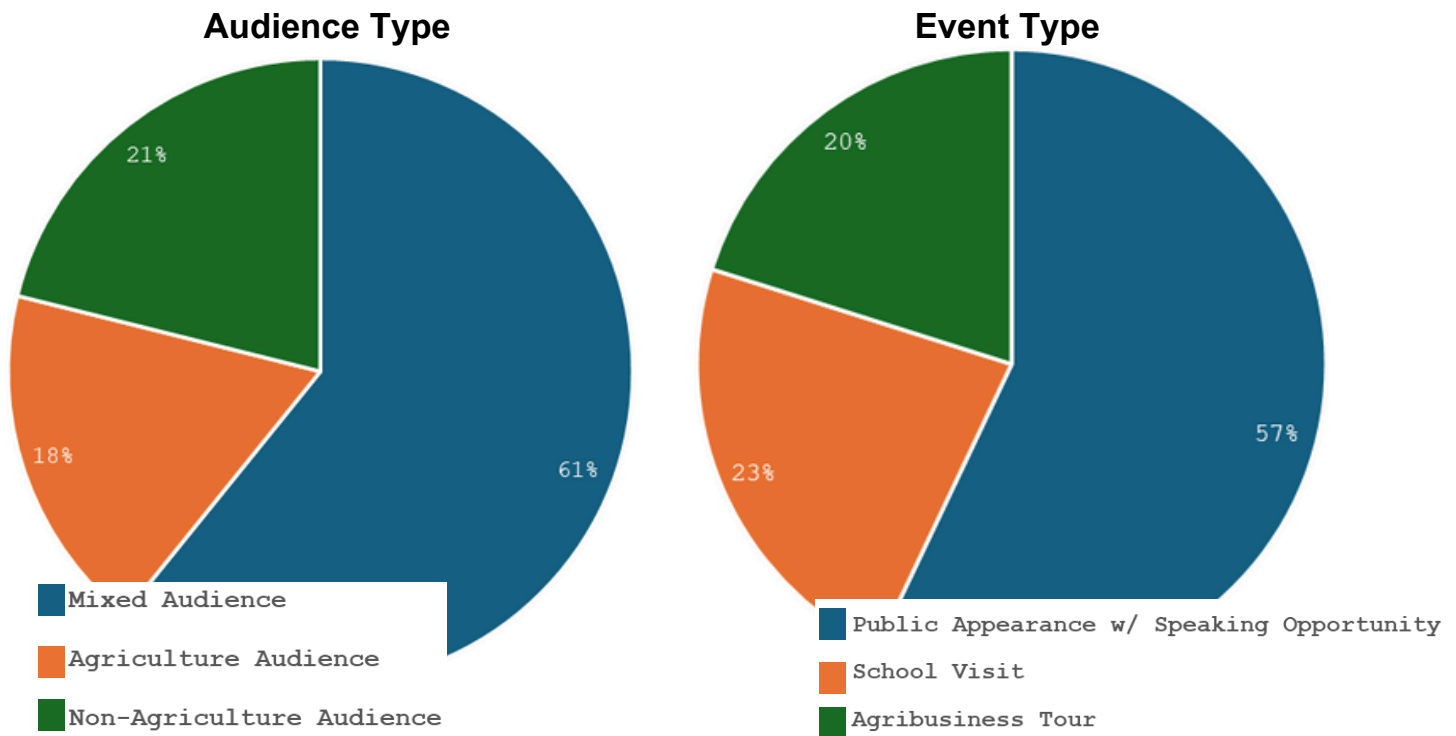
Audience Growth

Over the past year, Alice in Dairyland social media channels have grown through consistent posting, a variety of content, and the best group of fans around!



Events

As the 76th Alice in Dairyland, I attended **218 events**. In recent years, the Alice in Dairyland program has strived to reach a more urban audience. Below you can see the breakdown of Alice’s audience at various events.



The majority of the events I attended were public events, typically with a speaking opportunity. My involvement ranged from giving an invocation to being an emcee or keynote speaker. Examples include World Dairy Expo, fairs, festivals, dairy breakfasts, conventions, and banquets.

I visited 163 Wisconsin classrooms with “Expedition Agriculture,” an hour-long presentation geared toward 4th and 5th grade students about Wisconsin specialty crops, or as part of our celebration of Wisconsin potatoes with “Kids Dig” for elementary students and “Potatoes in the Classroom” for high school students. Some visits also included discussions on butter, agricultural commodities, agricultural careers, and Alice in Dairyland recruitment.

Agribusiness tours helped round out my year as the 76th Alice in Dairyland. These tours helped me learn about agribusiness so I could more effectively share information during campaigns, via social media, through articles, and while out in public. Tours included farms, processing facilities, Something Special from Wisconsin businesses, and more!

The Places Alice in Dairyland Goes

Each Alice has 365 days to make their impact. Those days are filled with media interviews, community events, speaking engagements, industry tours, school visits, and more throughout the state. Below is a selection of unique consumer-facing events I attended to share information about Wisconsin agriculture.

- Art in the Park - Waupun
- Badger Bash - Madison
- Branch + Daughter Fall Festival - Windsor
- Columbia County Board Meeting - Portage
- Corn Carnival and Parade - Randolph
- County Fairs - Statewide
- Cranberry Fest - Warrens
- Create Waunakee - Ball of Creativity
- Dairy Cares of Wisconsin Garden Party – De Pere
- Dodge County Volunteer Recognition Dinner - Beaver Dam
- Glenna Farms Tree Tapping - Amery
- Kiwanis Meetings - Multiple Locations
- Library Presentations - Multiple Locations
- Lotus Advisor Springtime Event - Portage
- Madtown Half Marathon - Madison
- Maple Syrup Festival - Phelps
- Rescue Gang Anniversary Gala - Wauwatosa
- Sips and Slices Pizza Party for River Food Pantry - Madison
- Statewide Dairy Breakfasts
- Statewide School Visits
- Sweet Corn Festival - Sun Prairie
- The Great Bag-Off - Appleton
- Tour of America's Dairyland Bike Race
- WALSAA Football Fire-Up - Madison
- WI Association of Campground Owners Conference - Stevens Point
- WI Heritage Night with Wisconsin Softball
- Wisconsin American Legion Oratorical Finals - Ripon
- Wisconsin Arts and Peony Festival Memory Cafe Visit - Waukesha



Articles

As the 76th Alice in Dairyland, I wrote and submitted more than 50 unique articles for state and local papers. Six new local papers and two additional outlets were added in the past year.

- **State Papers**

- Wisconsin Agriculturist
 - Articles published on wisconsinagriculturist.com and in the magazine.
 - 362,000 average viewers per issue
- Wisconsin State Farmer
 - Articles published on wisfarmer.com, on social media, and in the paper
 - 30,000 average viewers per issue
- Country Today
 - Articles published on local.thecountrytoday.com, and in the paper
 - 90,000 average viewers per issue

- **Local Papers**

- Plymouth Review
- Sheboygan Beacon
- Chippewa Herald
- Boscobel Dial
 - Crawford County Independent and Richland Observer (part of Boscobel Dial)
- Monroe Times
- Milton Courier
 - Other Adams Publishing Group (APG) publications
- Elkhorn Independent
 - Burlington Standard Press, Clinton Topper, Delavan Enterprise, East Troy News, East Troy Times, Genoa City Report, Lake Geneva Times, Mukwonago Times, Palmyra-Eagle Enterprise, Sharon Reporter, Twin Lakes Report, Walworth/Fontana/Williams Bay Times, Waterford Post, Westine Report, Westosha Report, and the Whitewater Register (part of Elkhorn Independent)
- Marshfield Hub City
- The Dodgeville Chronicle
- Edgerton Reporter
- Portage Daily Register
- Baraboo News Republic
- Beaver Dam Daily Citizen
- Sauk Prairie Eagle
- Poynette Press
- Rio Shopper

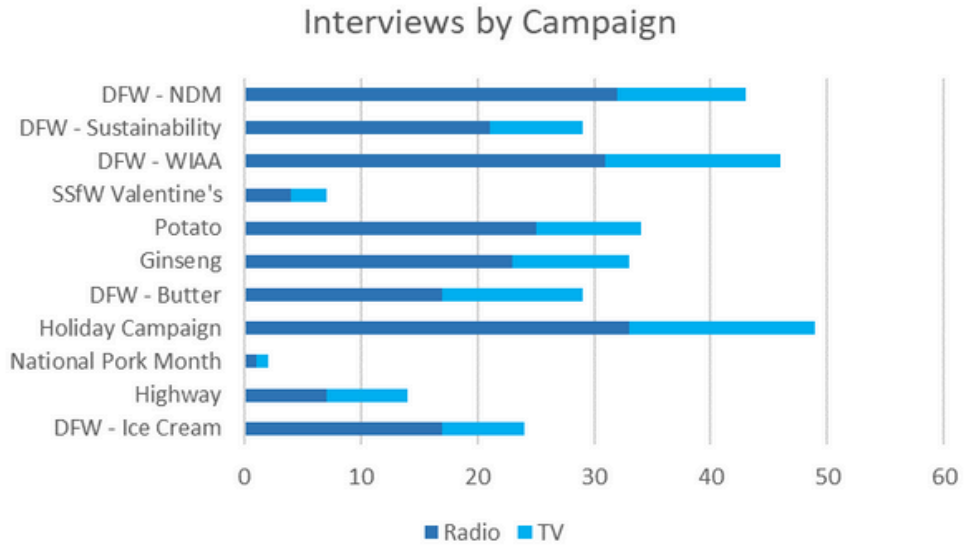
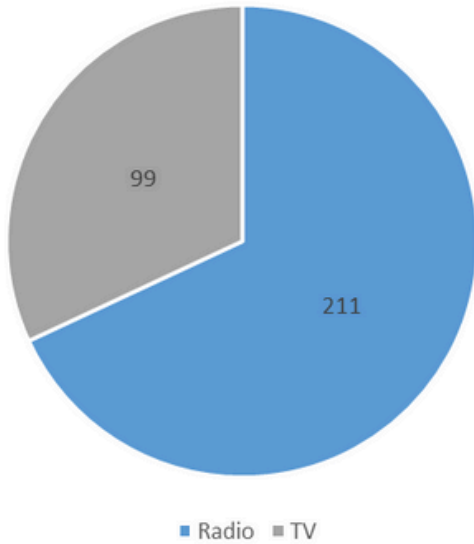
Some article topics included: Ice Cream and fair season, agricultural history around Thanksgiving, pollinators, cranberries, butter, Winter cow care, ginseng, beef by-products, specialty crops, potatoes, ethanol, mink, butter, aquaculture and commercial fishing, and so many more!

- **Receive All Articles**

- Gather Wisconsin
- Midwest Communications

Media Interviews

Throughout the year, Alice in Dairyland conducts television and radio interviews regularly. This year, I completed 310 interviews reaching 54,950,784 people. Two new television stations and two additional radio stations were added, along with continued regular interviews in Illinois and Minnesota.



DFW = Dairy Farmers of Wisconsin NDM = National Dairy Month
 SSfW = Something Special *from* Wisconsin

New Media Contacts

Each new Alice makes new media contacts while maintaining relationships with the existing ones. New outlets added in 2023-2024:

6
 New Local Paper Connections

- Portage Daily Register
- Baraboo News Republic
- Beaver Dam Daily Citizen
- Sauk Prairie Eagle
- Poynette Press
- Rio Shopper

2
 New Statewide Article Outlets

- Gather Wisconsin
- Midwest Communications

2
 New Radio Stations

- WTKM - MKE
- Midwest Communications - Green Bay

2
 New Television Stations

- NBC 26 - Green Bay
- WBAY - Green Bay

Campaign Reports

During my year as the 76th Alice in Dairyland, I completed 11 media promotional campaigns along with other promotions. Below is a summary for each media campaign.



National Ice Cream Month Campaign

- **Campaign duration:** July 5, 2023 – July 31, 2023
- **Key Message:** “Wisconsin ice cream and frozen custard are fresh, local summer favorites that require less travel, making it a sustainable choice for summer indulgence.”
- **Media Metrics:**
 - 7 TV interviews, 17 Radio interviews
 - Total Media Reach: 2,232,137
- **Social Media Metrics:**
 - Total of 54 posts across three platforms
 - Total Social Media Impressions: 163,185

Railroad and Farm Safety Campaign

- **Campaign duration:** September 10, 2023 - September 30, 2023
- **Media Metrics:**
 - Total Media Reach: 1,057,397
- **Social Media Metrics:**
 - Total of 18 posts across three platforms
 - Total Social Media Impressions: 26,995

National Pork Month Campaign

- **Campaign duration:** October 1, 2023 - October 31, 2023
- **Media Metrics:**
 - Total Media Reach: 534,915
- **Social Media Metrics:**
 - Total of 12 posts across three platforms
 - Total Social Media Impressions: 17,440

Timeless Holiday Traditions with the Something Special *from* Wisconsin Program Holiday Campaign

- **Campaign duration:** November 12, 2023 – December 9, 2023
- **Key Message:** “Shopping for local products is a great way to support small business and farmers in your community and the Something Special *from* Wisconsin Program is the perfect place to find unique Wisconsin gifts”
- **Media Metrics:**
 - 16 TV interviews, 33 Radio interviews
 - Total Media Reach: 6,031,626
- **Social Media Metrics:**
 - Total of 120 posts across three platforms
 - Total Social Media Impressions: 130,032

Buy Wisconsin this Holiday Season Butter Campaign

- **Campaign duration:** December 10, 2023 – December 23, 2023
- **Key Message:** “While you’re shopping for all of your holiday essentials, look for the Proudly Wisconsin Dairy badge or the number “55” on packaging to identify genuine Wisconsin dairy products. Buying local is a great way to contribute to your local economy, and support Wisconsin’s farmers and small businesses.
- **Media Metrics:**
 - 12 TV interviews, 17 Radio interviews
 - Total Media Reach: 7,280,749
- **Social Media Metrics:**
 - Total of 48 posts across three platforms
 - Additional 12 posts to each Facebook, Instagram, and LinkedIn to celebrate “12 Days of Wisconsin Dairy”
 - Total Social Media Impressions: 81,414

Celebrate the New Year with Wisconsin Ginseng Campaign

- **Campaign duration:** January 7, 2024 – January 20, 2024
- **Key Message:** “Wisconsin ginseng is recognized around the world for its unique bitter-sweet taste. About 90% of Wisconsin ginseng is exported to Asian countries, and ginseng is a key ingredient used in Chinese New Year Celebrations”
- **Media Metrics:**
 - 10 TV interviews, 23 Radio Interviews
 - Total Media Reach: 6,357,708
- **Social Media Metrics:**
 - Total of 27 posts across three platforms
 - Total Social Media Impressions: 44,835

Super Bowl Celebrations with Wisconsin Potatoes Campaign

- **Campaign duration:** January 21, 2024 – February 3, 2024
- **Key Message:** “Potatoes are the most widely consumed vegetable in the US, and they are a heart healthy option that is full of vitamin and minerals – making them the perfect addition to your plate, especially during football season!”
- **Media Metrics:**
 - 9 TV interviews, 25 Radio Interviews
 - Total Media Reach: 4,741,453
- **Social Media Metrics:**
 - Total of 26 posts across three platforms
 - Total Social Media Impressions: 47,767

Something Special for Your Special Someone Valentine’s Day Campaign

- **Campaign duration:** February 9, 2024 – February 28, 2024
- **Key Message:** “Show your special someone just how much you care with the Something Special *from* Wisconsin program this Valentine’s Day”
- **Media Metrics:**
 - 7 interviews
 - Total Media Reach: 861,451

Wisconsin Cheese Meets March Madness Campaign

- **Campaign duration:** March 3, 2024 – March 29, 2024
- **Key Message:** “Our state’s nearly 1,200 licensed cheesemakers produce over 600 varieties, types, and styles of cheese, which is nearly double the number of any other state. We win more awards than any other place in the world, and you might have a favorite cheese, but which variety would rise to the top if given the chance? With the “Wisconsin Artisan Bracket,” we will find out!”
- **Media Metrics:**
 - 15 TV interviews, 31 Radio interviews
 - Total Media Reach: 9,664,786
- **Social Media Metrics:**
 - Total of 60 posts across three platforms
 - Twelve stories posted to Instagram for cheese voting – 723 votes cast
 - Total Social Media Impressions: 226,015



Wisconsin Dairy Farmers are Committed to Sustainability

- **Campaign duration:** April 15, 2024 – May 11, 2024
- **Key Message:** Farmers work with experts like nutritionists and veterinarians to make sure their animals are happy and healthy. They also live on or near the land they farm, so they know how to best use the area around them. Dairy cattle do a great job grazing land not suitable for crops and they have what I like to call a superpower - they can turn something that was once unusable into a variety of nutritious and high-quality dairy products for us to enjoy.
- **Media Metrics:**
 - 8 TV interviews, 21 Radio interviews
 - Total Media Reach: 1,599,851
- **Social Media Metrics:**
 - Total of 39 posts across three platforms
 - Total Social Media Impressions: 261,867

Celebrate National Dairy Month Campaign

- **Campaign duration:** June 1, 2024 – June 30, 2024
- **Key Message:** “Our dairy farmers have dedicated their lives to feeding communities across the state, country, and globe. 95% of Wisconsin dairy farms are family owned, and while we are celebrating and highlighting dairy in our state for National Dairy month, we are also showcasing these farm families hard work AND the delicious, nutritious products they produce”
- **Media Metrics:**
 - 11 TV interviews, 32 Radio interviews
 - Total Media Reach: 14,588,711
- **Social Media Metrics:**
 - Total of 100 posts across three platforms
 - Total Social Media Impressions: 291,253
 - Additional eight videos posted to Instagram and Facebook, showing interviews with farmers on various sustainable dairy farming topics.
 - Total Impressions for eight videos: 22,806



Thank You



From the bottom of my heart, thank you for your support and encouragement of the Alice in Dairyland program to ensure its continued success. Serving as Wisconsin's 76th Alice in Dairyland has been an inspiring, rewarding, and meaningful journey, and this past year promoting the diversity and abundance of Wisconsin Agriculture has meant the world to me. I am beyond excited for the future of the Alice in Dairyland program and Wisconsin's agricultural industry and have no doubt that Alice will serve as a connection to all of agriculture for generations to come.

A handwritten signature in black ink that reads "Ashley Hagenow".

Ashley Hagenow, 76th Alice in Dairyland

Wisconsin Department of Agriculture, Trade and Consumer Protection

