



Sarah Hagenow Selected as 78th Alice in Dairyland

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Editor's Note: [High-resolution photo](#)

MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has announced Sarah Hagenow of Poynette as Wisconsin's 78th Alice in Dairyland. In this position, Hagenow will work for the contract year as a full-time communications professional for DATCP, educating the public about the importance of agriculture in Wisconsin.

Hagenow 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.

"Serving as the 78th Alice in Dairyland is a dream come true," said Hagenow. "I can't wait to start visiting communities all across the state, learning more about the diverse people and places that make Wisconsin the agricultural powerhouse it is, and giving voice to their stories of dedication and inspiration."

Hagenow was announced at the 78th Alice in Dairyland Finals hosted by Crawford County this weekend. She will begin her term as the 78th Alice in Dairyland on July 7, 2025. She succeeds the 77th Alice in Dairyland, Halei Heinzl of Oconomowoc, who will continue her current term until the transition in July.

About Alice in Dairyland

Alice in Dairyland is a one-year, full-time communications professional with 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 aliceindairyland.com and follow Alice online on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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