

1

WHO IS ALICE IN DAIRYLAND?

- Wisconsin's 78th Alice in Dairyland
- Full-time, contracted public relations and marketing professional with DATCP
- Official Wisconsin food and agriculture ambassador
 - Works with media, youth organizations, civic groups
 - Participates in local, domestic, international events
 - Connects consumers to Wisconsin agriculture

78th Alice in Dairyland
 Sarah Hagenow

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

2

A YEAR IN REVIEW FROM 77TH ALICE IN DAIRYLAND



Halei Heinzl,
77th Alice in Dairyland

158 radio and television interviews



197 events with 1,849,000+ attendees



48 articles
written



206 total classrooms
5,100+ students

652 static posts
156 video posts



*100% increase in short form video posts

Visits to 4
states and 3
international
markets

43,000+ miles driven
18,800+ miles flown
(including 10 flights)



127 Expedition
Agriculture
classrooms

- ~3,800 students
- 41 non-traditional
classrooms
- 1,002 students



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

3

A YEAR IN REVIEW FROM 77TH ALICE IN DAIRYLAND



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

4

78TH ALICE IN DAIRYLAND

Sarah Hagenow of Rio, WI

- University of Minnesota Graduate
 - B.S. in Agricultural and Food Business Management
 - Minor in International Agriculture
- Internships with Heatherstone Enterprises, Viking Dairy Company, the Minnesota State Senate, and the Animal Agriculture Alliance



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

5

SIX MONTHS IN REVIEW

- Youth education
- Wisconsin State Fair and World Dairy Expo
- Nine marketing campaigns
 - Added five media outlets
- International travel



6

EXPEDITION AGRICULTURE

- Expedition Agriculture – 2023-2025 Specialty Crop Block Grant wrap-up
 - Goal: 180 classrooms, 8,000 students
 - Actual: 299 classrooms, 11,123 students over a three-year period
- Curriculum developed in cooperation with Wisconsin Ag in the Classroom
- 2025 fall visits: 10 schools, 625 students



"THANK YOU so much for such a great afternoon. Your information was presented in such an engaging and interesting manner. We loved it, and we love Wisconsin!"



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

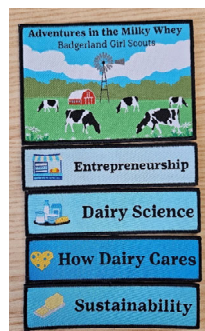
7

GIRL SCOUTS

Alice in Dairyland continues to connect with Badgerland Girl Scout Troops through “Adventures in the Milky Whey” programming.

Lessons include:

- Entrepreneurship
- Dairy science
- How dairy cares
- Sustainability



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

8

POTATOES IN THE CLASSROOM

PARTNERSHIP - WISCONSIN POTATO INDUSTRY BOARD

High school food science classes

- History of potatoes, state ranking, varieties, how to grow
- Lesson and demonstration



“Kids Dig” harvest parties (elementary schools)

- Educational lesson, games (potato on a spoon/potato toss)
- Harvesting potatoes grown by students



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

9

BEEF IN THE CLASSROOM

PARTNERSHIP - WISCONSIN BEEF COUNCIL

Teachers can choose from the following lessons

- Beef grades, cuts, and preparation
- Hybrid presentation
- Nutrition
- Raising beef

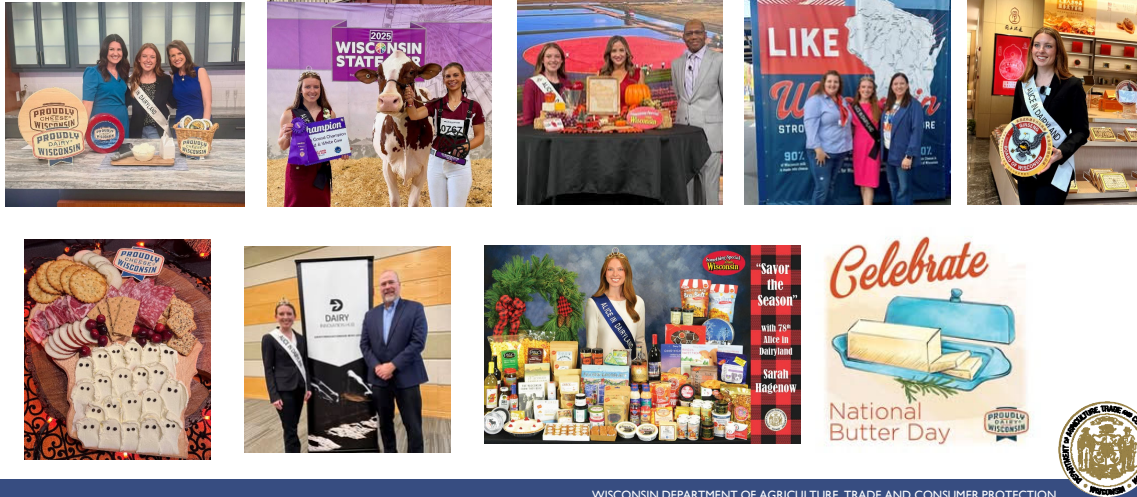
Goal: reach about 500 students during the 2025-2026 academic year



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

10

MARKETING CAMPAIGNS



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

11

WISCONSIN STATE FAIR AND WORLD DAIRY EXPO

Wisconsin State Fair

- Commodity promotion
- Something Special *from* Wisconsin
- Milking demonstrations
- Daily dairy presentations
- Facebook Live sessions
- Eats and Treats Competition

Reach of 753,254

World Dairy Expo

- Welcome video
- School tours
- National 4-H Dairy Conference
- Connect with WDE staff
- Educate international visitors
- Support DFW's new campaign launch

Reach of 130,908



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

12

INTERNATIONAL TRAVEL

Ginseng Board of Wisconsin

- Chinese International Imports Exposition trade show
- Food and Hospitality China trade show



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

13

NEXT SIX MONTHS

- Youth education
- College visits
- Media campaigns
- Fulfilling event requests
- Writing for another USDA Specialty Crop Block Grant
- Retail promotions (potato) and virtual farm tour (beef)



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

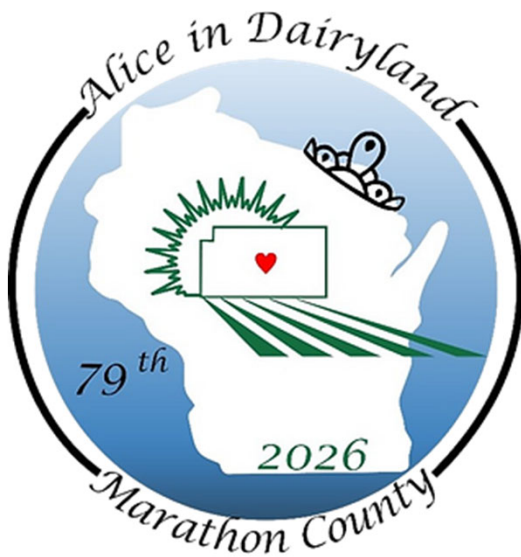
14

PROGRAM PARTNERS



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

15



79th Alice Finals Marathon County


May 14-16, 2026

Marathon City and
Wausau



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

16



Alice in Dairyland

Division of Agricultural Development

DATCPAlice@wisconsin.gov

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

January 29, 2026