

**Alice in Dairyland**  
Division of Agricultural Development  
WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION  
DATCP Board Meeting: January 29, 2026

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## 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



## A YEAR IN REVIEW FROM 77TH ALICE IN DAIRYLAND



Halei Heinzel,  
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

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## A YEAR IN REVIEW FROM 77TH ALICE IN DAIRYLAND



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## 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



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## SIX MONTHS IN REVIEW

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



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## 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!"*



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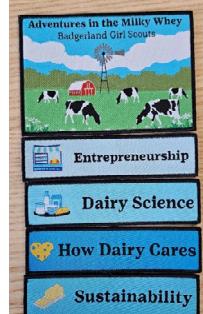
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## GIRL SCOUTS

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



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## 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



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## 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



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## MARKETING CAMPAIGNS



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## 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**

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## INTERNATIONAL TRAVEL

### Ginseng Board of Wisconsin

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



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## 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)



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## PROGRAM PARTNERS



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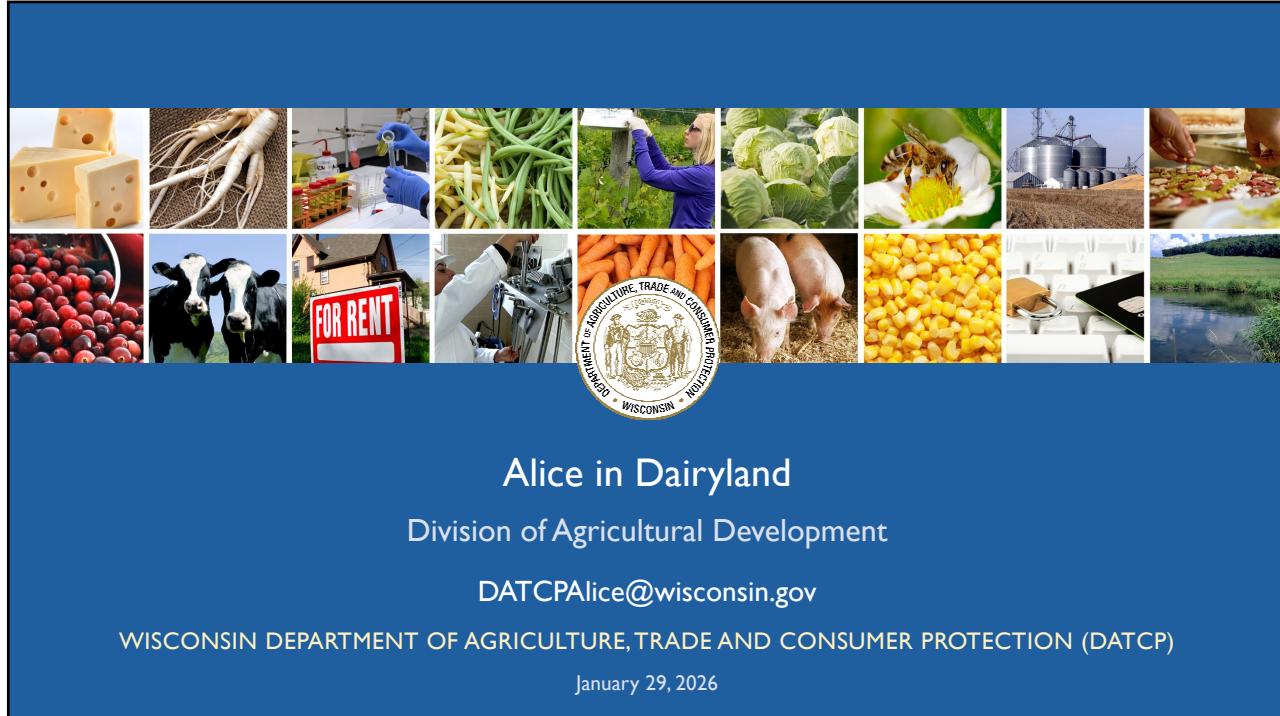
## 79th Alice Finals Marathon County

May 14-16, 2026

Marathon City and  
Wausau

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## Alice in Dairyland

Division of Agricultural Development

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January 29, 2026