



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**  
Ben Brancel, Secretary

DATE: September 21, 2017

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Jeff Lyon, Interim Secretary  
Dan Smith, Administrator, Division of Agricultural Development

SUBJECT: Introduction of the 70<sup>th</sup> Alice in Dairyland, Crystal Siemers-Peterman

TO BE PRESENTED BY: Crystal Siemers-Peterman, 70<sup>th</sup> Alice in Dairyland

RECOMMENDATION / REQUESTED ACTION: Information only

SUMMARY / BACKGROUND:

**70<sup>th</sup> Alice in Dairyland** – Crystal Siemers-Peterman is serving as the 70th Alice in Dairyland. As Wisconsin's agricultural ambassador, she will educate audiences across Wisconsin about the \$88.3 billion economic impact and importance of our state's diverse agriculture industry on our daily lives.

Siemers-Peterman grew up in Cleveland, WI and found her passion for Wisconsin's diverse agricultural industry on her family's registered Holstein dairy farm. She was actively involved in the Manitowoc County Junior Holstein Association, Wisconsin Junior Holstein Association, and Manitowoc County 4-H. Through these organizations, she represented Wisconsin at national competitions in both dairy quiz bowl and dairy judging. She graduated in May 2017 from the University of Minnesota-Twin Cities with a major in agricultural and food business management and a minor in marketing. On campus, she was involved in the National Agri-marketing Association, National Grocers Association, and Gopher Dairy Club. Previously, she interned at Sassy Cow Creamery, FLM+ Advertising Agency, and Land O'Lakes Inc.

**Program Direction and Partnerships** – Alice is Wisconsin's Agricultural Ambassador and her mission is to support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin. Throughout the year, Alice participates in industry trainings, speaks at community events, maintains a social media presence, and plans media campaigns to share that knowledge with consumers.

The Wisconsin Milk Marketing Board (WMMB) is, for the 14<sup>th</sup> year, a major program partner. Alice will work with WMMB in promoting Wisconsin as America's Dairyland through numerous events and media promotions. The Wisconsin Corn Growers Association will once again provide an E85 flex fuel vehicle for Alice to use during her travels throughout Wisconsin. The program is also continuing partnerships with the Kettle Moraine Mink Breeders Association, Wisconsin Jewelers Association and the Something Special *from* Wisconsin™ program at DATCP.

**Key Messages** – Throughout the year, Alice will focus on five key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

*Agriculture generates \$88 billion for Wisconsin*

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1. Wisconsin's dairy farms contribute to our state's economy, culture and future. Ninety-six percent of Wisconsin dairy farms are family-owned.
2. About one in nine people working in Wisconsin hold a job related to agriculture. There is a place for everyone who wants to work in Wisconsin agriculture.
3. Wisconsin's farms and agribusinesses sell their products to 150 countries around the world.
4. The diversity of Wisconsin's agriculture industry is our greatest strength. Wisconsin needs farms of all types, sizes, and production methods to be successful.
5. Consumers have many choices when purchasing food. Wisconsin's farmers and processors provide a safe, wholesome, and secure food supply for your family.

### **Key Performance Goals**

During her year as Alice, Crystal will work towards the goals of completing:

- Internet Postings: 1000
- TV Interviews: 60
- Radio Interviews: 120
- Print Articles: 60

**Selection of the 71st Alice in Dairyland** – The 71st Alice in Dairyland Finals will be held in Adams County, May 17-19, 2018.