



## Abigail Martin Selected as 72nd Alice in Dairyland

**Release Date:** May 11, 2019

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MONROE – Abigail Martin has been selected as Wisconsin’s 72nd Alice in Dairyland. As Alice, Martin will work as a communications professional for the Wisconsin Department of Agriculture, Trade and Consumer Protection. Her job will be to educate the public about the importance of agriculture in Wisconsin.



Martin, of Milton, has a passion for all things Wisconsin: good cheese, the Wisconsin Badgers, and her Wisconsin farm family. She is the fourth generation on her family’s registered Holstein farm. It was there that she found a love for dairy cattle, and long summer days at the county and state fairs. Her interest in agriculture led her to pursue a degree in dairy science at the University of Wisconsin-Madison. On campus, she was involved in the Association of Women in Agriculture, Badger Dairy Club, Collegiate Farm Bureau, and was on the intercollegiate dairy judging team. She has held previous roles in marketing at the Rock County 4-H, East Central/ Select Sires, and the Babcock Hall Dairy Store. Upon graduation in May 2018, she accepted a role with DeLaval Inc. in their North American marketing and communications department.

“Being chosen as Alice in Dairyland is an extreme honor,” said Martin. “As Alice, I will demonstrate a strong commitment to learning and sharing about our great state and its robust agriculture industry.”

Martin was selected at the culmination of three days of final interview events in Green County. The events included agribusiness tours, speeches, a public question-and-answer session and media interviews. The other candidates were: Sarah Achenbach, Eastman; Cassandra Krull, Lake Mills; Mariah Martin, Brooklyn; and Tess Zettle, Juda.

Martin will start working as Alice on June 3. She succeeds 71<sup>st</sup> Alice in Dairyland Kaitlyn Riley, of Gays Mills. As Alice, Martin will travel upwards of 30,000 miles speaking at events and giving media interviews. She’ll also work with the Dairy Farmers of Wisconsin to educate children across the state about dairy and agricultural products.

A number of other Wisconsin organizations contribute to making Alice in Dairyland visible and recognizable to the public. For example, Martin will wear a custom mink garment to promote Wisconsin’s fur industry, and she’ll drive an E-85 flex-fuel Ford Explorer to promote the state’s ethanol industry. While working, Martin will wear a 14-carat gold and platinum brooch or tiara, both of which feature amethysts and citrines, gems indigenous to Wisconsin.

To schedule the 72nd Alice in Dairyland for an event or classroom visit, contact Program Manager Ti Gauger at 608-224-5115 or [Ti.Gauger@wisconsin.gov](mailto:Ti.Gauger@wisconsin.gov). Follow Alice online at [facebook.com/DATCPAliceInDairyland](https://www.facebook.com/DATCPAliceInDairyland) or [twitter.com/Alice\\_Dairyland](https://twitter.com/Alice_Dairyland).

To download a photo of Martin, click here: [Abigail Martin](#).

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