



State of Wisconsin  
Governor Scott Walker

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

**Date:** May 17, 2016

**To:** Board of Wisconsin Department of Agriculture, Trade and Consumer Protection

**From:** Ben Brancel, Secretary *Ben Brancel*  
Dan Smith, Administrator, Division of Agricultural Development

**Subject:** End of Year Summary, Alice in Dairyland *Paul A. Smith*

**Presented By:** Teyanna Loether, 68<sup>th</sup> Alice in Dairyland

**Recommendation/Requested Action:** Information only

**Summary/Background:**

**Introduction** – Alice in Dairyland is a public relations professional, serving as Wisconsin’s Agriculture Ambassador, with the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP).

Alice in Dairyland works for one year as a contract employee of DATCP. Teyanna Loether’s year began in June 2015 and will end June 2016. During the year as “Alice” she promotes Wisconsin agriculture-working on behalf of our state’s farmers and agribusinesses.

Alice is a unique and important part of Wisconsin’s promotional and informational efforts, connecting consumers to agriculture by conducting media interviews, speaking at urban and rural community events and educating students.

Since the Alice in Dairyland program’s beginning in 1948, the position has continued to expand. For almost seven decades, she has evolved into an icon promoting Wisconsin’s food, fuel and fiber.

**Mission Statement** – 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.

**68<sup>th</sup> Alice in Dairyland** – Teyanna Loether is serving as the 68th Alice in Dairyland. As Wisconsin’s agriculture ambassador, she is striving to educate audiences across Wisconsin about the \$88 billion economic impact and importance of our state’s diverse agriculture industry in our daily lives.

Loether grew up on her family’s farm in Sauk City. There, she was actively involved in the Sauk County fair, showing horses, chickens and swine as well as serving as the 2010 Fairest of the Fair. She graduated with a Master’s degree in animal sciences, focusing on reproductive physiology from UW-Madison in 2015 and

*Agriculture generates \$88 billion for Wisconsin*

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received her Delta Certificate in Research, Training and Learning. During her time in graduate school, Teyanna also worked as a teaching assistant and tutor.

**Key Messages** – Throughout the year, Teyanna focused on three key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

- Agriculture is a diverse industry that is vital to Wisconsin's economic development, generating an \$88.3 billion annual impact.
- Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, communities and economies.
- Wisconsin consumers know the value and quality of Wisconsin agricultural products, and so do people around the world. Wisconsin exported more than \$3.6 billion in agricultural products to 145 countries in 2014.

**Goals** – Progress through March, 2016

**Goal 1:** Generate media coverage with 60 television interviews, 150 radio interviews, 60 print interviews and 1000 internet postings targeting the Alice in Dairyland key messages or incorporating the missions of Alice, Division of Agricultural Development or DATCP.

**Result:** Generated media coverage with 54 television interviews, 134 radio interviews, 59 print interviews and 797 internet postings featuring key messages.

Social Media: Teyanna continued to enhance the visibility of the Alice program through the use of social media, specifically focusing on Facebook and Twitter. During her year so far, the Alice Facebook page increased by over 1,000 followers and Twitter increased by 400 followers.

**Goal 2:** Give 100 speeches to diverse audiences including at least one of the key messages.

**Result:** Gave 170 speeches that included at least one of the key messages.

Audiences ranged from preschool students through senior citizen organizations in both rural and urban settings.

**Goal 3:** Develop and execute 3 industry media blitzes.

**Result:** Developed and executed 3 industry media blitzes.

July: Wisconsin Sweets and Treats

October: Feathers and Fiber

November/December: Something Special *from* Wisconsin™

Each of these campaigns included an intensive 2-4 weeks dedicated to media stops promoting various facets of Wisconsin agriculture. Teyanna committed herself to enhancing the Alice

media list and secured repeat interviews with many new news outlets across the state. These contacts will be passed on to the next Alice for continued growth.

**Program Direction and Partnerships** – Alice accomplishes her goals through the support of many Wisconsin partner organizations.

To encourage the use of ethanol, Teyanna has driven an E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the **Wisconsin Corn Promotion Board**. To date, she has traveled more than 30,000 miles to hundreds of events while fueling up with E-85, a renewable fuel made from locally grown corn. E-85 is a blend of 85 percent ethyl alcohol and 15 percent gasoline that is produced from the starch in agricultural products such as corn and switch grass.

The **Wisconsin Milk Marketing Board (WMMB)** created the programming Teyanna presented to almost 6,000 students through mid-March with another several thousand planned for the remainder of the year. In the fourth grade classrooms, a program called Mapping a Healthy Wisconsin educates students about healthy foods grown in Wisconsin through a trivia game format. WMMB puts this presentation together and provides the Alice program with training, materials and support in addition to providing financial support for the program.

The **Kettle Moraine Mink Breeders Association** provided Teyanna with a mink coat, custom made for her after she learned about the mink industry. Wisconsin is known for having some of the highest-quality mink pelts in the world. The coat promotes Wisconsin's mink ranchers and the number one ranking in production and sales of mink pelts.

The **Midwest Jewelers Association**, formerly the Wisconsin Jewelers Association, helps to increase the visibility and impact of Alice in Dairyland with the use of specially designed tiara and brooch. The tiara, made of 14 karat gold and platinum, has three scallops lined in diamonds and features the amethyst and citrine stones which are indigenous to Wisconsin.

### **Selection of the 69<sup>th</sup> Alice in Dairyland**

The 69<sup>th</sup> Alice in Dairyland Finals were held in Dodge County, May 5-7, 2016.

The success of the Alice in Dairyland program is dependent on partnerships that offer financial and educational support.

The program welcomes feedback from the Board in its ongoing efforts to continue building partnerships, which will maximize the benefits to the agriculture community.