



State of Wisconsin
Governor Scott Walker

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

DATE: September 23, 2015
TO: Board of Agriculture, Trade and Consumer Protection
FROM: Ben Brancel, Secretary *Ben Brancel*
Dan Smith, Administrator, Division of Agricultural Development *Dan Smith*
SUBJECT: Introduction of the 68th Alice in Dairyland, Teyanna Loether
TO BE PRESENTED BY: Teyanna Loether, 68th Alice in Dairyland
RECOMMENDATION / REQUESTED ACTION: Information only

SUMMARY / BACKGROUND:

68th 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. She continues to work towards a Delta Certificate in Research, Training and Learning. During her time in graduate school, Teyanna also worked as a teaching assistant and tutor.

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.

To encourage the use of ethanol, Alice will drive an E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the Wisconsin Corn Promotion Board. The Wisconsin Milk Marketing Board (WMMB) is, for the 11th year, a major program partner. Alice will work with WMMB in promoting Wisconsin as America’s Dairyland through numerous events including K-12 school presentations. 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 three key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

1. Agriculture is a diverse industry that is vital to Wisconsin’s economic development, generating an \$88.3 billion annual impact.
2. Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, communities and economies.

Agriculture generates \$88 billion for Wisconsin

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3. 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.

Key Performance Goals

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

- Internet Postings: 1000
- TV Interviews: 60
- Radio Interviews: 150
- Print Articles: 60

Selection of the 69th Alice in Dairyland – The 69th Alice in Dairyland Finals will be held in Dodge County, May 5-7, 2016.