



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Bradley M. Pfaff, Secretary

DATE: November 7, 2019
TO: Board of Agriculture, Trade and Consumer Protection
FROM: Abigail Martin, 72nd Alice in Dairyland
SUBJECT: Introduction of the 72nd Alice in Dairyland, Abigail Martin
SUMMARY / BACKGROUND:

Abigail Martin of Milton is serving as the 72nd Alice in Dairyland. As Wisconsin's agricultural ambassador, she will educate audiences across Wisconsin about the \$104.8 billion economic impact and importance of our state's diverse agriculture industry on our daily lives.

Abigail 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 Fair, 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.

Alice in Dairyland is a one-year, full-time public relations professional employed by the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). Each year, Alice in Dairyland travels more than 30,000 miles throughout the state, promoting Wisconsin agriculture and conducting hundreds of media interviews, speeches and school presentations. The 73rd Alice in Dairyland Finals will be held in Walworth County, May 14 – 16, 2020.

Program Direction, Partnerships, and Messaging –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. In all of these events, she focuses on several key messages that reflect the goals and work plan of DATCP and our partners, adapting them based on the audience.

The Dairy Farmers of Wisconsin are continuing as a major program partner for the fifteenth year. Alice will work with DFW in promoting Wisconsin as America's Dairyland through numerous events and media promotions. To encourage the use of ethanol, Alice will drive an E-85 flex-fuel Ford Explorer, made possible through a partnership with the Wisconsin Corn Promotion Board. The program is also continuing partnerships with the Kettle Moraine Mink Breeders Association, Wisconsin Jewelers Association, and the Something Special *from Wisconsin*TM program.

Key Outreach Goals

During her year as Alice, Abigail will work towards several specific outreach benchmarks:

Wisconsin - America's Dairyland

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Internet and social media postings on the Adventures in Agriculture Blog, Alice in Dairyland Facebook page, Alice in Dairyland Twitter account, Alice in Dairyland Instagram account, Alice in Dairyland Linked In profile, Alice in Dairyland Pinterest account, and YouTube: 1000

TV Interviews, a combination of prepared media campaign topics and at event impromptu interviews: 60

Radio Interviews, a combination of prepared media campaign topics and at event impromptu interviews:: 120

Print Articles, mostly monthly articles written by Alice for state and local papers, with at event print interviews: 60