



# 75<sup>th</sup> Alice in Dairyland Final Report

Taylor Schaefer

# Table of Contents

2022-2023 75<sup>th</sup> Alice in Dairyland Year in Review .....2

Letter from Alice.....3

Social Media.....4

Media Interviews.....6

Articles.....7

Events.....8

Campaign Reports .....9

Thank You.....13



Alice in Dairyland alumnae at the 76<sup>th</sup> Alice in Dairyland Finale Banquet, May 13, 2023

# Alice in Dairyland Program 2023

## A Year in Review

199 radio and television interviews



203 events with 1,604,964 attendees



204 articles published



91 classroom visits  
3,200+ students

Social media reach  
of over 1.1 million



Appearances  
in 5 states

45,623 miles driven  
474 miles flown



## Letter from Taylor Schaefer, 75<sup>th</sup> Alice in Dairyland

For the past year, I have had the privilege of traveling the state, promoting our farmers, processors, agriculturalists, and agribusinesses. With each mile traveled and memory created, I have fully immersed myself in Wisconsin agriculture and have learned that each community in our state has something so special to share. It's difficult for me to choose a favorite memory from my travels, because I have truly enjoyed every moment, interaction, and laugh shared with those I have met.

With the continued support of the Dairy Farmers of Wisconsin, I was able to share the story of Wisconsin's \$45.6 billion dairy community. As I promoted Wisconsin's dairy farm families, processors, and products throughout our state, their organization was with me every step of the way. I am truly thankful for their continued partnership with the Alice in Dairyland program, and for granting so many opportunities for me to explore an industry that provides our state with so much.

Thanks to the Wisconsin Corn Promotion Board and the power of Wisconsin corn, my trusty sidekick "Kernel" and I were able to travel the state in style, fueled with Unleaded-88. At each stop I made, I was easily recognizable thanks to the iconic brooch and tiara donated by the Midwest Jewelers Association and Goodman's Jewelers. I also stayed warm in my beautiful mink vest donated by the Kettle Moraine Mink Breeders Association and the Zimbal Mink Ranch.

I had the pleasure of working with the Wisconsin Beef Council in creating numerous virtual tours, including stops at C&L Hereford Ranch, Lake Geneva Country Meats, and Oakstone Recreational. Each tour granted an opportunity to share the story of our state's farmers and ranchers who proudly care for their land and animals, including those who turn high-quality protein into delicious meals for Wisconsin families.

Together with the Ginseng Board of Wisconsin, I traveled the state to promote the value and unique properties of cultivated ginseng to consumers during the two most important celebrations in Chinese culture – the Ginseng Mid-Autumn Festival and Chinese New Year. Finally, I had the pleasure of working with Wisconsin Potato, a new program partner. From visiting numerous schools to making appearances in grocery stores and at the Princeton Club in Madison, I enjoyed exploring new recipes and sharing those with various audiences. Thank you to the many Alice in Dairyland program partners who have helped me this year; I know they will be an incredible asset to future Alices.

Last, but not least, I am thankful for you, my colleagues at the Wisconsin Department of Agriculture, Trade and Consumer Protection. You have dedicated your careers to the success of our state's diverse agriculture industry. I thank you for your knowledge and words of encouragement that you have shared with me since the beginning.

Serving as Wisconsin's 75th Alice in Dairyland has been the most rewarding and amazing experience of my life thus far and has left me with memories that I will cherish forever. Thank you to everyone who has made this past year so incredible, and thank you, Wisconsin, for making me your 'Alice.'

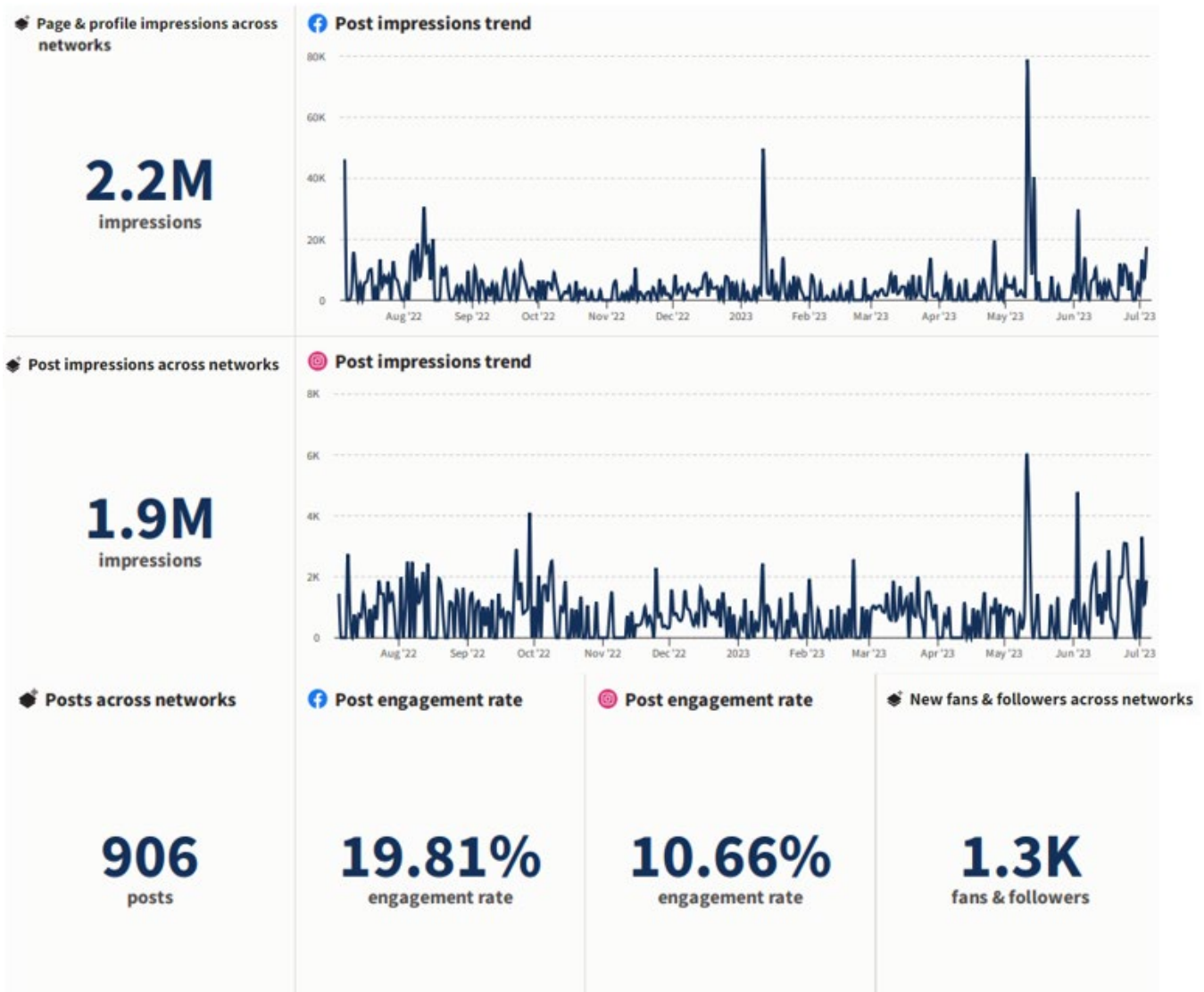
Sincerely,

Taylor Schaefer, 75<sup>th</sup> Alice in Dairyland

## Social Media

Alice in Dairyland has a social media presence on Facebook, Instagram, Twitter, YouTube, and LinkedIn. The platforms with the most use and engagement are Facebook and Instagram. During the 75<sup>th</sup> Alice in Dairyland term, the Alice in Dairyland social media accounts have gained more than **2.2 million impressions** on over **900 posts**.

Below is information from a Hootsuite Brand Awareness Report from **July 5, 2022 to July 4, 2023**.



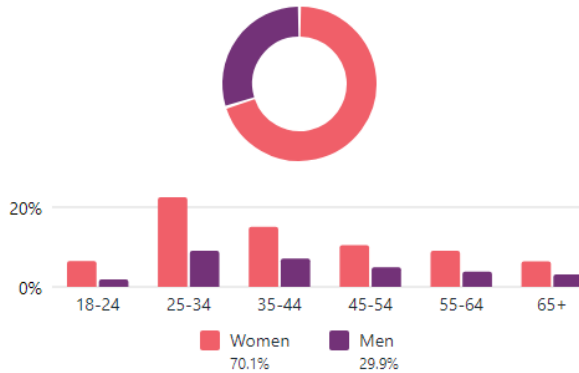
## Audience Analysis

Alice in Dairyland’s primary audience on social media is women age 25-34. The audience on Instagram generally tends to be younger than the Facebook audience.

Facebook followers ⓘ

10,654

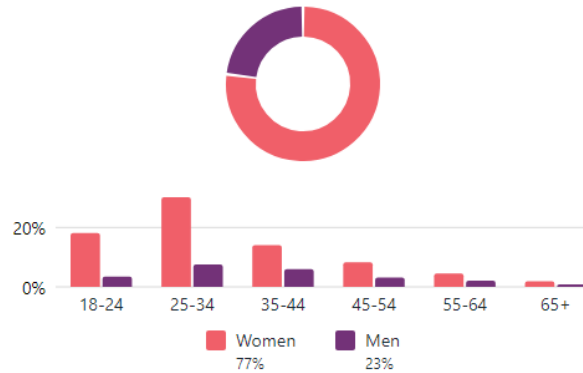
Age & gender ⓘ



Instagram followers ⓘ

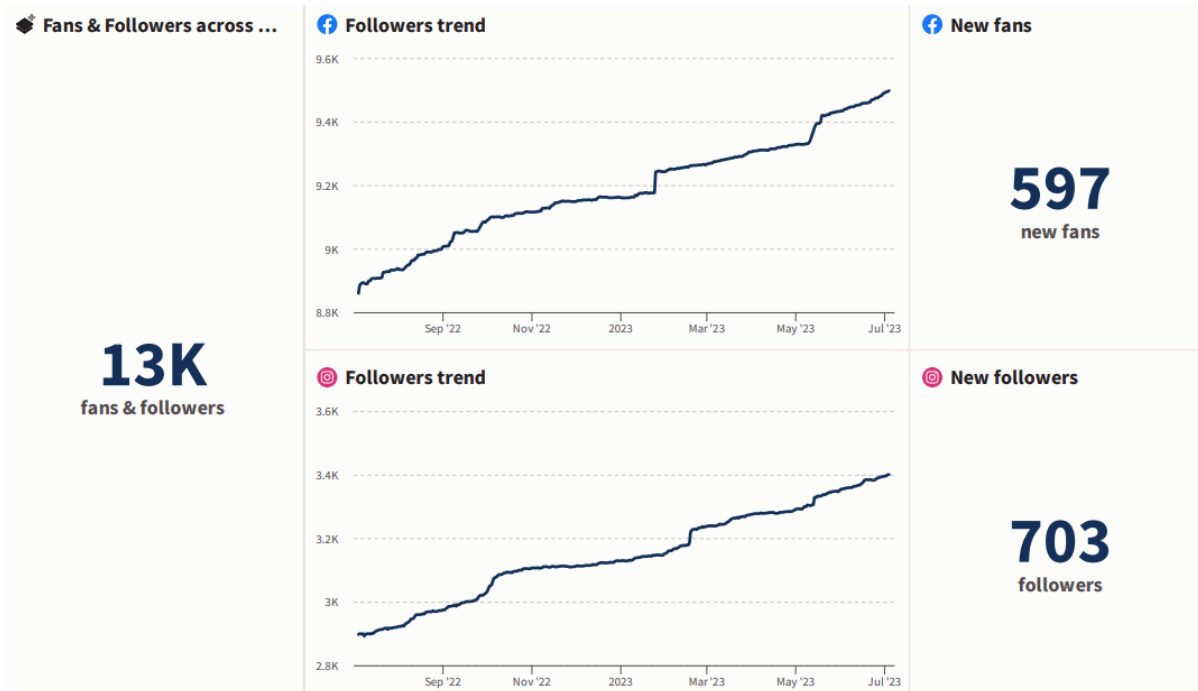
3,441

Age & gender ⓘ



## Audience Growth

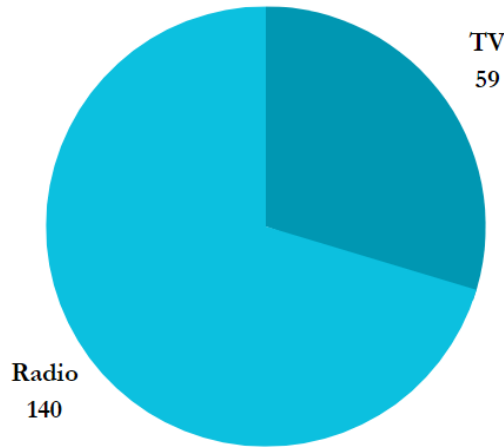
Over the past year, I am proud to have grown our audience on the Alice in Dairyland social media channels. From July 5, 2022 to July 4, 2023, new Facebook followers increased **7.4%**. On Instagram, followers have grown **17.6%**.



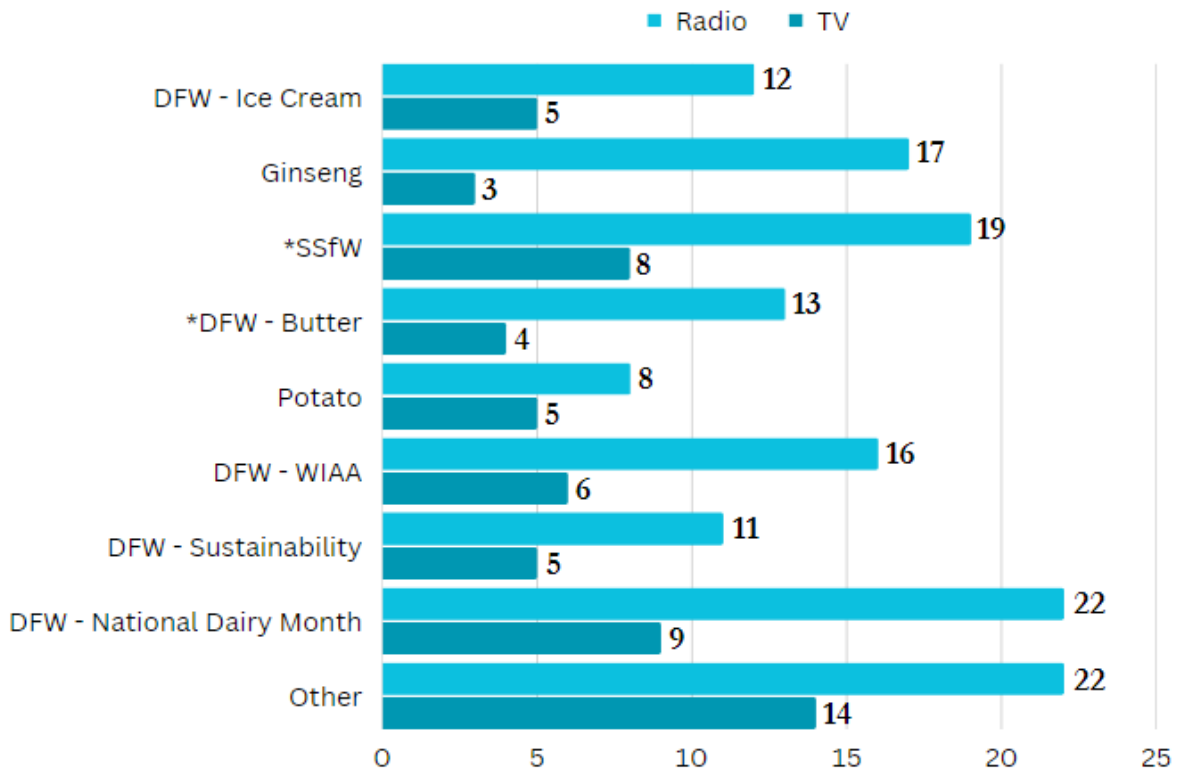
## Media Interviews

Throughout the year, Alice in Dairyland conducts television and radio interviews regularly, and during her media promotional campaigns. This year, I completed a total of **199 interviews** that reached **16,686,184** people. I also created relationships with two new television stations, and one additional radio station, and completed regular interviews in Illinois and Minnesota.

75th Alice in Dairyland Media Interviews



Radio and TV Interviews by Campaign



\*Indicates recorded video segment was sent to media stations

## Articles

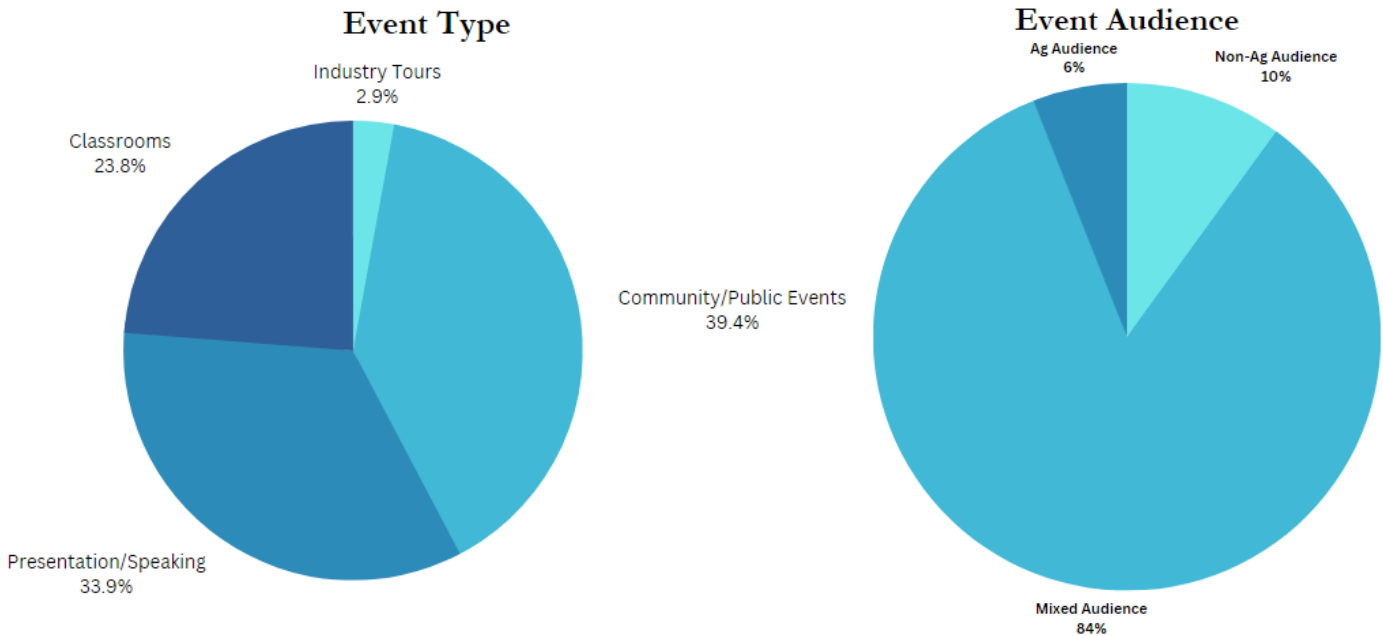
Each month, I wrote articles for three state newspapers and many local papers across the state. As the 75<sup>th</sup> Alice in Dairyland, I had **204 articles** published. I also added three additional local newspapers to receive our monthly editions.

- State Papers
  - *Wisconsin Agriculturist*
    - Articles published on wisconsinagriculturist.com and in the magazine
      - 362,000 average viewers per issue
  - *Wisconsin State Farmer*
    - Articles published on wisfarmer.com, on social media, and in the paper
      - 30,000 average viewers per issue
  - *Country Today*
    - Articles published on local.thecountrytoday.com, and in the paper
      - 90,000 average viewers per issue
- Local Papers
  - *Plymouth Review*
  - *Sheboygan Beacon*
  - *Chippewa Herald*
  - *Boscobel Dial*
    - *Crawford County Independent*, and *Richland Observer*
  - *Monroe Times*
  - *Milton Courier*
    - Other Adams Publishing Group (APG) publications
  - *Elkhorn Independent*
    - *Burlington Standard Press*, *Clinton Topper*, *Delavan Enterprise*, *East Troy News*, *East Troy Times*, *Genoa City Report*, *Lake Geneva Times*, *Mukwonago Times*, *Palmyra-Eagle Enterprise*, *Sharon Reporter*, *Twin Lakes Report*, *Walworth/Fontana/Williams Bay Times*, *Waterford Post*, *Westine Report*, *Westosha Report*, and the *Whitewater Register*.
  - *Marshfield Hub City Times* - NEW
  - *The Dodgeville Chronicle* - NEW
  - *Edgerton Reporter* - NEW



## Events

As the 75<sup>th</sup> Alice in Dairyland, I attended **203 events**. In recent years, the Alice in Dairyland program has strived to reach a more urban audience. Below you can see the breakdown of Alice’s audience at various events.



The majority of the events I attended were community or public events. Community and public events were larger events where I spoke, but also served another main purpose. Examples of community events in this category include World Dairy Expo, fairs, festivals, and dairy breakfasts.

The second most popular event type is presentation or speaking events. These are events I attended where my main reason for attending was to speak and share a message. Examples of presentation and speaking events include conventions, expos, and banquets.

I also spent a significant amount of time visiting 91 classrooms around the state presenting “Expedition Agriculture”, an hour-long educational lesson geared towards 4<sup>th</sup> and 5<sup>th</sup> grade students about Wisconsin specialty crops.

## Campaign Reports

During my year as the 75<sup>th</sup> Alice in Dairyland, I completed **9 media promotional campaigns** as well as other various promotions throughout the year. Below is a summary for each campaign.



### National Ice Cream Month Campaign

- Campaign length: July 5, 2022 – July 31, 2022
- Key Message: “Buying local Wisconsin ice cream is not only a delicious and sustainable choice, but contributes to the vitality and economic health of our communities.”
- Media Metrics:
  - 5 TV interviews, 12 Radio interviews
  - Total Media Reach: 1,223,072
- Social Media Metrics:
  - 6 Facebook posts, 7 Instagram posts
  - Total Social Media Impressions: 38,754

### Ginseng Mid-Autumn Festival Campaign

- Campaign length: August 29, 2022 – September 12, 2022
- Key Message: “The Mid-Autumn Festival is celebrated in China September 10-12 and is the second largest festival next to the Chinese New Year. This is similar to a reunion, almost like Thanksgiving, and Wisconsin ginseng is often used as part of the celebration. About 85% of Wisconsin Ginseng is exported to Asian countries, but it is also used in Western cultures.”
- Media Metrics:
  - 7 Radio interviews
  - Total Media Reach: 57,354
- Social Media Metrics:
  - 4 Facebook posts, 3 Instagram posts
  - Total Social Media Impressions: 15,565

### **Making Magical Moments with the Something Special *from* Wisconsin Program Holiday Campaign**

- Campaign length: November 15, 2022 – December 10, 2022
- Key Message: “Shopping for local products is a great way to support small business and farmers in your community, and the Something Special *from* Wisconsin Program is the perfect place to find unique Wisconsin gifts.”
- Media Metrics:
  - 8 TV interviews, 19 Radio interviews
  - Total Media Reach: 2,601,051
    - 5 Recorded interview segments sent to TV stations
- Social Media Metrics:
  - 35 Facebook posts, 35 Instagram Posts
  - Total Social Media Impressions: 76,628

### **Buy Wisconsin this Holiday Season Butter Campaign**

- Campaign length: December 11, 2022 – December 24, 2022
- Key Message: “While you’re shopping for all of your holiday essentials, look for the Proudly Wisconsin Dairy badge or the number ‘55’ on packaging to identify genuine Wisconsin dairy products. Buying local is a great way to contribute to your local economy and support Wisconsin’s farmers and small businesses.”
- Media Metrics:
  - 4 TV interviews, 13 Radio interviews
  - Total Media Reach: 2,376,676
    - \*Recorded interview segment was sent to TV stations.
- Social Media Metrics:
  - 10 Facebook Posts, 10 Instagram Posts
    - Additional 12 Facebook and 12 Instagram posts made for the “12 Days of Wisconsin Dairy”
  - Total Social Media Impressions: 66,967

### **Celebrate the New Year with Wisconsin Ginseng Campaign**

- Campaign length: January 8, 2023 – January 21, 2023
- Key Message: “Wisconsin ginseng is recognized around the world for its unique bittersweet taste. About 90% of Wisconsin ginseng is exported to Asian countries, and ginseng is a key ingredient used in Chinese New Year Celebrations”
- Media Metrics:
  - 3 TV interviews, 10 Radio Interviews
  - Total Media Reach: 1,716,555
- Social Media Metrics:
  - 5 Facebook Posts, 5 Instagram Posts
  - Total Social Media Impressions: 21,018

### **Super Bowl Celebrations with Wisconsin Potatoes Campaign**

- Campaign length: January 22, 2023 – February 4, 2023
- Key Message: “Potatoes are the most widely consumed vegetable in the US, and they are a heart-healthy option that is full of vitamin and minerals, making them the perfect addition to your plate, especially during football season!”
- Media Metrics:
  - 5 TV interviews, 8 Radio Interviews
  - Total Media Reach: 944,427
- Social Media Metrics:
  - 5 Facebook Posts, 5 Instagram Posts
  - Total Social Media Impressions: 26,807

### **Wisconsin Cheese meets March Madness Campaign**

- Campaign length: February 27, 2023 – March 31, 2023
- Key Message: “Our state’s nearly 1,200 licensed cheesemakers produce over 600 varieties, types, and styles of cheese, which is nearly double the number of any other state. We win more awards than any other place in the world, and you might have a favorite cheese, but which variety would rise to the top if given the chance? With the ‘Wisconsin Artisan Bracket,’ we will find out!”
- Media Metrics:
  - 6 TV interviews, 16 Radio interviews
  - Total Media Reach: 4,108,292
- Social Media Metrics:
  - 19 Facebook Posts, 18 Instagram Posts
  - 28 Instagram Story posts including 22 for cheese voting – 1,458 votes cast from March 1, 2023 – March 31, 2023
  - Total Social Media Impressions: 46,539

### **Wisconsin Farmers are Legen-DAIRY Campaign**

- Campaign length: April 17, 2023 – May 10, 2023
- Key Message: “Farmers work with experts like nutritionists and veterinarians to make sure their animals are happy and healthy. They also live on or near the land they farm, so they know how to best use the area around them. Dairy cattle do a great job grazing land not suitable for crops and they have what I like to call a ‘superpower’ - they can turn something that was once unusable into a variety of nutritious and high-quality dairy products for us to enjoy.”
- Media Metrics:
  - 5 TV interviews, 11 Radio interviews
  - Total Media Reach: 976,846
- Social Media Metrics:
  - 12 Facebook Posts, 11 Instagram Posts
  - Total Social Media Impressions: 41,822

### **Celebrate National Dairy Month Campaign**

- Campaign length: June 1, 2023 – June 30, 2023
- Key Message: “Our dairy farmers have dedicated their lives to feeding communities across the state, country, and globe. 95% of Wisconsin dairy farms are family-owned, and while we are celebrating and highlighting dairy in our state for National Dairy month, we are also showcasing these farm families hard work AND the delicious, nutritious products they produce.”
- Media Metrics:
  - 9 TV interviews, 22 Radio interviews
  - Total Media Reach: 5,304,045
- Social Media Metrics:
  - 30 Facebook Posts, 27 Instagram Posts
  - Total Social Media Impressions: 129,697

## Thank You



Thank you, once again, for your continued support of the Alice in Dairyland program. I am thankful for the knowledge and words of encouragement that you have shared with me since the beginning. I have absolutely loved serving as Wisconsin's Agriculture Ambassador as the 75<sup>th</sup> Alice in Dairyland, and will treasure the memories I have made while serving in this position. I look forward to watching the Alice in Dairyland program adapt and grow in the future.

Sincerely,

A handwritten signature in black ink that reads "Taylor Schaefer". The signature is written in a cursive style.

Taylor Schaefer, 75<sup>th</sup> Alice in Dairyland

Wisconsin Department of Agriculture, Trade and Consumer Protection

