

Wisconsin Department of Agriculture, Trade and Consumer Protection: Counties sought to hold 2019 Alice in Dairyland Finals

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MADISON – Organizations interested in promoting their county's agriculture industry and other businesses are encouraged to consider hosting the 72nd Alice in Dairyland Finals in May, 2019. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is accepting bids from a Wisconsin county or counties to host the event. Local economic development organizations and agriculture promotional organizations are encouraged to consider this opportunity to welcome to their county visitors and media professionals from around the state.

Each year, a different county hosts the Alice in Dairyland selection. The planning process begins approximately two years in advance, with submitting the host county application, due June 17th for consideration. Through monthly events the year prior to the host county Alice Finals, the current Alice in Dairyland builds public awareness and media interest in local agricultural industries in the host county. Alice also promotes the county statewide through her blog, social media, and media interviews.

In mid-March 2019, the host county holds a press conference to officially announce the top candidates for the position of 72nd Alice in Dairyland. The hosting process culminates in a three-day Finals event in which the new Alice is selected. During

these three days, the top candidates will tour agribusinesses, give interviews with local media, hold a discussion panel for the public and finish with the Finale event in which a new Alice is selected. The discussion panel and Finale events are open to the public as ticketed events and include opportunities to showcase local businesses, agri-tourism and other county highlights.

“It has been an honor to host the 70th Alice in Dairyland Finals because of the many relationships in our community that have been developed in the process,” said Nicole J. Nohl, 2017 Alice in Dairyland Brown County Finals Steering Committee Director. “Some examples are the partnership with the Neville Public Museum to have a historical exhibit, or when reaching out to businesses for financial support, instead developed into an in-kind billboard.”

Nohl added, “We are proud of each monthly event that created Brown County agricultural awareness with 69th Alice in Dairyland, Ann O’Leary. The opportunities for future host counties are connections with organizations, media, companies, schools and events that share the importance of Wisconsin agriculture. My recommendation is jump in and make memories!”

Alice in Dairyland is a communications professional employed by the Wisconsin Department of Agriculture, Trade and Consumer Protection. After a weeks-long public job interview involving as many as six finalists, each Alice works for one year to educate the public about Wisconsin agriculture.

Learn more or download an RFP at https://datcp.wi.gov/Pages/-Growing_WI/AliceInDairyland.aspx or by contacting Alice in Dairyland Program Director, Ti Gauger at [608-224-5115](tel:608-224-5115) or Ti.Gauger@wisconsin.gov.

Proposals are due by June 17, 2017. Submitted proposals may also be considered for 2020 and 2021 host county selection.