

# DATCP: Green County to host 2019 Alice in Dairyland finals

Posted on Wednesday, May 23, 2018

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MADISON – Green County will host the 72nd annual Alice in Dairyland Finals events in May 2019. Wisconsin Department of Agriculture, Trade and Consumer Protection Assistant Deputy Secretary Keith Ripp made the announcement Saturday, May 19 during the Finale event for the selection of the 71st Alice in Dairyland, held in Adams County.

Agriculture provides more than 32 percent of the jobs in Green County, and approximately \$2 billion in economic activity, or nearly 50 percent of the county's total economic activity. Dairy farming is the major agricultural industry in Green County. On-farm production and milk sales account for \$165.7 million, and processing milk into dairy products generates another \$1.29 billion. Green County farmers own and manage more than 300,000 acres, or more than 80 percent, of the county's land. This includes cropland, rangeland, pasture, tree farms, and farm forests.

Alice in Dairyland is a communications professional who works to educate the public about Wisconsin agriculture. Each year, a new Alice is selected from a group of candidates during an extended public job interview process, and, each year, a different county hosts the finals. Kaitlyn Riley of Gays Mills will start work June 4 as the 71st Alice.

Throughout her year, Riley will attend numerous events in Green County to promote its agricultural industries and the events leading up to the selection of the 72nd Alice in Dairyland, which will take place May 9-11, 2019.

The annual Alice in Dairyland interview process includes the three-day finals event each May, as well as a two-day briefing event several weeks earlier. These events include press conferences, agribusiness tours, interviews with local media, and speeches. Some of the final interview events are open to the public and include opportunities to showcase the host county's local businesses and products.

Learn more about the Alice in Dairyland program at [https://datcp.wi.gov/Pages/-Growing\\_WI/AliceInDairyland.aspx](https://datcp.wi.gov/Pages/-Growing_WI/AliceInDairyland.aspx)