

Dept. of Agriculture, Trade and Consumer Protection: Taylor Schaefer selected as the 75th Alice in Dairyland

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MADISON, Wis. - The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has selected Taylor Schaefer of Franksville as Wisconsin's 75th Alice in Dairyland. In this position, Schaefer will work for the contract year as a full-time communications professional for DATCP, educating the public about the importance of agriculture in Wisconsin.

Taylor Schaefer's fondest memories stem from her family's beef and crop farm, where raising livestock and serving as a youth leader in the Racine County 4-H program ignited her passion for agriculture. Schaefer went on to study at the University of Wisconsin-Madison, where she was involved in the Association of Women in Agriculture, Badger Dairy Club, and the University of Wisconsin Marching Band. In 2021, she interned with Mayer Beef and Folk Song Farm, where she broadened her knowledge of the Something Special *from Wisconsin*[™] program and connected with consumers.

She has since joined the Animal and Dairy Sciences Department at the University of Wisconsin-Madison as a digital media intern and the Mid-West Farm Report as a farm assistant. In May 2022, she will graduate with bachelor's degrees in animal sciences and life sciences communication and a certificate in digital studies. Upon graduation, she accepted a position with the Mid-West Farm Report in Madison, Wisconsin.

"As a young exhibitor, I looked up to Alice for her contributions towards reconnecting consumers to producers and ability to foster positive relationships between urban and rural community members," said Schaefer. "As Alice, I will explore Wisconsin's diverse

agriculture industry and share my knowledge with audiences of all demographics across the state.”

Schaefer was selected at the 75th Alice in Dairyland Finals hosted by Dane County this weekend. She will begin her term as the 75th Alice in Dairyland on July 5, 2022. She succeeds 74th Alice in Dairyland Julia Nunes of Chippewa Falls, who will continue her current term as the 74th Alice in Dairyland until the transition in July.

About Alice in Dairyland

Alice in Dairyland is a full-time communications professional for the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The Alice program is supported by several partner organizations including Dairy Farmers of Wisconsin, Kettle Moraine Mink Breeders Association, Wisconsin Corn Promotion Board, Midwest Jewelers Association, Ginseng Board of Wisconsin, and the Wisconsin Beef Council. For more information about the Alice in Dairyland program, visit <https://www.aliceindairyland.com/> and follow Alice online on [Facebook](#), [Twitter](#), and [Instagram](#).