

Dept. of Agriculture, Trade and Consumer Protection: Counties sought to host Alice in Dairyland Finals

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MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is accepting bids from counties to host the Alice in Dairyland Finals in the following years: 2028 (81st Alice in Dairyland), 2029 (82nd Alice in Dairyland), and 2030 (83rd Alice in Dairyland). The request for proposals is available on the [Alice in Dairyland website](#) and proposals are due by June 1, 2026.

Each year, a different county hosts a series of Alice in Dairyland Finals events leading up to the selection of the next Alice in Dairyland. Local economic development organizations and promotional agriculture organizations are encouraged to consider this opportunity to welcome visitors and media professionals from around the state to their county. Crawford County, the most recent host county for the 78th Alice in Dairyland Finals in 2025, recorded a boost of more than \$2 million in economic activity in their county over the three-day Finals.

The planning process for hosting Finals begins at least a year in advance, including scheduling the current Alice in Dairyland to attend monthly events in the county to promote the finals and learn more about the impact of agriculture on that county. In mid-March, the host county holds a press conference to officially announce the top candidates for the next Alice in Dairyland.

The hosting process culminates in a three-day Finals event, which includes agribusiness tours, media interviews, individual interviews, candidate presentations, and two public events: a public commodity showcase and impromptu question-

answer session; and an Alice in Dairyland Finale banquet and program. These are both open to the public as ticketed events and include opportunities to showcase local businesses, agritourism, and other county highlights.

“Hosting the Alice in Dairyland Finals has been an incredible experience for Crawford County,” said Carol Roth, Chair of the 78th Alice in Dairyland Steering Committee. “Our committee not only helped others learn more about the Alice in Dairyland position and its legacy, but they also brought attention to the diversity and importance of agriculture throughout the county and state.”

Roth added, “Even though Crawford County is home to three former Alices, this was the first time the county hosted this event. It was an excellent opportunity to bring people together, enhance connections, and open doors for the future of the Alice in Dairyland program.”

Marathon County will host the 79th Alice Finals May 14-16, 2026.

About Alice in Dairyland

Alice in Dairyland is a one-year, full-time communications professional for DATCP. The Alice program is supported by several partner organizations, including Dairy Farmers of Wisconsin, Ginseng Board of Wisconsin, Goodman’s Jewelers, Kettle Moraine Mink Breeders Association, the Dairy Innovation Hub, Wisconsin Beef Council, Wisconsin Corn Promotion Board, and the Wisconsin Potato Industry Board. For more information about the Alice in Dairyland program, visit www.aliceindairyland.com and follow Alice online on [Facebook](#), [LinkedIn](#), and [Instagram](#).