



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**

Ben Brancel, Secretary

**Date:** May 1, 2013  
**To:** Board of Agriculture, Trade and Consumer Protection  
**From:** Ben Brancel, Secretary *Ben Brancel*  
Mike Powers, Administrator, Division of Agriculture Development *M. Powers*  
**Subject:** End of Year Summary, Alice in Dairyland

**Presented By:** Rochelle Ripp, 65<sup>th</sup> Alice in Dairyland

**Recommendation/Requested Action:** Information only

**Summary/Background:**

**Introduction** – Alice in Dairyland is a public relations professional, serving as Wisconsin's Agriculture Ambassador, with the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP).

Alice in Dairyland works for one year as a contract employee of DATCP. Rochelle's year began in June 2012 and will end June 2013. During the year as "Alice" she promotes Wisconsin agriculture, working on behalf of our state's farmers and agribusinesses.

Alice is a unique and important part of Wisconsin's promotional and informational efforts, connecting consumers to agriculture by conducting media interviews, speaking at urban and rural community events and educating school students.

Since the Alice in Dairyland program's beginning in 1948, the position has continued to expand. For more than six decades, she has evolved into an icon promoting Wisconsin's food, fuel and fiber.

**Mission Statement** – To support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin.

*Agriculture generates \$59 billion for Wisconsin*

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**65<sup>th</sup> Alice in Dairyland** – Rochelle grew up near Lodi on her family’s dairy and cash crop farm. She was involved in 4-H. She graduated from the University of Wisconsin-Platteville in 2009 with an agribusiness degree in communications.

Prior to being selected as the 65<sup>th</sup> Alice in Dairyland, Rochelle worked as an associate marketing executive at Filament Marketing where she utilized strategic marketing and innovative communications to promote agricultural products, services and initiatives, such as the WhyAg campaign to build awareness of careers in agriculture.

Rochelle looks forward to a lifelong career of promoting her agriculture roots.

**Key Messages** – Throughout the year, Rochelle focused on two key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

- Agriculture is a diverse industry vital to Wisconsin’s economic development, generating a \$59.16 billion annual impact.
- Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, processors, communities and economies.

**Goals** – Progress as of April 25, 2013:

*Goal 1:* Generate media coverage with 75 television interviews, 150 radio interviews and 150 print interviews and 150 internet postings featuring key messages.

*Result:* Generated media coverage with 64 television interviews, 177 radio interviews and 108 print interviews and 213 internet postings featuring key messages.

*Goal 2:* Give at least 300 speeches that include at least one of the key messages.

*Result:* Gave 410 speeches that included at least one of the key messages.

*Goal 3:* Develop and execute three industry partnerships for campaign blitzes.

*Result:* Rochelle developed and executed three industry partnerships for campaign blitzes at the time of this publication with a 4<sup>th</sup> planned for the end of May.

Her year began with the “Taste of Fairs and Festivals” featuring Wisconsin agriculture products at fairs. Through this campaign Rochelle reached a diverse audience teaching them how agriculture products they see at the fairs as a whole product end up as ingredients in the foods they consume there.

The second media campaign is an annual campaign scheduled just in time for the holiday shopping season, promoting Something Special *from* Wisconsin™ products. This year, Rochelle worked with the Something Special *from* Wisconsin™ program manager, Lois Federman, to create the first ever follow up survey to this campaign, resulting in a 50% response rate. The survey results will help shape the campaign for the 2013 year. Lois also watched the traffic on the SSfW™ website and noted that through the campaign, traffic increased about 90%.

The third campaign included the second year of the Wisconsin Potato and Vegetable Growers Association (WPVGA) "February is Potato Lover's Month" campaign. Through her visits with TV and radio stations, Rochelle distributed information to consumers on the health aspects of potatoes, how they contribute to Wisconsin's economy and provided some recipes to promote the versatile nature of Wisconsin potatoes. The WPVGA provided wonderful resources in the forms of education with tours, handouts and visuals for the media campaign. Additional tracking measurements for this campaign were not yet available at the time of this printing.

Rochelle's fourth and final campaign in conjunction with the Wisconsin Soybean Marketing Board (WSMB) will run from May 12-28. The specific call to action with this campaign will be directing audiences to visit the new Wisconsin Soybean website in order to increase awareness of its existence. With the help of WSMB staff, we will be able to track increases in traffic to their new website as well as social media sites to assist in determining how effectiveness of the campaign.

#### Additional Key Accomplishments

Social Media: Rochelle was diligent, updating the Alice in Dairyland Facebook Account to create more followers and reach a wider audience. Her background in marketing allowed her to effectively create posts that attracted positive attention and consistently brought a diverse following. During her year, the number of "Friends" on the Facebook page increased from 2,255 at the beginning of her year to 3,302 at the time of this printing, a remarkable increase which has prompted the program to reevaluate our social media tools and will be unrolling a new Facebook "Page" for Alice which will help us track exactly how much traffic and attention she receives each day.

Madison and Milwaukee Media Market: Scheduling agriculturally centered news for the larger, urban media markets is a constant challenge for the Alice Program, namely Madison and Milwaukee. Rochelle worked diligently to make inroads with the Madison TV stations, securing a monthly spot on the Sunday morning program with NBC 15. Through this, Rochelle has been able to reach an audience that isn't exposed to agriculture on a daily basis and has used her time to discuss cranberries, chocolate milk, potatoes and more.

Chocolate Milk: Rochelle's background as an athlete led her to pursue events that would allow her to teach the benefits of using chocolate milk as a recovery drink after strenuous activity. Working with the Wisconsin Milk Marketing Board's "Rethink Your Drink" Campaign, Rochelle taught adult and student athletes throughout the year about the importance of refueling their bodies with chocolate milk as it has the perfect ratio of carbohydrates to proteins to help rehydrate and restore muscle strength.

Program Direction and Partnerships -- Alice accomplishes her goals through the support of many Wisconsin partner organizations.

To encourage the use of ethanol, Rochelle has driven an E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the **Wisconsin Corn Promotion Board**. To date, she has traveled more than 33,000 miles to hundreds of events while fueling up with E-85, a homegrown, renewable fuel made from locally grown corn. E-85 is a blend of 85 percent ethyl alcohol and 15 percent gasoline that is produced from the starch in agricultural products such as corn and switch grass.

The **Wisconsin Milk Marketing Board** (WMMB) is another major partner. With WMMB, Rochelle has presented to more than 5,800 students. In the fourth grade classrooms, a program now in its second year, called Growing a Healthy Wisconsin educates students about 16 healthy foods grown in Wisconsin through a trivia game

format. WMMB puts this presentation together and provides the Alice program with training, materials and support. In middle and high school classrooms, she presented on agriculture careers or making healthy beverage choices. With a wide array of careers in agriculture, Rochelle presented on the more than 300 careers in agriculture. Re-Think Your Drink was used to educate students and athletes on the amount of added sugar in our beverage choices and the importance of drinking milk which is filled with nine essential nutrients.

The **Kettle Moraine Mink Breeders Association** provided Rochelle with a beautiful mink coat that she will cherish for many years to come. Wisconsin is known for having some of the highest-quality mink pelts in the world. The coat promotes Wisconsin's mink ranchers and the number one ranking in production and sales of mink pelts.

The **Wisconsin Jewelers Association** helps to increase the visibility and impact of Alice in Dairyland with the use of specially designed tiara and brooch. The tiara, made of 14 karat gold and platinum, has three scallops lined in diamonds and features the amethyst and citrine stones which are indigenous to Wisconsin.

The **Wisconsin Potato & Vegetable Growers Association** partnered with the Alice in Dairyland program to promote Wisconsin potatoes for the second year. The February media campaign highlighted that Wisconsin ranks third in the nation for potato production, described the nutritional benefits of potatoes and highlighted the high quality of the research and storage facilities in Wisconsin.

The **Wisconsin Soybean Marketing Board** is a new program partner this year, supporting Alice's efforts in a media campaign revolving around the diverse uses for Wisconsin produced soy. This campaign is scheduled for May 12-28.

### Selection of the 66<sup>th</sup> Alice in Dairyland

– The 66<sup>th</sup> Alice in Dairyland Finals will be held in Calumet County, May 8-10, 2013.

The success of the Alice in Dairyland program is dependent on partnerships that offer financial and educational support.

The program welcomes feedback from the Board in its ongoing efforts to continue building partnerships, which will maximize the benefits to the agriculture community.

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