

73rd Alice in Dairyland

Year-End Report



Alice  in
Dairyland

Julia Nunes

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Letter from Julia Nunes, 73rd Alice in Dairyland

As my year as the 73rd Alice in Dairyland ends, I am incredibly thankful for all of the opportunities, experiences, and connections I have had over the past year. From meeting people all across our great state to educating people of all ages about Wisconsin agriculture and tasting the products that make our industry so special, there has been so much to discover and share in Wisconsin's diverse \$104.8 billion agriculture industry.

Growing up on a dairy farm in Chippewa Falls, I have always been passionate about agriculture. Being able to serve as Alice in Dairyland has allowed me to serve as a role model for youth in agriculture, just as previous 'Alices' had done for me. I am thankful for the opportunity to explore Wisconsin's agriculture industry and share my stories and discoveries with consumers and producers across Wisconsin.

Although my year has been spent navigating the COVID-19 pandemic and figuring out new and exciting ways to share the diversity of Wisconsin agriculture, I am proud of the way our industry has come together. Through many Zoom interviews, a State Fair food drive-thru, Facebook Live events, and many other virtual events, I was able to connect with many different ways.

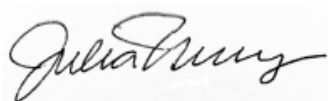
As I reflect on the past year, I am incredibly thankful for the many partners that have helped me along the way. Thank you to the:

- **Dairy Farmers of Wisconsin** for their invaluable commitment to making my year as the 73rd Alice in Dairyland a success and their continued partnership. From creating the virtual farm tour of my family's dairy farm to cheese board creations and social media collaborations, they have been so helpful in promoting Wisconsin farmers and our state's high-quality dairy products.
- **Wisconsin Corn Growers Association** for their endless support and providing the E85 Ford Explorer nicknamed 'Kernel' that helped me travel to every corner of the state.
- **Midwest Jewelers Association** for the iconic brooch and tiara that accompanied me at each stop.
- **Kettle Moraine Mink Breeders Association** that kept me warm all winter long with a Wisconsin mink fur coat.

Last, but not least, I am thankful for you, my colleagues at the Wisconsin Department of Agriculture, Trade and Consumer Protection. You have dedicated your careers to the success of our state's diverse agriculture industry. I thank you for your knowledge and words of encouragement that you have shared with me since the beginning.

As I go into my second year, this time as Wisconsin's 74th Alice in Dairyland, I am excited for plenty of new adventures that lie in the months ahead.

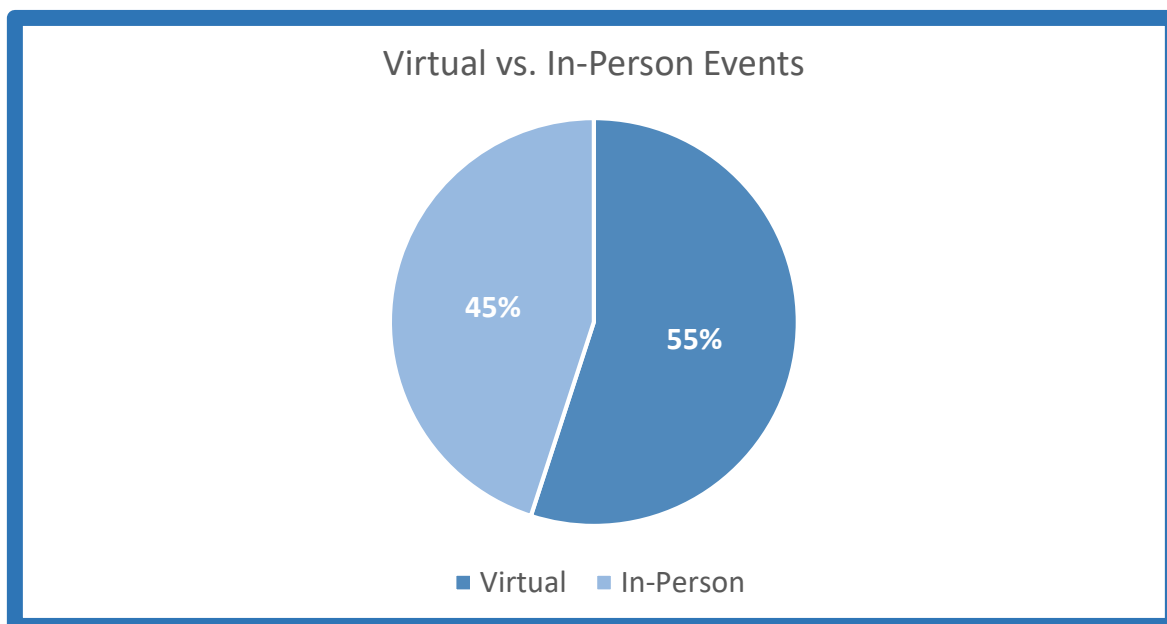
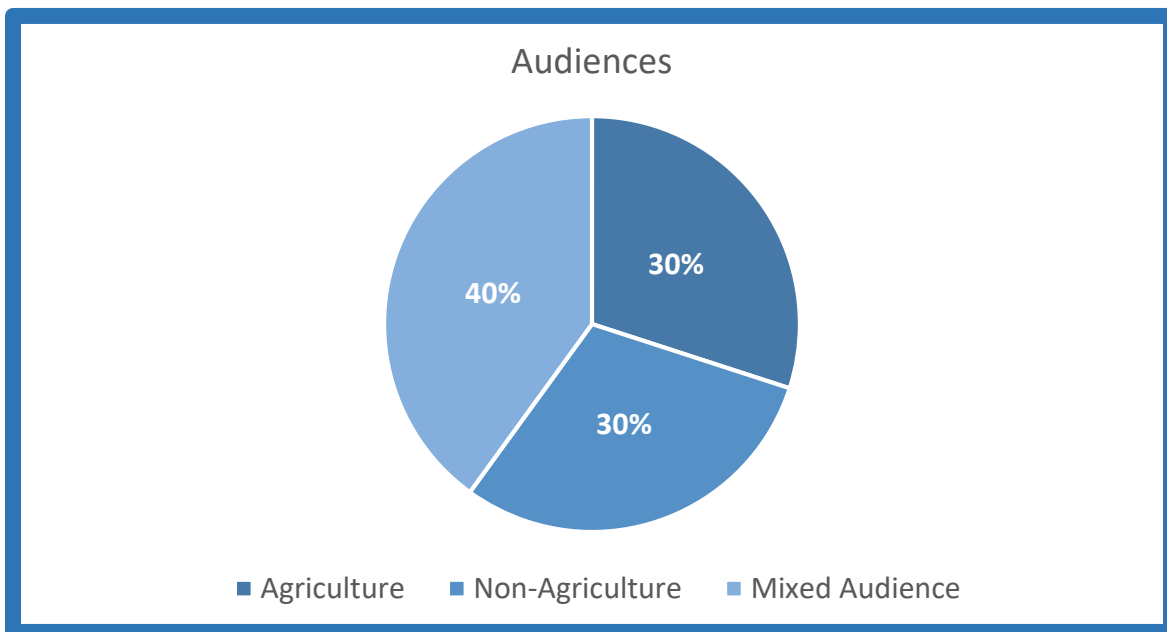
All the best,



Julia Nunes, 73rd Alice in Dairyland

Events & Appearances

Although my year as Wisconsin's 73rd Alice in Dairyland was different, I still had the opportunity to speak with Wisconsin consumers and producers both in person and virtually. Throughout 2020-2021, I attended over **401** events across the entire state, some virtual and some in-person. These events and appearances were attended by more than **61,000** people.



Virtual Events

A portion of my time serving as Wisconsin's 73rd Alice in Dairyland was unlike any other Alice in Dairyland with many events and appearances taking place virtually. Although many of my adventures took place over Zoom or via Facebook Live, I still found new ways to educate learners of all ages about the diversity of Wisconsin Agriculture.

Virtual Wisconsin Apple Crunch Celebration

The Wisconsin Apple Crunch is a staple in Alice's adventures, and although this year's took place virtually, it was still an experience that I will never forget.

This event was a 60-minute livestreamed, virtual apple orchard tour which included a farmer Q&A, farm tour, fun activities, and more. The event was held in recognition of October as Farm to School Month (as part of the Great Lakes Great Apple Crunch Campaign). One highlight was a recorded segment of well recognized chef in Wisconsin, Francesca Hong, who demonstrated some recipes with apple ingredients.



The event was able to reach **4,400** people and although classrooms couldn't be there in person, many of the audience included several classrooms from across the state.

Virtual First Christmas Tree Cutting

In November, I took part in a time-honored tradition in Wisconsin when Alice cuts the first ceremonial Christmas tree of the season. Although this year was virtual, I was so thankful to kick off the holidays here in Wisconsin.

The event was an hour long live stream that included interviews with farm owners/growers, a pre-recorded segment from the National Christmas Tree Growers Association, a Q&A session, and much more holiday fun. Although it was virtual, there were 3 schools from different



parts of the state that enjoyed the live video and the event even caught the attention of several local TV stations that took clips from the Facebook Live and turned it into a report they broadcast which ran in the days following.

The virtual event reached **4,300** people and saw over **80** engagements.

Virtual Dairy Farm Tour

Although I was unable to visit classrooms as Alice to promote Wisconsin dairy, an Alice tradition, I had the opportunity to film a virtual farm tour of my family's dairy farm. In partnership with Dairy Farmers of Wisconsin, I was able to give an up-close and personal view of where our dairy products come from. The video, which premiered in February, is about 10 minutes long and goes through a day-in-the-life of a Wisconsin Dairy Farmer!



The video was viewed over **2,000** times and reached over **12,000** people.

In the Media

I completed seven different media campaigns. Each campaign incorporated its own key messages to help promote diverse commodities. Campaigns included radio, TV, and social media components.

August: Wisconsin State Fair Campaign

With the Wisconsin State Fair cancelled in 2020, my August campaign consisted of celebrating and promoting the Wisconsin State Fair's Fair Food Drive-Thru, pre-order's of cream puffs, and the Wisconsin Products Pavilion Box. I also supported the Wisconsin Pork Producers by visiting the Pork Schoppe at the Wisconsin State Fair's Food Drive-Thru event.



This campaign consisted of **26 interviews** (17 Radio, 9 TV). During this campaign, I also promoted these events on Facebook, Instagram, and Twitter and created one blog post. This social media campaign reached more than **32,000** social media users.

Key Messages:

- Purchasing Wisconsin food products supports our state's farmers and food processors and contributes to the strength of Wisconsin communities.
- Although the Wisconsin State Fair might not look the same this year, you can still get your favorite Wisconsin State Fair staples.

September: Wisconsin Pork Producers Campaign

In September, I helped educate consumers on the benefits of Wisconsin pork. During this campaign, I highlighted the “Passion for Pork” program. Developed by the Wisconsin Pork Association (WPA) and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), the program connects Wisconsin pork producers to local meat processors, consumers, and the growing number of people experiencing food insecurity during COVID-19.

This campaign consisted of **23 media interviews** (22 Radio, 1 TV). I also promoted the campaign on Facebook, Instagram, LinkedIn, YouTube, and Twitter, which reached more than **40,000** social media users. In addition, I had two articles published in more than six local papers and one in the Wisconsin State Farmer.



Key Messages:

- Pork is easy to cook and adaptable to just about any recipe.
- Pork is an excellent source of protein and important vitamins and minerals.
- Pork is a heart-healthy and lean protein.

October: Chocolate Milk Month Campaign

In partnership with Dairy Farmers of Wisconsin, I helped connect parents and kids to the true spirit of Halloween by positioning chocolate milk as a fun, healthy snack. I helped educate consumers on the benefits of buying locally produced dairy by highlighting the nine essential nutrients found in chocolate milk and how chocolate milk is a great stand-alone snack and can be a versatile, fresh ingredient.

This campaign consisted of **29 media interviews** (23 radio, 6 TV). I also promoted the campaign on Twitter, LinkedIn, Instagram, and Facebook over **55 posts** that reached more than **60,000** social media users.



Key Messages:

- Chocolate milk is the “Official Beverage of Halloween.”
- Each eight-ounce serving contains nine essential nutrients including Protein, Calcium, and Vitamin D.
- Three servings of low-fat and fat-free dairy foods, such as milk, cheese, and yogurt, are recommended by the Dietary Guidelines for Americans for those 9 years and older.

November/December: Something Special *from* Wisconsin “Homestyle Holidays” Campaign

I promoted the Something Special *from* Wisconsin program to give holiday gifting and recipe suggestions. Titled “Homestyle Holidays,” I highlighted 32 of the more than 450 companies that are members of the Something Special *from* Wisconsin program. Due to the COVID-19 pandemic, all media interviews were conducted virtually and I devoted more time to promote the campaign on social media and online.

During the campaign, I conducted **32 media interviews** (24 radio, 8 TV). I also promoted the campaign on Facebook, Instagram, Twitter, and LinkedIn over **139 posts** that gained more than **72,000** total impressions.



Key Messages:

- From cheese to hand-crafted wooden cutting boards, you can easily find a Wisconsin-made gift for everyone to celebrate a Homestyle Holiday.
- All of these Wisconsin products are a part of the Something Special *from* Wisconsin program and can be found by looking for the red Something Special *from* Wisconsin logo.
- The best part of this program is that you can be assured that at least 50% of the packaging, processing, or ingredients are attributed to our state.



February: Ginseng Campaign

I promoted Wisconsin Ginseng, which is often used to celebrate the Chinese New Year. I enjoyed teaching people from all across our state about the wonders of Wisconsin Ginseng and the important role it plays in our state's agriculture industry. During this campaign, I attended three events (two virtual, one in-person) and engaged with more than **2,500 people**. This even included attending the Ginseng Festival Feast via Zoom.



For this campaign, I completed **27 media interviews** (20 radio, 7 TV) and promoted the campaign on Facebook, Instagram, Twitter, and LinkedIn over **60 posts** that gained more than **35,700 impressions**.

Key Messages:

- Wisconsin is the largest exporter of cultivated ginseng root in the U.S., exporting 85% of the roots to Asia (mostly to China).
- Wisconsin Ginseng is known as the highest-quality *Panax quinquefolius* in the world.

April: Sustainability Campaign

In partnership with the Dairy Farmers of Wisconsin, I helped educate consumers on the benefits of choosing sustainably produced Wisconsin dairy products. I enjoyed educating consumers about the commitment our state's dairy farmers have towards sustainability and reducing their environmental footprint and encouraging them to look out for "Proudly Wisconsin Dairy" labels in stores to support local dairy farms.

During this campaign, I participated in over **20 media interviews** (17 radio, 4 television). Additionally, I promoted the campaign on Facebook, Instagram, Twitter, and LinkedIn over **60 posts** that garnering more than **40,000 impressions**.



Key Messages:

- Wisconsin dairy products are produced sustainably and responsibly by our state's dairy farmers.
- Wisconsin milk, cheese, and yogurt provide nutrients people of all ages need to grow and maintain stronger bodies and minds.

June: National Dairy Month Campaign

In partnership with Dairy Farmers of Wisconsin, I shared the benefits of choosing Wisconsin dairy products and the key essential nutrients consumers can get by choosing dairy. I traveled all across the state to more than **30 events** (virtual and in-person), including county dairy breakfasts and grilled cheese drive-thrus. I also conducted **26 media interviews** (20 radio, 6 television).

In addition to in-person and virtual events, I promoted National Dairy Month on Facebook, Instagram, Twitter, and LinkedIn. These posts garnered more than **90,000 impressions** and reached over **30,000 social media users**.



Key Messages:

- Support Wisconsin dairy farmers by purchasing Wisconsin cheese and dairy products.
- Look for the "Proudly Wisconsin" badge to ensure you are buying Wisconsin cheese and dairy products.
- 95% of Wisconsin dairy farms are family-owned.
- Dairy products are a natural source of immune boosting nutrients such as Vitamin A, Vitamin D, and protein.

2020-2021 Media by the Numbers



■ **401**

Events attended to
promote Wisconsin
Agriculture



■ **155**

Radio Interview
Impressions



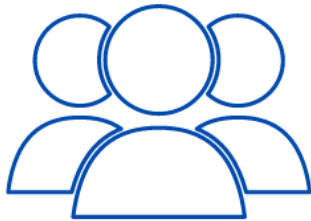
■ **60**

TV Interview Impressions



■ **229,026**

Total People Reached via
Social Media



■ **927**

Total Social
Media Posts



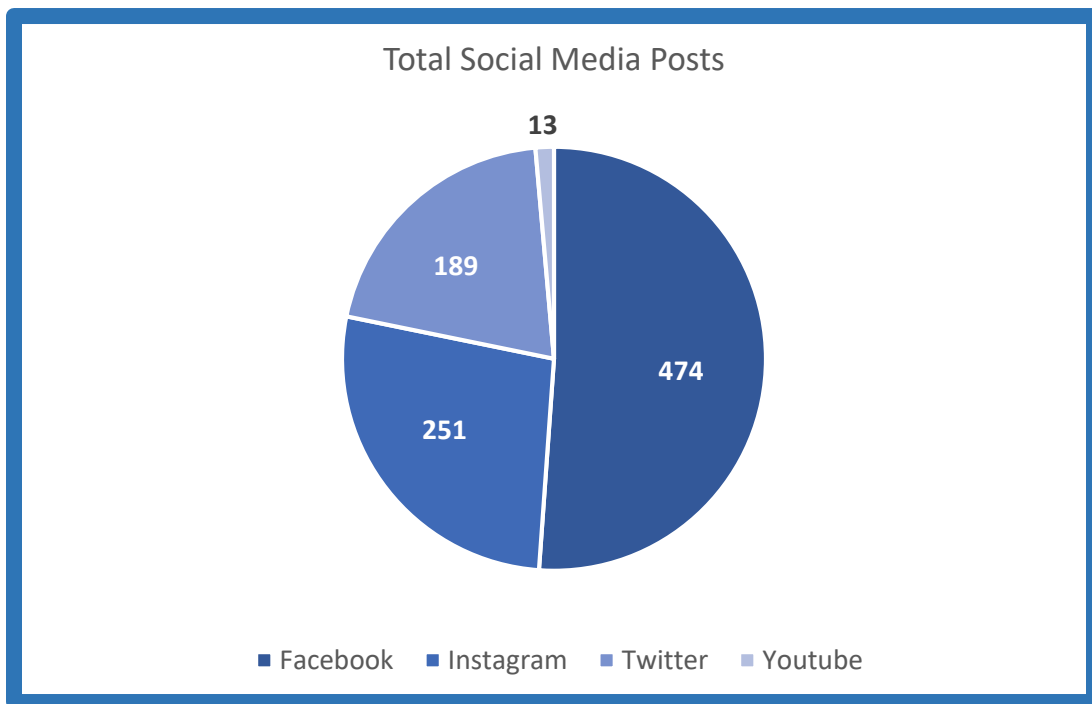
■ **150**

Articles sent to local
and state
publications



Social Media

While spending more time at home, I focused a lot of my time promoting the Alice in Dairyland program and Wisconsin agriculture via social media. Additionally, I also focused on growing my engagement as well as catering content towards specific demographics. Below I have included highlights from each platform from over the last year, as well as an overview for each.



Facebook

This year, I created **474 posts** on Facebook, making up the majority of the total social media content I posted in total. With the COVID-19 pandemic shifting many events to virtual in 2020, I utilized Facebook Live frequently to share different events I was attending, complete cooking demonstrations, and promote several campaigns. Through these posts, I reached more than **203,978 users** and garnered over **47,000 engagements** (likes, comments, and shares).

Facebook Top Performing Post



National Mac & Cheese Day Recipe

Posted July 13, 2020

Total Likes: 227

Total Comments: 29

Total Shares: 84

Total Views: 13,600

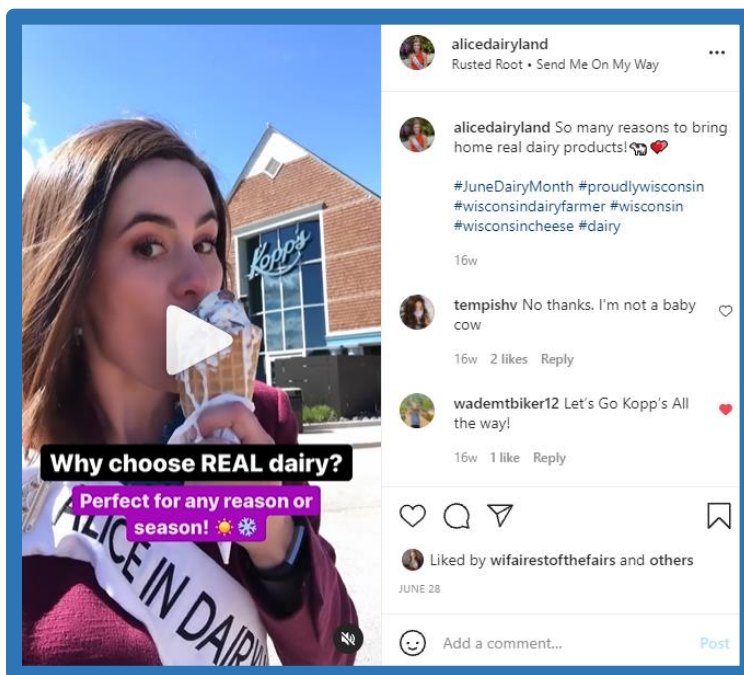
Total Reach: 29,000

Total Engagement: 2,769

Instagram

Instagram was probably my favorite out of all of the platforms I utilized this year. I utilized Instagram to share my travels as Alice and tried out Instagram Reels, which are a fun way to make a short video to share information. In total, I created more than **251 posts** that reached over **24,000 people**.

Instagram Top Performing Post



Choosing Wisconsin Dairy

Posted June 28, 2021

Likes: 269

Comments: 11

Shares: 36

Views: 6,268

Reach: 5,874

Engagements: 320

Twitter

Twitter accounted for **189 social media posts** over the past year and I hit more than **600 engagements** across the platform. While posting on Twitter, I found a lot of success in posting links to some of my blogs via tweets.

Twitter Top Performing Post



Celebrate Earth Day with Wisconsin Dairy

Posted April 21, 2021

Retweets: 2

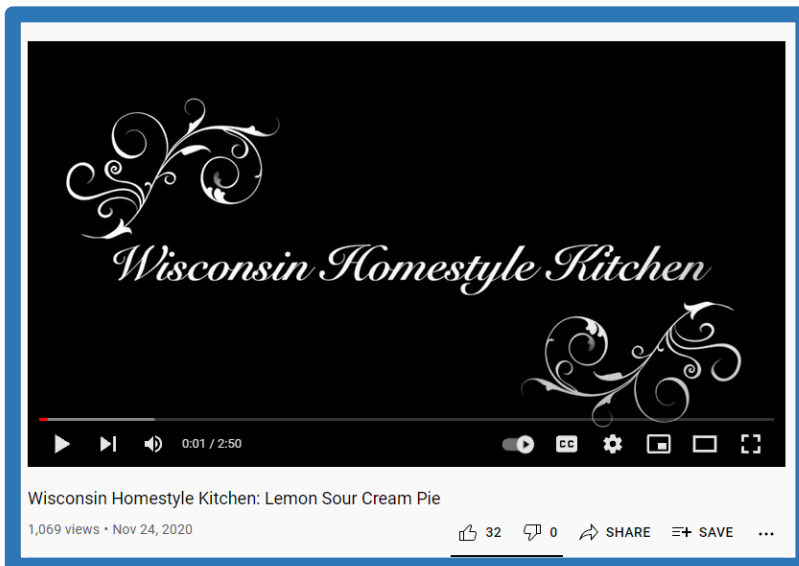
Favorites: 10

Engagements: 51

YouTube:

I utilized YouTube to share cooking recipes featuring Wisconsin products, highlight tours and events I attended, and promote various campaigns. Additionally, one highlight was doing cooking demonstrations via *Wisconsin Homestyle Kitchen* segments. It was fun being able to whip up many different delicious recipes with ingredients produced right here in Wisconsin. This year, I posted **13 videos** that gained **1,601 views**.

Top Performing YouTube Video



Wisconsin Homestyle Kitchen:

Lemon Sour Cream Pie

Posted November 24, 2020

Views: 1,069

Likes: 32

Comments: 2

Website Overview

With a move towards reaching people virtually, it was of the utmost importance to me to utilize the Alice in Dairyland website to share my adventures as Alice. Through blog posts and website and content updates, I was able to share my adventures in many different ways.

2020-2021 Website Statistics



■ **4,995**

Total Website Sessions

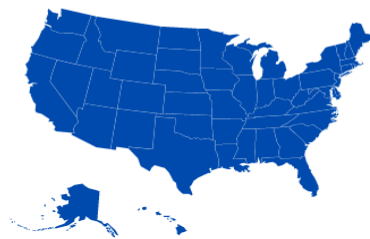


■ **29 mins**

Average Session Duration



Top Website Visitors



1. Wisconsin (2,886)
2. Illinois (270)
3. Minnesota (240)
4. California (125)
5. Iowa (96)

■ **4,077**

Unique Website Visitors



Top Blog Post

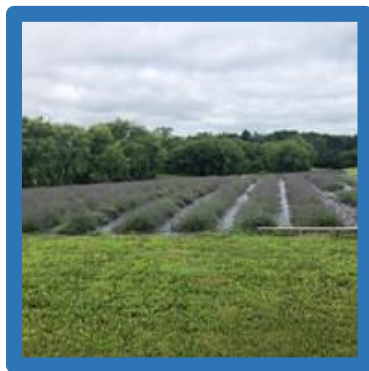
Wisconsin Lavender is a Specialty Crop Indeed

New Life Lavender and Cherry Farm in Baraboo opened my eyes, and my nose, to the wonder of lavender. In mid-July, I was able to visit the farm for a tour and learned so much about this pretty purple plant. Not only do humans enjoy lavender, but bees do as well. New Life Lavender was buzzing with life as they are home to multiple bee hives, fish, sheep, cows, and a family of five.



Lavender can be used in a variety of ways. Its first known use was in Egyptian culture being used medicinally and in the mummification process – who knew! In World War I, lavender essential oil was used as an antiseptic. Today, there are over 40 varieties, or cultivars, of lavender that each have their own unique aromas and properties. Different cultivars of lavender are used in making lotions, essential oils, and baked goods.

Lavender is a perennial plant and grows for about 10 years in Wisconsin. During the winter the plants are covered to protect them from the harsh winter cold. New Life Lavender uses the propagation method to make new plants. Propagation is the process of taking a cutting from an existing plant to make a 'clone' and allowing it to sprout roots.



Aron and Laura McReynolds own and operate New Life Lavender and Cherry Farm with their three children.

The farm store is located on 40 acres of land that are full of plants, smells, and animals. In 2017 they had their first season open to the public and the business has continued to grow over the years. With over 25 varieties of lavender, 10,000 lavender plants, a five-acre pollinator habitat, livestock, a bakery, and more, there is always work to be done on this bustling farm.

The whole family takes part in making sure the farm runs smoothly. Laura is in charge of the farm store and events. She added her artistic touches inside the

building, which stands out alongside the country backdrop. Aron manages the farm, leads wagon ride tours, and is the head baker...to name just a few of his responsibilities. I had the privilege of sampling their cherry and lavender pie – it was amazing! Riding through the farm on the wagon ride tour was truly an experience as Aron shared their farm to table story, current farm projects, and goals for the season.



Even Aron and Laura’s three children share their passion for Wisconsin agriculture. Gracia shared jokes and facts about the fish that are kept in a pond near the farm store. During the wagon ride we also stopped to see Micah, Aron and Laura’s second son, who cares for a herd of sheep and a couple of cows in a pasture near their pollinator field. Micah sells his lamb and beef sticks in the farm store. I

couldn’t resist getting a package on my way out, and I’m glad I did – they were very tasty with a hint of spice.

Aron and Laura's oldest son Gabriel also plays a big role in his family's business. From managing multiple bee hives around the farm to running the lavender distillation equipment and even driving the tractor during my tour, Gabriel helps to keep New Life Lavender in motion (literally!).

New Life Lavender and Cherry Farm has an onsite store that is packed with essential oils, lotions, jams, cooking ingredients, and so much more. They also serve a variety of beverages (I recommend the lavender lemonade) and baked goods like cherry pie, lavender lemon poppy seed cupcakes, and even lavender ice cream! Purchasing Wisconsin's high-quality, nutritious food products like these supports farmers and food processors, and contributes to the economic strength of Wisconsin communities like Baraboo.

New Life Lavender is a warm and inviting place perfect for relaxing, restoration, and reconnecting. Learn more at <https://www.newlifelavender.com>.



Thank you, once again, for your continued support of the Alice in Dairyland program. I am thankful for the knowledge and words of encouragement that you have shared with me since the beginning. I look forward to continuing on as the 74th Alice in Dairyland and representing Wisconsin agriculture.

Sincerely,

A handwritten signature in black ink that reads 'Julia Nunes'.

Julia Nunes, 73rd Alice in Dairyland