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Racine County to Host Alice in Dairyland Finals

September 30, 2008 — Racine County is gearing up to host the 62nd annual Alice in Dairyland finals Wednesday, May 13 – Friday, May 15, 2009. Plans are already well underway to host a variety of events in Burlington, thanks to the efforts of the Racine County steering committee. The last time the Alice in Dairyland finals were held in Racine County was in 1968, in conjunction with Kenosha County.

“We’re honored that Wisconsin’s next agricultural ambassador – Alice in Dairyland – will be selected in Burlington,” said Jim Stowell, steering committee co-chair. “We look forward to showcasing Burlington and Racine County’s diverse agricultural businesses including: dairy, livestock, vegetables and agricultural equipment manufacturing.”

Alice in Dairyland is a public relations specialist with the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade and Consumer Protection. Alice promotes Wisconsin’s agriculture and agribusiness throughout the state. She works with the media, speaks with rural and urban audiences, and teaches students about all aspects of Wisconsin agriculture.

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With appearances at more than 300 events across the state and 100 schools annually, Alice in Dairyland logs the equivalent of a trip around the world – or 40,000 miles. Alice

speaks to fourth graders, high school students and at numerous agricultural events. She also conducts hundreds of media interviews, generating upwards of \$1 million worth of coverage for Wisconsin agriculture.

"Agriculture in Racine County generates \$485 million in economic activity and provides over 4,500 jobs. Some of Racine County's agriculture highlights are the many family owned farms, along with businesses and industries that provide equipment, services and other products necessary to provide Wisconsinites food, fiber and fuel," noted Rod Nilsestuen, Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection.

The schedule of events for the 62nd Alice in Dairyland Finals is as follows:

- Wednesday, May 13 – TV and Radio Interviews at Burlington High School
- Thursday, May 14 – Tours of Racine County Businesses and Sponsor Dinner – featuring an impromptu Q&A session at Aurora Wellness Center in Burlington
- Friday, May 15 – Tours of Racine County Businesses and Selection Dinner and Reception at Burlington High School

Alice in Dairyland, Wisconsin's agricultural ambassador, will be selected following three days of interviews, public appearances, agri-business tours and speeches, culminating in a banquet and Finale on Friday, May 15, 2009. Visit Racine County's Website www.aliceindairyland.com or call 262-763-3676 for more details regarding the Alice program and Finals.

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