

**Save the Date — August 6, 2024**  
**WATA State Fair Stage Show 5-6 p.m.**  
**Would you like your Agricultural Tourism**  
**Destination recognized at the Wisconsin State Fair?**



**Send trivia prizes to:**  
**WATA**  
**4618 West County Road A**  
**Janesville, WI. 53548**  
**before August 1, 2025**

**Ideas: hats, t-shirts, admission tickets, lotions, balms, jams, keychains, etc.**



## **WATA Continues Kicks Marketing Campaign to Drive Visitors to Your Farm**

Wisconsin Agricultural Tourism Association continues a statewide push to get more visitors to members' farms, event barns, vineyards, petting zoos, and tree farms. Large, easy-to-read signs boasting LUV-R-AG and smart-phone friendly QR codes were placed at highway rest stops and visitor centers from Hurley to Kenosha, Ashland to Beloit, Superior to Platteville, and Menominee to La Crosse. Travelers will be able to see the signs, use the QR code, and find their next ag-venture. Take a minute to view the videos created and please share on your social media channels:

[LUV R AG scan the QR code](#)    [Napa Valley of the Midwest](#)    [Wisconsin Farm Weddings](#)  
[Family Fun on the Farm. Plan your Ag-Venture Today](#)

To apply for membership online: [Click on WATA Membership Form Link](#)

## News to Know... Upcoming WATA Events

# NOTICE

A PERSON WHO OBSERVES OR PARTICIPATES IN AN AGRICULTURAL TOURISM ACTIVITY ON THIS PROPERTY ASSUMES THE RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY. RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY MAY INCLUDE CONDITIONS ON THE LAND, THE UNPREDICTABLE BEHAVIOR OF FARM ANIMALS, THE ORDINARY DANGERS ASSOCIATED WITH EQUIPMENT USED IN FARMING OPERATIONS, AND THE POTENTIAL THAT A PARTICIPANT IN THE AGRICULTURAL TOURISM ACTIVITY MAY ACT IN A NEGLIGENT WAY THAT MAY CONTRIBUTE TO INJURY OR DEATH. THE AGRICULTURAL TOURISM PROVIDER IS NOT LIABLE FOR THE INJURY OR DEATH OF A PERSON INVOLVED IN AN AGRICULTURAL TOURISM ACTIVITY RESULTING FROM THOSE INHERENT RISKS.

Rural Mutual  
Insurance Company

WATA  
Wisconsin Agriculture Tourism Association

- Rural Mutual Agents are offering Signs for their clients. Contact your agent. [Page 45 WFBF Rural Route](#)
- Pica Grove Image Allies of Sparta is offering a \$50 discount to WATA members for all your signage posting needs to be in compliance with WI Act 269. See these and more products at their website: [www.picagrove.com](http://www.picagrove.com) .
- Have you listened to the eight SCBG23-10 podcasts at [gowiagtourism.com](http://gowiagtourism.com) featuring specialty crop growers?
- Check out this podcast: [Episode 22 Travel Calumet](#)

*~A commentary by Secretary Romanski of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).*

Wisconsin is home to about 5,500 dairy farms, which is more than any other state. On each of these farms, hardworking people care for their animals, feed their communities, and are stewards of the land and water.

This month and beyond, DATCP will continue to serve as a resource to Wisconsin's hardworking dairy industry. To do your part this June Dairy Month, please try a new Wisconsin cheese, buy some whey powder, and drink some extra milk. I also encourage you to talk to current and future generations of dairy farmers. Wisconsin has much to celebrate, and our farmers know firsthand about the past, present, and future of America's Dairyland.



## Halei Heinzl is Wisconsin's 77th Alice in Dairyland to start her year July 8th.



The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has selected Halei Heinzl of Oconomowoc as Wisconsin's 77th Alice in Dairyland. In this position, Heinzl will work for the contract year as a full-time communications professional for DATCP, educating the public about the importance of agriculture in Wisconsin.

Heinzl will graduate in May 2024 from the University of Wisconsin-Madison with a degree in Life Sciences Communication. Before starting at UW-Madison, Heinzl was active in her high school's FFA chapter. She graduated from the Farm and Industry Short Course program with certificates

in Agribusiness Management and Dairy Farm Management. While on campus, Heinzl was involved with the Babcock House Student Cooperative, Science Communication Club, UW Polo Club, and serves on the board of the Wisconsin Agriculture and Life Sciences Alumni Association. Heinzl has held internships with the Farm and Industry Short Course program, Professional Dairy Producers, and worked with the Wisconsin State Fair Dairy Promotion Board.

"I am so excited and honored to be spending the next year serving as the 77th Alice in Dairyland, the official ambassador of Wisconsin's diverse and abundant agriculture industry," said Heinzl. "I am looking forward to connecting Wisconsinites with agriculture, sharing the impact of this vibrant industry both in local communities and across the state, and sharing the stories of the hardworking individuals who dedicate their lives to agriculture every day."

### **About Alice in Dairyland**

Alice in Dairyland is a one-year, full-time communications professional with 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, Goodman's Jewelers, Wisconsin Potato Industry Board, Ginseng Board of Wisconsin, and the Wisconsin Beef Council. For more information about the 77th Alice in Dairyland Finals in Door County and the Alice in Dairyland program, visit [aliceindairyland.com](http://aliceindairyland.com) and follow Alice online on [Facebook](https://www.facebook.com), [X](https://twitter.com) (formerly Twitter), [LinkedIn](https://www.linkedin.com), and [Instagram](https://www.instagram.com).



**September 6-8, 2024**

**Jefferson County Fair Park**

**[www.wisconsinssheepandwoolfestival.com](http://www.wisconsinssheepandwoolfestival.com)**

**Spend the weekend at the Midwest's premier sheep and wool festival**

Three days filled with entertainment, shopping and education at one of Wisconsin's finest fairgrounds, midway between Milwaukee and Madison, just south of I-94.

Come for the Education- 80+ Fiber Art Classes for all levels of experience taught by national known instructors, Producer Education, The Hall of Breeds, and new this Year- the Leicester Longwool Card Grading Event (learn the history, value, see the wool and sheep evaluated) Come to Jefferson prepared to shop! The Country Store will feature over 130 exhibitors from across the country, offering everything from baskets to drop spindles; yarn to jewelry; rug looms to roving. Come for the sheep. Over six hundred sheep representing over 40 breeds. Sheep shows Friday, Saturday and Sunday, including the National Leicester Longwool show. Come for the entertainment. Watch Border collies in action during three days of stock dog trials. Or cheer on your favorite knitters in the Walk & Knit/Crochet Challenge Relay, and Sheep to Shawl Competitions.

Gates open at 7:00 a.m. each day. Admission is \$10 per person, \$20 for a weekend pass. Kids eight and under free. Parking free. Information on all activities and hours at [www.wisconsinssheepandwoolfestival.com](http://www.wisconsinssheepandwoolfestival.com)

# Support Your Local Fairs and Festivals

[Check out Fairs in all 72 Wisconsin Counties](#)

[Video tour Wisconsin Fairs](#)



July 11-14, 2024



July 24-28, 2024

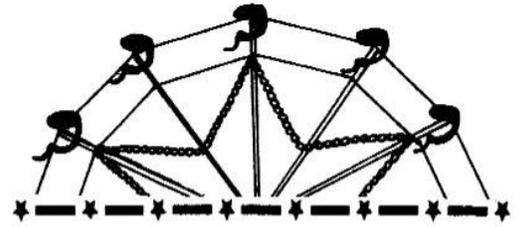


August 14-18, 2024





August 28-  
September 2, 2024



September 11-15, 2024



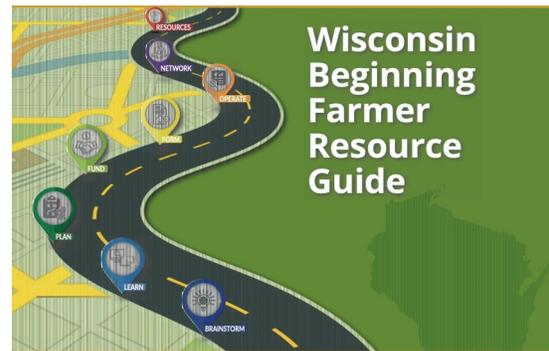
WISCONSIN  
SHEEP & WOOL  
FESTIVAL

September 6-8, 2024

### News to Know...

- ~Wisconsin Beginning Farmers [Resource Guide](#) - Resources, tools and information for you.
- ~ Agritourism Market Size, Share and Forecast from OpenPR.com.

According to the MRI Team's Market Research Intellect, the global Agritourism market is anticipated to grow at a compound annual growth rate (CAGR) of 7.06% between 2024 and 2031. The market is expected to grow to USD 39 Billion by 2024. The valuation is expected to reach USD 62.88 Billion by 2031. [READ MORE.](#)



### Upcoming WATA Events...

- ~ WATA Wisconsin State Fair Tourism Booth August 6, 2024
- ~ WATA Farm Technology Days Booth with Travel Wisconsin August 13-15, 2024



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