



Something Special *from* Wisconsin offers holiday and gift-giving options that are ‘uniquely Wisconsin’

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Editor’s note: For more information or to schedule interviews about this promotion, contact Ann O’Leary at (608) 516-5072 or Ann.OLeary@wisconsin.gov

MADISON – With the most wonderful time of year just around the corner, many shoppers are gearing up for the gift-giving season. As you shop your local stores for your holiday ingredients and gifts this year, keep an eye out for the Something Special *from* Wisconsin™ sticker.



“Purchasing local Wisconsin goods is an easy way to make your holidays uniquely Wisconsin,” says Ann O’Leary, 69th Alice in Dairyland. “Something Special *from* Wisconsin is an easy way to identify locally produced goods. The red sticker stands out on packaging and alerts consumers that their money is staying here in the state to support our farmers, communities and economy.”

It’s easy to spot: this oval logo has a bright red background and white and yellow lettering, allowing you to easily identify a Something Special *from* Wisconsin product. The sticker carries a meaningful message – when you see it, you can be assured that at least half of the product ingredients, production, or processing has come from right here within our state.

The Something Special *from* Wisconsin logo can be found on everything from meats and cheeses, sweet syrups and candies, to soaps, candles, lotions, wreaths and more. With more than 480 participating companies, you can add local flavors into your holiday celebrations and there is bound to be holiday fun for everyone. “By purchasing Something Special *from* Wisconsin products today and every day, you are supporting local producers and processors, and the Wisconsin way of life by keeping those dollars in the local economy,” adds O’Leary.

Since 1983, the program has been trademarked through the Wisconsin Department of Agriculture, Trade, and Consumer Protection. Products that are part of SS/FW are available year round, so people can buy uniquely Wisconsin goods in all four seasons.

For more information, visit <http://somethingspecialwi.com/> and you can give thanks to our local farmers and agribusinesses all year long. Alice in Dairyland is Wisconsin’s agriculture ambassador, and works with media professionals to educate consumers about the importance of agriculture to Wisconsin’s economy and way of life. To learn more about the work O’Leary is doing, visit her travel blog at www.wisconsinagconnection.com/alice, or keep in touch with her on [Facebook](#) and [Twitter](#).

Find background information on the Alice in Dairyland program at https://datcp.wi.gov/Pages/Growing_WI/AliceInDairyland.aspx