



## 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 Crystal Siemers-Peterman at (608) 516-5072 or [crystal.siemers-peterman@wisconsin.gov](mailto:crystal.siemers-peterman@wisconsin.gov)*

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

“Just like Wisconsin agriculture, the products and companies that are part of the Something Special *from* Wisconsin™ program are so diverse,” says Crystal Siemers-Peterman, 70<sup>th</sup> Alice in Dairyland. “When your loved ones see the Something Special *from* Wisconsin™ logo as they unwrap their gift, they’ll know that you exceeded their expectations on their Wisconsin wish list.”



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. This sticker carries a meaningful message, for when you see it you can be assured that at least half of the product’s 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 easily add local flavors and items into your holiday celebrations.

“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 our local economy,” adds Siemers-Peterman.

Since 1983, the Something Special *from* Wisconsin™ program has been trademarked through the Wisconsin Department of Agriculture, Trade, and Consumer Protection. To find more information, visit [www.somethingspecialwi.com](http://www.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 Siemers-Peterman is doing this holiday season and beyond, visit her travel blog at <http://www.aliceindairyland.com/blog>, 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](https://datcp.wi.gov/Pages/Growing_WI/AliceInDairyland.aspx)

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