

*Protecting Wisconsin Consumers for 75 Years*

## Protecting Wisconsin Consumers

**...And Assuring Fair and Open Competition in the Marketplace**

### **CONSUMER PROBLEMS? We can help.**

The Department of Agriculture, Trade and Consumer Protection is Wisconsin's primary consumer protection agency.

The Division of Trade and Consumer Protection enforces many powerful laws such as the deceptive advertising law and the "Little FTC Act." The deceptive advertising law broadly prohibits advertising or sales claims that are "untrue, deceptive, or misleading."

The "Little FTC Act," which is modeled after the Federal Trade Commission Act, is even more sweeping. It authorizes the department to adopt industrywide rules prohibiting unfair practices.

These overlapping laws apply to almost every business in the state. They also protect small business against monopoly practices, and help assure fair and open competition in the marketplace.

### **The Department adopts industrywide rules prohibiting unfair practices.**

Telecommunications, rental housing, mail order sales, telemarketing, and home improvement problems are at the top of the list of consumer complaints handled by the division. The division hotline (800-422-7128) and regional consumer protection offices in Milwaukee, Green Bay, Madison, and Eau Claire handle more than 100,000 consumer complaints and inquiries a year. Mediation results in thousands of dollars in refunds.

The division also empowers injured consumers and competitors by informing them of their rights and remedies. A person who loses money because of a rule violation under the "Little FTC Act" may sue the violator directly in court, and may recover double damages, costs, and attorney's fees.

The division prosecutes law violators in court. Prosecutions may result in criminal penalties, civil forfeitures, injunctions, or court ordered restitution. (Cases are typically prosecuted by county district attorneys or the Department of Justice.)

The division also:

- Initiates special order proceedings to prohibit unfair business practices by individual businesses.
- Obtains formal assurances of compliance to halt violations of the deceptive advertising law.
- Administers license and bonding requirements.

### **Consumer Product Safety**

***Responsible for consumer product safety, the Bureau of Consumer Protection located and helped to recover more than 80 deadly propane space heaters that have killed 42 people nationally, including two college students camping near Wisconsin Dells.***

The Division of Trade and Consumer Protection enforces Wisconsin's consumer product safety laws, including laws on hazardous substances, consumer product safety, flammable fabrics, and poison prevention packaging. The division:

- Investigates consumer complaints and injury data, in cooperation with the U.S. Consumer Product Safety Commission and others, to uncover consumer product safety hazards and law violations.
- Tests household substances and consumer products for suspected safety hazards and law violations.
- Prosecutes violations in court.
- Initiates administrative proceedings to ban consumer products that present an unreasonable risk of injury or an imminent hazard to the public.
- Issues warning notices for less serious violations.

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## Weights and Measures

***The Division of Trade and Consumer Protection enforces state weights and measures laws to ensure that buyers get what they pay for.***

By monitoring the accuracy of gas station pumps, grocery store packages and scales, and checkout scanners, the Bureau of Consumer Protection saves an average Wisconsin family \$300 a year. For example, Weights and Measures inspectors corrected a statewide problem with grocery stores overcharging for family packs of meat and poultry. The Bureau's recent survey of checkout scanners was the most comprehensive ever in the state and resulted in corrective action by grocery and department stores.

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## Environmental Regulation of Consumer Products

**The division is responsible for the environmental regulation of consumer products.** The division:

- Investigates complaints related to deceptive environmental labeling, or the sale of illegal products or containers.
- Licenses and inspects over 2,700 motor vehicle repair shops performing mobile air conditioner repairs that could release ozone-depleting refrigerants.
- Licenses recyclers of ozone-depleting refrigerants.
- Initiates administrative proceedings to ban consumer products that present an unreasonable risk of injury or an imminent hazard to the public.

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## Protecting Agricultural Producers

***For the protection of farmers, grain dealers are required to file security with the Department if they do not meet minimum financial standards required by law. The Department uses that security to pay the producers. For example, a Waterloo area farmer received a check for \$20,294 after a grain warehouse default. After an audit, the Department suspended the registration of the warehouse keeper and grain dealer.***

The Division of Trade and Consumer Protection oversees regulations relating to producers in their dealings with dairy plants, food processors, grain warehouses, and grain dealers. Under these laws, most companies procuring grain, milk or vegetables from farmers are required to pay assessments into a state-controlled trust fund to pay producers in the event of a default.

- Reviews financial statements and conducts routine or special audits and investigations to assess the financial condition of licensed dairy plants, fruit and vegetable processors, grain warehouse keepers, and grain dealers.
- Conducts in-depth investigations to uncover fraud and other violations of law.
- Inspects grain warehouse and other facilities to determine whether they are meeting their storage obligations. Under contract with U.S. Department of Agriculture, inspects warehouses storing grain for the federal Commodity Credit Corporation.
- Licenses dairy plant operators, fruit and vegetable processors, grain warehouse keepers and grain dealers with respect to financial condition and trade practices. Initiates proceedings to deny, suspend, or revoke licenses for violations of law, or for failure to satisfy security requirements.
- Oversees Agricultural Producer Security Fund assessment requirements for dairy plant operators, fruit and vegetable processors, grain warehouse keepers, and grain dealers.
- Initiates administrative “default” proceedings if a dairy plant operator, fruit or vegetable processor, grain warehouse keeper, or grain dealer defaults on payments to producers. In a “default” proceeding, the department determines the amount of allowed producer claims, and orders payment of allowed claims.
- Refers violation of law to local district attorneys or State Attorney General’s office.
- Initiates special order proceedings for violations of law. (Summary special orders may be issued in an emergency, to prevent clear and imminent harm to producers.)
- Issues warning notices for less serious violations.

## LAWS AND RULES

The division is organized into two bureaus: the Bureau of Consumer Protection and the Bureau of Trade Practices. Following is a summary of the laws (Wisconsin Statutes) and rules (Wisconsin Administrative Code) administered by the Bureau of Consumer Protection and the Bureau of Trade Practices. (The abbreviation ATCP, for Agriculture, Trade and Consumer Protection, is used to designate the chapter numbers of the Department’s administrative rules.)

### Bureau of Consumer Protection Laws

The specific laws administered and enforced by the Bureau of Consumer Protection are:

#### **Fraudulent Representations (Wis. Stat., § 100.18)**

Prohibits untrue, deceptive or misleading advertising of all kinds.  
 Prescribes disclosures that must be made in combination sale advertisements.  
 Prohibits untrue “closing-out sale” advertisements.  
 Prescribes disclosures that must be made in charitable solicitations.  
 Sets standards for disclosure of prices on motor fuel pumps.  
 Prohibits “bait and switch” advertising.  
 Regulates the use in advertisements of words such as “wholesale” and “factory.”

#### **Weights and Measures (Wis. Stat., ch. 98)**

Describes the system of weights and measures in Wisconsin. Prohibits the use of inaccurate weighing and measuring devices and false statements of size or weight. Requires licensing of vehicle scales and service companies.

#### **Regulation of Trading Stamps (Wis. Stat., § 100.15)**

Regulates the redemption of trading stamps and similar devices given in connection with the sale of merchandise.

#### **Selling with Pretense of Prize (Wis. Stat., § 100.16)**

Prohibits contests in which something is sold with the representation that the purchaser might win something because of the purchase.

#### **Guessing Contests (Wis. Stat., § 100.17)**

Defines and prohibits various deceptive representations in conjunction with guessing and puzzle contests.

**Prize Notices (Wis. Stat., § 100.171)**

Regulates unsolicited prize notices given to individuals in Wisconsin and specifies disclosures such as odds of winning.

**Ticket Refunds (Wis. Stat., § 100.173)**

Prescribes ticket refund requirements.

**Mail Order Sales (Wis. Stat., § 100.174)**

Helps consumers deal with major mail order problems. The law applies to phone orders.

**Dating Service Contracts (Wis. Stat., § 100.175)**

Prescribes contract requirements for a service that purports to assist people in finding friendship and companionship, and includes a three-day right to cancel. Dating services must establish proof of financial responsibility with the Department when requiring a buyer to pay more than \$100 before receiving services.

**Fitness Center and Weight Reduction Center Contracts (Wis. Stat., § 100.177)**

Prescribes requirements for fitness center or weight reduction center membership contracts.

**Fitness Center Staff Requirement (Wis. Stat., § 100.178)**

Mandates training for fitness center staff.

**Fraudulent Drug Advertising (Wis. Stat., § 100.182)**

Prohibits advertising of any drug if such advertising contains any untrue, deceptive or misleading representations material to the effects of the drug and further prohibits the marketing drugs that are manufactured to resemble controlled substances.

**Fraudulent Advertising Foods (Wis. Stat., § 100.183)**

Prohibits advertising of any food which is untrue, deceptive or misleading. Prohibits unlawful advertising of any dairy or other food product which is of a grade or quality inferior to the usual and ordinary grade established by common understanding or law for such product. If the more valuable portion has been removed, the advertised article must have plainly and conspicuously stated that the article is below and inferior to the usual and ordinary grade. Graded turkeys advertised for sale must have the USDA grade stated in not less than 10-point type.

**Advertising Foods for Sale (Wis. Stat., § 100.184)**

Prohibits advertising for sale any article of food in package form when the retail price is mentioned unless the actual weight or volume of the contents of such package is plainly and conspicuously stated in the advertisement in not less than 5-point type.

**Methods of Competition and Trade Practices (Wis. Stat., § 100.20)**

In addition to the broad administrative powers discussed in the introduction, this statute specifically prohibits the conducting of a "selling out" or "closing out" sale if the seller is not closing or disposing of business.

**Motor Vehicle Rustproofing Warranties (Wis. Stat., § 100.205)**

Prescribes warranty requirements for rustproofing.

**Telecommunications Services (Wis. Stat., § 100.207)**

Regulates advertising, sales practices, and collection practices of businesses which provide telecommunications services.

**Cable TV Subscriber Rights (Wis. Stat., § 100.209)**

Covers interruption of service, repairs, and notice before changing programs or disconnection. Prescribes a 30-day advance notice before a rate increase. Also authorizes rulemaking and enforcement.

**Substantiation of Energy Savings or Safety Claims (Wis. Stat., § 100.21)**

Authorizes the Department to require anyone engaged in business to submit to the Department, upon request, scientific proof to substantiate the accuracy of any energy savings or safety claims.

**Violations against Elderly or Disabled Persons (Wis. Stat., § 100.264)**

Provides supplemental penalties for violations against elderly or disabled persons.

**Environmental Labeling of Consumer Products (Wis. Stat., § 100.295)**

Directs DATCP to develop standards for use of the terms recycled, recyclable, and degradable in product representations.

**Plastic Container Labeling and Recycled Content (Wis. Stat., §§ 100.297 and 100.33)**

Prohibits the sale of any product in a rigid plastic container unless the container consists of at least 10% recycled material. Violations are subject to a criminal penalty of up to \$200 or up to 6 months in county jail, or both (Wis. Stat., § 100.26(1)).

Wis. Stat., § 100.33, requires plastic containers to be labeled to facilitate recycling. DATCP has adopted rules, contained in Wis. Adm. Code ch. ATCP 137, to implement this requirement. The rules define the types of plastic containers covered by the law, and specify label codes to identify the various types of plastic resins used in making plastic containers. Plastic containers must be labeled with an appropriate identifying code, so that recyclers can easily sort and recycle the containers. Violations are subject to a civil forfeiture of up to \$500 per violation, with each day of violation constituting a separate offense.

**Hazardous Substances (Wis. Stat., § 100.37)**

Regulates the sale of consumer products that are hazardous. Sets packaging and labeling requirements for sensitizers, irritants, flammable solids and liquids, and toxic substances, and bans the sale of unduly hazardous items intended for use by children.

**Antifreeze (Wis. Stat., § 100.38)**

Sets standards for the labeling of antifreeze and prohibits the sale of adulterated antifreeze.

**Flammable Fabrics (Wis. Stat., § 100.41)**

Bans the sale and distribution of mattresses, children’s pajamas, and general wearing apparel that do not meet federal standards; authorizes the Department to ban the sale of any fabric, or material used in or on fabric, which, because of its flammability, constitutes a clear and present danger to personal safety.

**Consumer Product Safety (Wis. Stat., § 100.42)**

Prohibits the sale or distribution of any consumer product, not regulated by other acts, those presents an unreasonable risk of injury or imminent hazard to the public health and safety.

**Poison Prevention Packaging (Wis. Stat., § 100.43)**

Forbids the distribution or sale of consumer products in violation of poison prevention packaging regulations designed to protect small children.

**Mobile Air Conditioners; Recycling Refrigerant (Wis. Stat., § 100.45)**

Regulates the sale, servicing, and repair of mobile air conditioners to prevent the release of ozone-depleting refrigerant into the atmosphere.

**Motor Fuel Dealerships (Wis. Stat., § 100.51)**

Mandates that dealers dispense fuel to physically disabled customers from a full service pump at the same price and grade as self-service pumps, if there are both types of pumps. Also regulates dealership survivorship rights.

**Telephone Solicitations (Wis. Stat., § 100.52)**

Regulates telephone solicitations and directs the department to create a telemarketing “no call” list.

**Pawnbrokers and Secondhand Article and Jewelry Dealers (Wis. Stat., § 134.71)**

Mandates licenses, transaction requirements, and penalties.

**Future Service Plans (Wis. Stat., ch. 136)**

Regulates trade practices of “buyers clubs” and other future service plans. The Division of Trade and Consumer Protection is responsible for enforcement and for issuing rules as necessary to carry out the purposes of this Chapter and for administering the bonding requirements of this Chapter.

**Cemeteries (Wis. Stat., §§ 157.061-157.065)**

Regulates cemetery operators.

**Damage Waivers (Wis. Stat., §§ 344.576 - 344.579)**

Regulates the terms of damage waivers sold to people who rent cars. Damage waivers provide that the rental company may not hold the renter liable for damage.

**Self-Service Storage Facilities (Wis. Stat., § 704.90)**

Regulates self-service storage, covering written agreements, failure to pay rent, and operators selling personal property.

**Time-Share Ownership, Deposits, Escrow Requirements, Remedies and Penalties (Wis. Stat., §§ 707.49 - 707.57)**

Requires that 50 percent of a consumer’s payment toward a time-share ownership in a project under construction must be escrowed or otherwise protected by the developer until the project is completed.

**Prepaid Maintenance Liens (Wis. Stat., § 779.93)**

Authorizes Department to investigate violations of the law regulating the money a customer pays for a prepaid maintenance agreement.

**Bureau of Consumer Protection Rules (Wis. Adm. Code):**

The specific rules administered and enforced by the Bureau of Consumer Protection are:

**Direct Marketing (Wis. Adm. Code, ch. ATCP 127)**

Establishes disclosure and contract requirements, and prohibits unfair practices for the sale of products by telephone, mail or away from a regular place of business. Also includes procedures for Wisconsin’s No Call List.

**Telecommunications and Cable Services (Wis. Adm. Code, ch. ATCP 123)**

This rule regulates subscription and billing practices related to telecommunications services and cable television service provided to residential and small business consumers.

**Residential Rental Practices (Wis. Adm. Code, ch. ATCP 134)**

Requires disclosure of known housing code violations and other conditions affecting habitability prior to rental. It establishes standards and procedures for the return of security deposits, and requires landlords to comply with repair promises. It also prohibits certain unfair rental practices, including the advertising and rental of condemned premises, unauthorized entry during tenancy, confiscation of personal property, and unfair retaliatory eviction.

**Home Improvement Trade Practices (Wis. Adm. Code, ch. ATCP 110)**

Prohibits deceptive practices, including model home misrepresentations, product misrepresentations, bait selling, deceptive gift offers, price and financing misrepresentation, and misleading guarantees; establishes written guarantee and contract requirements, and requires timely performance, except where delay is unavoidable and timely notice is given.

**Motor Vehicle Repairs (Wis. Adm. Code, ch. ATCP 132)**

Comprehensive regulation of motor vehicle repair transactions and practices covering repairs of autos, motorcycles, and small trucks. Prohibits unauthorized repairs and, in most cases, requires shops to give customers a written repair order and written estimate offer prior to commencing repairs.

**Packaging and Labeling (Wis. Adm. Code, ch. ATCP 90)**

Under the "Little FTC Act" and Wis. Stat. ch. 98, the Department regulates the packaging and labeling of consumer commodities sold in package form. The rules are patterned after the Federal Fair Packaging and Labeling Act, administered by the Federal Trade Commission and the U.S. Food and Drug Administration.

**Methods of Sales and Commodities (Wis. Adm. Code, ch. ATCP 91)**

In addition to Wis. Stat., ch 98, this rule regulates the method of sale of various foods and commodities.

**Weighing and Measuring Devices (Wis. Adm. Code, ch. ATCP 92)**

This rule lists requirements for certain weighing and measuring devices, and adopts National Institute of Standards and Technology (NIST) Handbook 44, which prescribes specifications and tolerances for devices.

**Freezer Meat and Food Service Plans (Wis. Adm. Code, ch. ATCP 109)**

Prohibits misrepresentation in the advertising and sale of freezer meats and food service plans, establishes contract requirements, and creates a three-day right to cancel.

**Basement Waterproofing (Wis. Adm. Code, ch. ATCP 111)**

Prohibits contractors from using the grouting (ground injection) method to waterproof basements without a seller's and engineer's analysis.

**Gasoline Advertising (Wis. Adm. Code, ch. ATCP 113)**

Prohibits misrepresentations as to octane rating or misrepresentations concerning aviation fuel.

**Real Estate Advertising, Advance Fees (Wis. Adm. Code, ch. ATCP 114)**

Prohibits misrepresentations in the solicitation of real estate advance fees, and requires that copies of all contracts be given to contracting property owners.

**Work Recruitment Schemes (Wis. Adm. Code, ch. ATCP 116)**

Regulates offers of employment which require a purchase or investment by the employee. Requires disclosure of any purchase or investment requirements in employment ads; prohibits misrepresentations; and requires written contracts and guarantees.

**Art Prints and Multiple Art; Sales Practices (Wis. Adm. Code, ch. ATCP 117)**

This rule regulates the sale of art prints and other works of multiple art. It prohibits misrepresentations related to a work of multiple art, including misrepresentations related to originality, the artist's identity, and the number of copies produced. For art works valued at more than \$800, an art dealer must provide the buyer with certain written disclosures and warranties. Art dealers must keep specified records on all sales of art works valued at more than \$300.

**Referral Selling Plans (Wis. Adm. Code, ch. ATCP 121)**

Prohibits referral selling plans, unless the compensation is paid prior to sale.

**Chain Distributor Schemes (Wis. Adm. Code, ch. ATCP 122)**

Prohibits chain distributor schemes.

**Price Comparison Advertising (Wis. Adm. Code, ch. ATCP 124)**

Prohibits misleading price comparisons and establishes uniform standards.

**Mobile Home Parks (Wis. Adm. Code, ch. ATCP 125)**

Includes tie-in sale prohibitions, utility charge limitations, rental agreement and disclosure requirements, and provisions relating to termination of tenancy and mobile home resale practices.

**Academic Material Unfair Trade Practices (Wis. Adm. Code, ch. ATCP 128)**

Prohibits the sale of academic material by term paper mills.

**Coupon Sales Promotions (Wis. Adm. Code, ch. ATCP 131)**

Prohibits misrepresentation in the sale of coupon books, requires written agreements between coupon book promoters and participating merchants, and full disclosure of restrictions on coupon redemption.

**Mobile Air Conditioners; Recycling Refrigerant (Wis. Adm. Code, ch. ATCP 136)**

Regulates businesses that sell or install ozone-depleting refrigerant for mobile air conditioners, or perform repairs that may release ozone-depleting refrigerant into the atmosphere. The rule establishes standards for the capture, recycling, and sale of refrigerant.

**Environmental Labeling of Consumer Products (Wis. Adm. Code, ch. ATCP 137)**

Rule is based on the Federal Trade Commission's voluntary guidelines for environmental marketing. (Wisconsin is the first state to develop administrative rules based on the FTC guidelines.) Rule establishes the fundamental meaning of the terms recycled, recyclable, and degradable. It requires claims using these terms to be clear, specific, and adequately qualified to avoid consumer deception. The rule sets standards for adequate qualification of claims. It also requires that claims be substantiated by competent and reliable evidence which must be made available to the Department upon request. Violations may result in various enforcement actions ranging from warnings to special orders to civil forfeitures of \$100 to \$10,000 per violation.

**Hazardous Substances (Wis. Adm. Code, ch. ATCP 139)**

Regulates the sale of hazardous household products, including toys and other articles intended for use by children. Prohibits the sale of certain extremely hazardous products and establishes warning label requirements for other hazardous substances.

**Bureau of Trade Practices Laws:**

The specific laws administered and enforced by the Bureau of Trade Practices are:

**Trusts and Monopolies (Wis. Stat., § 93.06(4))**

At the request of the Attorney General or any District Attorney, assist in the enforcement of the antitrust laws (Wis. Stat. ch. 133,) and related statutes.

**Public Storage Warehouses (Wis. Stat., § 99.02)**

Requires licensing and bonding of public storage warehouses to ensure storage facilities are adequate and some measure of financial security is provided for the owners of stored property.

**Fuel Oil and Food Distribution Methods and Practices (Wis. Stat., § 100.19)**

Delegates authority to the Department to issue general or special orders prohibiting distribution practices which are wasteful.

**Unfair Trade Practices in the Dairy Industry (Wis. Stat., § 100.201)**

Prohibits below cost selling and discriminatory pricing by wholesalers of selected dairy products (packaged fluid milk products, cultured products, ice cream products, etc.). This law also prohibits a wholesaler from furnishing, selling, lending or renting any equipment to a retailer except for sales of equipment under certain conditions. Giving anything of value is prohibited unless given on proportionately equal terms to all retailers or persons doing business with retailers.

**Unfair Discrimination in the Purchase of Dairy Products (Wis. Stat., § 100.22)**

Prohibits price discrimination and other unfair trade practices in the purchase of milk from producers.

**Unfair Trade Practices in the Purchase of Vegetable Crops (Wis. Stat., § 100.235)**

Prohibits vegetable processors who grow their own crops from purchasing crops from producers at less than the processor's own cost of production.

**Unfair Sales Act (Wis. Stat., § 100.30)**

Prohibits below cost selling of merchandise by wholesalers and retailers.

**Unfair Discrimination in Drug Pricing (Wis. Stat., § 100.31)**

Prohibits price discrimination and other unfair trade practices in the wholesale sale of prescription drugs.

**Agricultural Producer Security (Wis. Stat., ch. 126)**

Regulates "contractors" including grain dealers, grain warehouse keepers, milk contractors and vegetable contractors. Contractors must be licensed by DATCP. In most cases, licensed contractors must contribute to Wisconsin's agricultural producer security fund ("fund"). In some cases, fund participation is voluntary. If a contributing contractor defaults on payments to producers, the fund may partially compensate those producers. Fund contributions are based, in part, on the contractor's financial condition.

Some contractors must file security in addition to, or in lieu of, fund contributions. If the contractor defaults, DATCP may use the security to pay a portion of the producer claims. Security requirements are based on the contractor's financial condition and practices. Contractors who are disqualified from the fund, based on financial condition, must file security with DATCP.

## **Bureau of Trade Practices Rules (Wis. Adm. Code):**

The specific rules administered and enforced by the Bureau of Trade Practices are:

### **Public Storage Warehouses (Wis. Adm. Code, ch. ATCP 97)**

Sets standards and fees for licensing warehouse facilities. Sets types of security to be used for meeting the minimum security requirements. Requires disclosure of liability limits on stored property to persons storing property at the warehouse and establishes standards for records.

### **Vegetable Procurement Trade Practices (Wis. Adm. Code, ch. ATCP 101)**

Requires specific language in vegetable contracts between contractors and producers.

### **Dairy Trade Practices (Wis. Adm. Code, ch. ATCP 103)**

Requires a legal standard of cost accounting for determining below-cost sales under the Dairy Trade Practices Law. This rule adds low fat milk, yogurt, and sterilized products to the list of products covered by the Dairy Trade Practices Law. It also prescribes the various methods of delivery (ATCP 123).

### **Leaf Tobacco, Buying and Selling (Wis. Adm. Code, ch. ATCP 104)**

Defines and prohibits various unfair trade practices in the purchase of leaf tobacco from growers.

### **Unfair Sales Act (Wis. Adm. Code, ch. ATCP 105)**

Provides clarification in calculating invoice cost of cigarettes and other tobacco products; fermented malt beverages, intoxicating liquor or wine; motor vehicle fuel; and other merchandise sold by retailers and wholesalers. This rule also prescribes a method of cost accounting for cigarette wholesalers when determining a lesser cost of doing business than the 3% prescribed markup at wholesale.

### **Brewers Unfair Sales Discrimination (Wis. Adm. Code, § ATCP 102, subchapter I)**

This rule supplements the state antitrust laws by prohibiting price discrimination and other unfair trade practices by breweries in the sale of beer to distributors.

### **Soda Water Beverage Industry Unfair Trade Practices (Wis. Adm. Code, § ATCP 102, subchapter II)**

Prohibits price discrimination and other unfair trade practices in the wholesale sale of soda water beverages.

### **Motor Fuel Trade Practices (Wis. Adm. Code, § ATCP 102, subchapter III)**

Prohibits price discrimination in the sale of motor fuel to retailers and the use of coercion by motor fuel suppliers to set retail prices.

For more information about these laws and rules, contact the Division of Trade and Consumer Protection at:

**TOLL-FREE IN WI: (800) 422-7128**

**FAX: (608) 224-4939**

**TTY: (608) 224-5058**

**E-MAIL: [datcph hotline@datcp.state.wi.us](mailto:datcph hotline@datcp.state.wi.us)**

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