



DATCP Celebrates Achievements by Consumer Protection and Weights and Measures Teams

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MADISON, Wis. – This week, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is celebrating two observances proclaimed by Governor Evers: [National Consumer Protection Week](#) and [National Weights and Measures Week](#). DATCP’s Bureau of Consumer Protection and Bureau of Weights and Measures work year-round to protect Wisconsin consumers from fraud, unfair and deceptive business practices, and unsafe products. Consumers can take advantage of this week’s observances to learn more about the many resources available to them when they need help.

On a given day, consumers benefit from the work of DATCP’s Bureaus of Consumer Protection and Weights and Measures. When a consumer fills their vehicle with gas, they can trust the quality and accuracy of dispensed fuel because of DATCP inspections. When they grab breakfast from the convenience store, they can have confidence that DATCP verifies the accuracy of the store’s electronic price scanners and remains ready to mediate issues if a transaction goes wrong. And when their vehicle needs repairs, they can take comfort in knowing they have specific rights under Wisconsin law.

But it doesn’t end there. Consumer protection is a collaborative effort undertaken every day by a wide range of state agencies and employees. For example, the Wisconsin Department of Financial Institutions (DFI) provides protections for consumers who finance the purchase of a vehicle, the DATCP Bureau of Business Trade Practices licenses the public warehouses where that vehicle may be stored, the Office of the Commissioner of Insurance (OCI) can provide assistance when a vehicle is insured by local insurance companies, and the Wisconsin Department of Transportation (WisDOT) helps consumers who face issues buying or selling their vehicle. Many other partner agencies – as well as partner organizations such as AARP, the Better Business Bureau, and more – are also ready to assist. Whether their concern is a vehicle or something entirely different, consumers with concerns have resources they can trust.

In addition to mediating thousands of consumer complaints, in 2025, the DATCP Bureau of Consumer Protection responded to more than 20,000 contacts to the Consumer Protection Hotline (800-422-7128). The team kept the public informed of potential scams and consumer issues through more than 500 community presentations, launched new outreach toolkits on a variety of consumer protection topics which can be downloaded for free at [DATCPOutreachToolkit.wi.gov](#), and returned more than \$4 million to consumers. The DATCP Bureau of Consumer Protection also helped consumers across Wisconsin avoid scams and respond to business disputes.

In 2025, DATCP’s Bureau of Weights and Measures conducted 214,511 inspections at 5,767 Wisconsin business locations. These inspections were to verify the accuracy of measuring instruments like deli scales and electronic price scanners at checkouts, goods priced by weight such as motor vehicle fuel and various food products, and more.

For more consumer protection resources or to file a complaint, visit DATCP’s Consumer Protection webpage at [ConsumerProtection.wi.gov](#) or contact the Consumer Protection Hotline at (800) 422-7128 or DATCPHotline@wisconsin.gov. To file a weights and measures complaint, email DATCPWeightsAndMeasures@wisconsin.gov or call (608) 224-4942.

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