



Wisconsin Department of Agriculture, Trade and Consumer Protection

# Open Meeting Notice

Meeting: Retail Food Safety Advisory Council

Date & Time: Friday, April 24, 2026, 9AM

Location: Kalahari VC Room OR virtual  
1305 Kalahari Drive  
Wisconsin Dells, WI 53965

Virtual Link <https://events.gcc.teams.microsoft.com/event/39dedcac-1b45-4cd6-a218-cd8b8aafefbf@f4e2d11c-fae4-453b-b6c0-2964663779aa>  
(If applicable)

Call In 1-608-571-2209, Phone conference ID: 879 824 833#

Information

(If applicable)

Division: Division of Food and Recreational Safety

Agenda:

Retail Food Safety Advisory Council will meet on Friday, April 24th, 2026.

The Council will hold a meet and greet with the Members of the public from 8:30a-9:00a, via TEAMS webinar and in person. Please note, no Council business will be conducted during this time and members will not be discussing any matters related to the Council's responsibilities.

The Retail Food Safety Advisory Council will hold its official business meeting at 9:00am.

Amy C., Troy, Adam B, Jay E, Susan Q, Anthony R., Lindy W., Madeline Gleed

Agenda:

- A. Call to Order 9:02AM
- B. Additions to Agenda-None
- C. Consideration of Minutes-Danielle, Amy, None
- D. Public Comment (The committee requests comments be limited to five minutes or less) None
- E. Disclosures and Recusals None
- F. Membership Update(s)
- G. Lack of support on food safety side
- H. Lack of support on the nutrition side-labeling of packaging. What will be labeled as ultra processed? Anything that is ground could be UP based on definition. Where is this going (nutrition front)? SQ
- I. AC AD550 failed, multiple states are considering different labeling bills-how can a retailer comply with all of the different rules?
- J. AB Consumers will not read them

- K. JE-Long term, if people hear about this, maybe we can blast that information out? We need
- L. SQ-Advocacy standpoint, in fall. Should be having these conversations if we are concerned about these bills coming back. We need to educate over the summer and into the fall to talk with the legislative leaders.
- M. AB-Having to push back on suppliers and have them reformulate impacts holding times, delivery times, and it is not as easy as taking it out. This is a challenge. Education from industry is key.
- N. AR-Some meat processors may have to reformulate. Not getting push back on corn syrup any longer.
- O. AC- Even national brands are reformulating.

Cheri-Getting questions on artificial colors and additives and the removal of artificial colors by the end of the year. What does the roll out look like?

Seeing a lot of exhaustion- long time people who are leaving both large scale and small scale. Lack of labor and when you add in rules, it adds to the exhaustion.

JE-If there is a big push for example to go to “beet color” will the supply meet the demand.

AB-then it becomes an authenticity issue.

JE- Its important not to loose sight of what we are trying to do.

SQ-In the middle of the post survey, and seeing an optimism decrease. Last year on the eating and drinking side 43% were unprofitable last year. Met with an agent last week and they were floored at the profit margins (2-3%). It is tenuous for operators.

JE-Young, new operator with multiple businesses are considering leaving industry.

AB-with low profit margins there could be less innovative

SQ-Talked with WPR about the risk reward/technology use in. 11 employees to generate 1 million in sales.

P.

Q.

R. Member Issues (Members can bring forth issues to the committee of concern)

1. Avian Influenza-National testing strategy is continuing. There is chance that the testing number will reduce over time. Seeing similarities in other states. Have had some challenges with federal agencies in some instances. They have been helpful with dairy and know how important dairy is. Poultry farms have seen challenges. At some point the program will need to think about how it continues in the future. Intensive testing program (5,000 farms). Other states have gone to silent testing. Still remains an animal health issue not a food safety issue thanks to pasteurization.
2. JE How does testing work?
3. AB-Monthly testing (alliquot of each sample gets sent to WBBL). All testing was in state and did not have to do validation because we are an approved lab. Only went to national when it was positive due to confirmation. Feels like PCR testing is more expensive than eliza test. Wisconsin continues to do well and give updates. Industry is getting tired due to the losses. It is a lot of testing.
4. Will they extend Moritorium on chicken exhibitions?

5. AB: That is animal health, but I think through the middle of May. I would imagine something may be out soon, but I can ask.
6. Artificial Intelligence
7. JE:Hearing a lot about this. Can take a photo of person, upload the SOP, and AI can create a video with person and SOP
8. SQ: There are more entrepreneurial websites, going back to regulatory sites. AI is using reports to interpret these reports. The AI can really twist things around because of the public facing reports. \*report should be public, but AI is creating a specific interpretation. Less is more.
9. SS asked about notes of discussion,
- 10.SQ Yes, can misinterpret
- 11.AC-operators can utilize AI for attorney, and AI will make up citations. It gave a citation-not a substitute for working with regulator
- 12.SQ-When working with industry, they found AI created sites that look great, but incorrect laws and training programs are present (Ex of 13 year old being able to serve alcohol -they cannot)
- 13.AC There is a need for education for industry. If you have a question, work with your regulator-chatgpt is not always accurate. It does appear confident, and language is encouraging, but can be deceptive. AI at this point should not be relied upon.
- 14.JE-At first things may be double checked with AI but over time AI may be utilized more without checking
- 15.LW-must be careful about what is fed into AI. For example, telling AI about a violation that information is now out there without
- 16.CK-At a local level seeing backlash on data centers and how the customer base is avoiding those that use AI  
Federal government wants to implement AI into all departments.

#### S. DATCP Issues/Updates

1. Manufactured Food-Ryan Begun process of opening ATCP 70, Forward momentum hopefully, should be going to Adam soon.
  2. FDA announced a public meeting on challenges and solutions for lot level traceability June 15<sup>th</sup>. Please send link in chat  
Starting to see some commonalities and stress from operators: at a bakery seeing orders go down across all accounts. Seeing economic activity going down in the area (rest. Order). Operator surprised at the price of flour as well as timeliness of deliveries.  
20252-26 contract work, submittal for FDA contract is being worked on.  
Progress has stalled if not stopped on MFD Council-concept on council versus committee.  
Produce council has decommissioned with the idea of MFD committee, possibly in conjunction with opening of 70  
Difference in requirement for council versus committee
- #### T. State Committee Updates (Section Manager, Retail Food and Recreational Technical Section or designee)
1. HealthSpace Updates
  2. Retail Policy Committee

3. Internal distribution-if it is internal distribution why are we supposed to check that box (is it about wholesale or is it about transferring)
4. Internal distribution is not wholesaling -should this be noted as a point for assessment and should that be included in this document

Two issues: 1. Check box on assessment is for distribution period. Its about the time it takes to perform an inspection.

Internal distribution-assessment box checked as wholesaling?

Yes, because the box is more for the time it takes to discuss that process. Wording could be better \*Personal note\* this is listed in code

5. Up two agents on Cloud, trying to ensure all minimum viable level for HS Cloud so reports not expected within 6 months.

Where are we at with reconveinig:

Scope expires May 2027. Prepare for a new full 3 year span beginning after that date. Not feasible to send through.

SQ Instead of just fees, dive in?

AB Yes, understand why go through the fees, and brings us back to underfunding, and doesn't allow proper partnering.

SQ-I agree. Hope to dive in sooner. We are running out of 2013 with a bit of 17 mixed in and a new one quick. Getting pressure from a lot of different angles. The more people rely on appendix of FDA code, us being outdated, they are conflicting. One of them was CFPM.

AB\_ Whole thing should be done. Finding the same things with rules beyond 75. There are codes that are 10-15-20 years old. Broader scope, we did not have a PPA (?), now have a division level PPA. Sequencing rules for when we can get through those.

SQ-Legislative process has changed since 2020, and that does speed up the process as well.

AB-Looked through the rule process and PPA found 266 steps that were not documented previously.

SQ-Once you get to the hearing process then legislative review it usually moves pretty quickly. (Credit to Dept).

AB-It has been vocalized that we are different than other agencies and divisions because we have committees and councils to talk through it. Let's come to consensus. What can we do and how to get there?

JE: I think you will have more support based on this process

Jim's position posted.,

TS: Soonest start day could be July.

Sampling Training-Retail side if partnership is needed with UW please reach out. IF anyone wants those documents we can send them out.

## 6. Other Outstanding Committee work-Risk Factor Workgroup

### U. National Committee Updates-

V. LW-CFP Committee-looking at the ANAB/ANSI certification and looking at some information online for the best practices and updates for CFPM courses and different languages

W. SQ-On committee to update guidance on food donation. Looking to make it easier for food donations to be made. In the end, unsure if it has been made easier. Some other states regulate donation more actively. Recommend changes to food code for food donation. If someone's cooler has gone out, put on a supply truck, cooler won't get fixed in time for service, but sanitarian may require disposal. Try to get away from default from disposal. DNR does not want food in landfills any longer. Get more food eaten than in landfills.

X. LW Food Safety Culture at retail has a definition: Food safety culture is the shared values beliefs and behaviors that drives how the organization thinks about the (lindy will send definition)-could have potential to add to Standard 7 & Standard 4, discussing Training on Standards

Y. SQ for conference interested in being on council-applications need to be in time for August meeting (Personal note TO DO), both industry and regulatory.

Z. TS-Carrie and Mike on already. Is there a council that is needed.

AA. SQ- Program Standards and CFPM go to council 2. Council 1 is changes to the food code. Council 3 is the science committee.

TS- Asking for Impact, usually do 2, possibly 3, but there is a significant cost and time. To ensure our alignment.

LW Standing communities {Ask for list}

SQ Long discussion on risk, what is an acceptable level.

JE: Is anyone going to AFDO? JE, AC, LW yes. SQ says AFDO is also working on food donation. Kwik Trip CEO will be talking about culture and risk management tools at AFDO. JE will moderate.

IFP: Is coming up in July, in NOLO.

BB. Legislative Updates

CC. SQ: Legislature- if they agree on tax plan, there is still discussion with JFC. Still in discussions with governor. Not gaveled out on special session.

DD. Bill that have all been introduced (hearing or not) are dead for this session. That doesn't mean messaging bills aren't going to continue to come forward.

EE. JE: Would there be a way that SQ could send an update to SS (only food safety related) for distribution? Bill and importance?

FF. SQ: Can try to sort through those.

GG. JE: KT has a government relations group, but need to know what needs action.

HH. SQ: Will find those that

LW: Ordinance in City of Milwaukee on grocery stores: requires grocery stores to give 60 days notice prior to closing.

SQ: Proposed to Governor candidates

To address food deserts

JE: Lindy to send paper to SS on that

II. Action Items:

JJ. LW, AB, SS see notes adjust as necessary

KK. SS adding logitech as host (Karen A)

LL. Kwik Trip In Service Upcoming 15<sup>th</sup> Annual, Everyone on the council is invited.

MM.

NN. Future Meeting: July 24, 2026

OO. Adjourn 11:04am

To find out more about the meeting or hearing, or to request copies of documents that may have been prepared by the DATCP or to request documents to be used in connection with the meeting/hearing, contact:

DATCP - Division of Food and Recreational Safety

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