



State of Wisconsin  
Governor Tony Evers

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**Department of Agriculture, Trade and Consumer Protection**  
Secretary-designee Randy Romanski

**DATE:** March 4, 2021

**TO:** Board of Agriculture, Trade and Consumer Protection

**FROM:** Randy Romanski, Secretary-designee  
Krista Knigge, Administrator, Division of Agriculture Development

**SUBJECT:** **ATCP 161, (Something Special from Wisconsin)**

**PRESENTED BY:** Sharon Henes, Program Policy Analyst, Division of Agriculture Development

**REQUESTED ACTION:**

At the March 4, 2020, Board meeting, the Department will request approval of a preliminary hearing and comment period for the attached scope statement, regarding ch. ATCP 161 relating to Something Special from Wisconsin.

**SUMMARY:**

The objective of the proposed rule is to complete a comprehensive review of ATCP 161, Subchapter II. Something Special from Wisconsin is a voluntary program for businesses and organizations for promotion of products and commodities produced or manufactured in Wisconsin. The program has evolved from its inception in 1983. The fees are used for the advertising and promotion of Something Special from Wisconsin resulting in a direct benefit to the person or entity using the Something Special from Wisconsin mark, slogan or logo on products or commodities, promotional items or packaging or labeling materials. The department will conduct a comprehensive review of the subchapter to identify and consider updating any burdensome requirements, modernizing for electronic technology, clarifying requirements and modifying standards to reflect industry marketing value and significance. In addition, the department will evaluate and update the fee structure for the use of the Something Special from Wisconsin mark and slogan or logo.

The Department anticipates that the Joint Committee for Review of Administrative Rules will direct DATCP to hold a preliminary public hearing and comment period, pursuant to Wis. Stat. § 227.136 (1).

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**State of Wisconsin  
Department of Agriculture, Trade and Consumer Protection**

**NOTICE OF PUBLIC HEARING AND COMMENT PERIOD FOR SS -21**

**Permanent Rule Regarding Something Special from Wisconsin**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (Department) announces that, pursuant to Wis. Stat. § 227.136 (1), it has been ordered by the Joint Committee for the Review of Administrative Rules to hold a preliminary public hearing and comment period on its proposed revised statement of scope pertaining to Wis. Admin. Code ch. ATCP 161 regarding Something Special from Wisconsin.

The Department will hold the public hearing at the time and place shown below. The Department invites the public to attend the public hearing on the proposed statement of scope or to provide comments on the proposed statement of scope no later than April 1, 2021. Written public comments may be sent to the Division of Agriculture Development, Department of Agriculture, Trade and Consumer Protection, P.O. Box 8911, Madison, WI 53708-8911 or by e-mail to [Sharonm.Henes@wisconsin.gov](mailto:Sharonm.Henes@wisconsin.gov).

**Hearing Date and Location:**

Thursday, March 25, 2021

Commencing at 2:00 PM

Teleconference: Join ZoomGov Meeting <https://www.zoomgov.com/j/1608386208>

Meeting ID: 160 838 6208

One tap mobile

+16468287666,,1608386208# US (New York)

You may obtain a copy of the Statement of Scope for this proposed rule by contacting the Wisconsin Department of Agriculture, Trade and Consumer Protection, Office of the Secretary, P.O. Box 8911, Madison, Wisconsin 53708-8911. You may also obtain a copy by contacting the division program policy analyst, Sharon Henes, at [Sharonm.henes@wisconsin.gov](mailto:Sharonm.henes@wisconsin.gov) or by calling (608) 381-2808. To view the statement of scope online, go to:

Hearing-impaired persons may request accommodation for this hearing. Please make reservations by March 23, 2021, by writing, calling, or emailing the program policy analyst, Sharon Henes.

Dated this \_\_\_\_ day of March, 2021

STATE OF WISCONSIN,  
DEPARTMENT OF AGRICULTURE, TRADE  
AND CONSUMER PROTECTION

By \_\_\_\_\_

Randy Romanski, Secretary-designee