

**BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION
MINUTES**

September 23, 2021

The Board of Agriculture, Trade and Consumer Protection (Board) met in the DATCP Boardroom, 2811 Agriculture Drive, Madison, WI 53718 and via videoconference on **September 23, 2021**. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Call to Order

Board Chair Miranda Leis called the meeting to order at 9:02 a.m.

Members Present

Miranda Leis, Paul Bauer, Andy Diercks, Patty Edelburg, Dr. Clare Hintz, Doug Rebout, Paul Palmby, Dan Smith, and Carla Washington.

Minutes

Motion

A motion was made by Paul Palmby and seconded by Paul Bauer to approve the July 22, 2021 DATCP Board minutes. Motion was approved unanimously.

Public Appearances

No public appearances.

**Dairy Business Innovation Alliance
Rebekah Sweeney, Wisconsin Cheese Makers Association
Tom Guerin, Center for Dairy Research**

Secretary Randy Romanski introduced Rebekah Sweeney from the Wisconsin Cheese Makers Association and Tom Guerin from the Center for Dairy Research to the Board. The Dairy Business Innovation Alliance (DBIA) is a partnership between CDR and WMCA, and was formed out of the 2018 Farm Bill. The DBIA administers AMS/USDA awards, diversifies dairy product markets to reduce risk and develop higher-value uses for dairy products, promotes business development that diversifies farmer income through processing and marketing innovation, and encourages the use of regional milk production. The DBIA works across Iowa, Illinois, Minnesota, South Dakota and Wisconsin with one collaborator from each State of Department of Agriculture and one from Midwest Dairy.

Fifty percent of DBIA's funds are awarded in grants to farmer. The DBIA awarded 13 Grants in 2019 which included eight recipients in Wisconsin totaling \$460,000. In spring of 2021, the DBIA awarded 25 \$50,000 grants totaling \$6.3 million, including 11 grant recipients in Wisconsin. Currently pending for the fall of 2021 the DBIA will be awarding another round of grants totaling \$6.3 million. The other 50% of DBIA funding is to provide technical assistance to farmers in the

form of webinars, providing access to resources in an e-library, and for product development opportunities.

The DBIA's goals consist of diversifying dairy product markets to reduce risk and develop higher value uses for dairy products, to promote business development that diversifies farmer income through processing and market innovation, and to encourage the use of regional milk production. DBIA has a lot more work to do and one of the areas we will be focusing on is working in collaboration with DATCP on market intelligence.

**ATCP 50 – Soil and Water Resource Management Program
Preliminary Public Hearing Notice
Division of Agricultural Resource Management**

Lacey Cochert, Bureau Director Land and Water Resources from the Division of Agricultural Resource Management presented the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 50, to the Board. Ms. Cochert gave a brief overview and requested the Board approve the Preliminary Public Hearing Notice.

Motion

A motion was made by Patty Edelburg and seconded by Paul Bauer to approve the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 50. Motion was approved unanimously.

**ATCP 149 – Potato Industry
Final Rule Draft
Division of Agricultural Development**

Sharon Henes, Program Policy Analyst from the Division of Agricultural Development presented the Final Rule Draft for Wis. Admin. Code ch. ATCP 149, to the Board. Ms. Henes gave a brief overview and requested the Board approve the Hearing Draft Rule.

Motion

A motion was made by Paul Palmby and seconded by Doug Rebout to approve the Final Rule Draft for Wis. Admin. Code ch. ATCP 149. Motion was approved unanimously.

**Wisconsin Agricultural Statistics Survey Update
Greg Bussler**

Greg Bussler, State Statistician from the USDA National Agricultural Statistics Service presented his September 23, 2021 agricultural statistics report on: September Crop Production Report, Milk Production, Wisconsin Farm Production Expenditures, July Prices Received, Land Values and Cash Rent, Honey Bee Colonies, Mink Production, Chicken and Eggs, Crop Progress as of September 19, 2021, Small Grain Summary, and upcoming surveys, to the Board.

Q2 Export Highlights Division of Agricultural Development

Mark Rhoda-Reis, Bureau Director in the Division of Agricultural Development presented a Q2 export update to the Board. The International Agribusiness Center is dedicated to helping Wisconsin's food, forestry, and agriculture (FF&A) companies grow their business in our state, nationally and globally with support on one on one technical assistance, trade promotion activities, and funding through federal and state sources. The contribution of agriculture to the state's economy is \$104.8 billion. Exports are an important component of that economic impact.

In 2021 the year to date June FF&A exports were \$1.93 billion or 25%. All Wisconsin exports are up 18.4%. The five year average is \$3.43 billion and the USDA projection is that all FF&A will be up 15% in 2021. It has been a pretty good year, but we still have to catch up and build on it. The top five products are up 43% and the four out of those five products are up double digits. The prepared vegetable category is also up the most at 44%, and dairy is up 4.5%.

As for the top five markets, Mexico is up 96% which is great news, but we need Mexico to continue to go up. Japan, Korea and Canada are all up double digits. Wisconsin ranks 13th in the US for FF&A products. Our state is the 20th in population, 23rd in size, and 21st in the export of all manufactured and agricultural products. Wisconsin is now in a strong position, we want to do more, and need to do more to build on our strong year and grow.

Agricultural Enterprise Area Update Division of Agricultural Resource Management

Wednesday Jordan, Environment Analysis & Review Specialist, and Katy Smith, Environmental Program Supervisor from the Bureau of Land & Water Resources, gave an Agricultural Enterprise Area (AEA) update to the Board. AEAs are community led efforts that are important to the local agricultural identity and economy and support community's farmland and environmental protection goals. Currently there are 43 AEAs in 119 towns and the Bad River Reservation in 28 counties across the state.

In 2021 there were seven Cooperator Grants funded. The goal of these grants is to support creative ways to increase conservation compliance and protect farmland by increasing new enrollment in farmland preservation agreements. Each proposal is unique to the community but each offer incentive payments for landowners. These landowners within AEAs sign agreements that offset the cost of coming into conservation compliance. In 2020, we piloted an AEA in Monroe County that consisted of a \$2,000 incentive for new farmland preservation agreements. It also made 14 new agreements covering 3,855 acres, an increase of 33% in the area.

Looking forward to 2022, the AEA program goals are to explore new opportunities for reinvestment for AEAs, bolster communication about grant opportunities to existing AEAs, explore partnerships with programs for AEAs, expand our educational and outreach materials,

prepare materials for counties to implement the program in their community through the AEA Development Grant program, and to expand our AEA snapshots.

Office of the Secretary Report

Secretary Randy Romanski presented the Secretary's Office update to the Board on:

- DWD's revised policy on the vocation of rehabilitation with existing businesses.
- The Client Assistance Program is transitioning to the Disability Rights of Wisconsin CAP Program.
- Governor Evers announced an additional \$50 million in farm support programs. DATCP is working with DOR to set up criteria and continue with outreach.
- DATCP reached out to USDA on meat processing regarding the available \$500 million.
- DATCP reached out to USDA on the Cooperative Interstate Shipment Program. Wisconsin has the oldest and largest interstate shipping program and there is a need for the USDA to look for ways to provide flexibility.
- DATCP transitioned the Wisconsin Hemp Program to USDA.
- The Growing Wisconsin magazine this month shows the resiliency of the agriculture industry during COVID-19.
- The 2nd Wisconsin Agriculture Youth Council kicked off last week.
- The State Fair returned this year and was a great success.
- NASDA's annual meeting finished yesterday and Frank Friar was selected and recognized with the James A. Graham award for outstanding work in agriculture.
- The Work Beef Expo begins tomorrow in Milwaukee.
- Samantha Otterson is DATCP's new Communication's Director.

Board Member Updates

The following DATCP Board members commented on industry, business, training and personal agricultural issues that arose since the last Board meeting: Miranda Leis, Paul Bauer, Andy Diercks, Patty Edelburg, Dr. Clare Hintz, Doug Rebut, Dan Smith, Paul Palmby, and Carla Washington.

Future Agenda Items

Paul Palmby requested an update from Consumer Protection.

Dan Smith requested an update if the Department had information on helping farmers with the transportation of milk from farms.

Paul Bauer requested an update if the Department had information on how OSHA plans to implement testing for COVID, who is liable for testing, and who has the testing kits.

Adjournment

Motion

A motion to adjourn was made by Paul Bauer and seconded by Paul Palmby. Motion approved unanimously. The Board adjourned at approximately 11:37 a.m.

All reports and any associated documents presented during a Board meeting can be accessed by contacting the Office the Secretary, Legal Counsel at (608) 224-5029.