

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

March 7, 2024

The Board of Agriculture, Trade and Consumer Protection (Board) met in the DATCP Boardroom, 2811 Agriculture Drive, Madison, WI 53718 and via zoom on **March 7, 2024**. The meeting was preceded by public notice as required by Wis. Stat. §19.84.

Call to Order

Board Chair Doug Rebout called the meeting to order at 9:01a.m.

Members Present

Paul Bauer, Cindy Brown, Tina Hinchley, Paul Palmby, Doug Rebout, Dan Smith.

Not present: Miranda Leis, Carla Washington, Dr. Clare Hintz

Minutes

Motion

A motion was made by Paul Palmby and seconded by Cindy Brown to approve the January 25, 2024, Board minutes. Motion was approved unanimously.

**Wisconsin Department of Health Services
Secretary Kirsten Johnson**

Wisconsin Department of Health Services, Secretary Kirsten Johnson, presented on the Department of Health Services Agency structure, and “connecting the dots” between DATCP and DHS programs in areas of food security, food safety, water quality, “one health,” consumer protection, and rural health.

Public Appearances

The following made public appearances in front of the Board today: None.

**Wisconsin Agricultural Statistics Survey Update
Greg Bussler**

Greg Bussler, State Statistician from the USDA National Agricultural Statistics Service presented his 2022 Census of Agriculture report to the Board on farms and land in farms, Wisconsin conservation and crop insurance, economics, value of production, farm income and expenses, dairy farms, farms with internet access, and the demographics of farm producers.

**Commercial Animal Feed Program
Division of Agricultural Resource Management**

Jordyn Johnston, Feed Program Manager presented on the Commercial Animal Feed Program, state license holders, Wisconsin Statute s. 94.72 and Wis. Admin. Code ch. ATCP 42, commercial feeds sampling, and education and outreach.

**2023 Consumer Complaints Summary
Division of Trade and Consumer Protection**

Michelle Reinen, Division Administrator for Trade and Consumer Protection, presented the 2023 Division Highlights. In 2023, the Bureau of Consumer Protection received 10,882 written complaints returning \$3.3 million dollars to Wisconsin consumers; while the Bureau of Weights and Measures conducted over 226,000 inspections at more than 5,500 locations. She also presented on the top ten complaint categories of 2023, as well as the consumer confidence data on a variety of weights and measure devices.

**2023 Public Outreach Summary
Bureau of Consumer Protection, Division of Trade and Consumer Protection**

Michael Domke, Director, Bureau of Consumer Protection, presented the Public Outreach Summary for 2023. He discussed ways the Bureau of Consumer Protection protects Wisconsin consumers and businesses, how they are the first line of defense against fraud information, and how the Department provides education on Wisconsin's consumer laws and helps the consumer learn how to prevent and protection against fraud. One way the Bureau does this is by giving free presentations to the public.

**Weights and Measures Program Highlights
Bureau of Weights and Measures, Division of Trade and Consumer Protection**

Joseph Smith, Director, Bureau of Weights and Measures, and Greg Baretta, Internal Operations Manager for Storage Tank Regulation, presented on the Weights and Measures Petroleum Program Highlights. They talked about how the Bureau of Weights and Measures is responsible for regulating petroleum and hazardous liquid storage tanks that are both above and below ground, discussed the fundamentals of the petroleum storage tank program, tank regulation, and collaborative programs they have with Wisconsin Department of Natural Resources and Environmental Protection Agency.

**Agricultural Producer Security Program
Bureau of Business Trade Practices, Division of Trade and Consumer Protection**

Jeremy McPherson, Director, Bureau of Business Trade Practices, presented on the Agricultural Producer Security Program. He presented on the Wisconsin Department of Agriculture, Trade and Consumer Protection administration of the agricultural producer security program under Wis. Stat. ch. 126 and how it is designed to protect agricultural producers in the milk, grain, and vegetable industries from financial defaults by those purchasing the producer's products. He also discussed license types, grain warehouse keeper program information, milk contractors, information on the vegetable program, revenue and expenses, funds and credits, and security.

**Agricultural Export Highlights 2023 Year-End Report
Division of Agricultural Development**

Mark Rhoda-Reis, Director, Export and Business Development Bureau, presented a 2023 recap of agricultural exports to the Board. Wisconsin food, forestry, and agriculture product exports reached \$3.87 billion in 2023, the third highest level on record. Since 2021, the Wisconsin Initiative for Agricultural Exports' (WIAE) base year, the state's export of dairy, meat, and crop products has grown a net of \$210 million, or 5.3%. U.S. agriculture exports in 2023 were \$199 billion, down -9.7% from 2022.

**ATCP 161 Something Special from Wisconsin
Division of Agricultural Development
Statement of Scope**

Julie Schmidt, Program and Policy Analyst and Lois Federman, Marketing and Outreach from the Division of Agricultural Development requested approval of Statement of Scope for ATCP 161 from the Board.

Motion

A motion was made by Dan Smith and seconded by Tina Hinchley to approve the Statement of Scope for Wis. Admin. Code ch. ATCP 161. Motion was approved unanimously.

**ATCP 10 Animal Disease and Movement
Division of Animal Health
Preliminary Public Hearing**

Angela Fisher, Program and Policy Analyst from the Division of Animal Health requested approval of the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 10 from the Board.

Motion

A motion was made by Paul Palmby and seconded by Cindy Brown to approve the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 10. Motion was approved unanimously.

**ATCP 12 Animal Markets, Dealers and Truckers
Division of Animal Health
Preliminary Public Hearing**

Angela Fisher, Program and Policy Analyst from the Division of Animal Health requested approval of the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 12 from the Board.

Motion

A motion was made by Paul Palmby and seconded by Dan Smith to approve the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 12. Motion was approved unanimously.

Office of the Secretary Report

Secretary Randy Romanski presented the Office of the Secretary update to the Board on:

- Adam Brock: the new Administrator for the Department of Food and Recreational Safety Division
- Data presented in the 2022 Agriculture Census Report
- The Governor’s State of the State address which covered: farmers mental health, resources available such as the helpline, and rise in services for farmers
- DHS Secretary Johnson Connecting the Dots points
- 2024 being “Year of the Worker”
- Current openings at DATCP: international agriculture business consultant and meat inspector
- Applications are open for the Agriculture Youth Council
- Resilient Food Systems Infrastructure Program: application period has closed, Wisconsin is the second-highest funded state in the United States with USDA allotting 27 million dollars being to the program

Board Member Updates

The following DATCP Board members commented on industry, business, training and personal agricultural issues that arose since the last Board meeting: Paul Bauer, Cindy Brown, Tina Hinchley, Paul Palmby, Doug Rebout, and Dan Smith.

Future Agenda Items

May and July Board meetings are planned to have panels and tours.

Adjournment

Motion

A motion to adjourn was made by Dan Smith and seconded by Paul Palmby. Motion approved unanimously. The Board adjourned at approximately 1:55 p.m.

Tour of Metrology Laboratory

Justin Lien, Director of the Wisconsin Weights and Measures Laboratory, gave the Board a Tour of the Wisconsin Weights and Measures Laboratory. The Laboratory provides weights and measures standard calibration services for city and state regulatory officials, state licensed weights and measures service companies, and businesses and maintains the State of Wisconsin’s standards of mass and volume. The Lab also tests fuel sold in Wisconsin to ensure it meets the specifications and octane ratings required under Wisconsin law.

All reports and any associated documents presented during a Board meeting can be accessed by contacting the datcpboard2@wisconsin.gov or (608) 224-5029.