

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

July 11, 2024

The Board of Agriculture, Trade and Consumer Protection (Board) met at **9:00 a.m.**, for a welcome presentation and tour of Port Milwaukee, 2323 S Lincoln Memorial Drive, Milwaukee, WI 53207.

The Board held its official business meeting at **12:00 p.m.**, at Port Milwaukee, 2323 S Lincoln Memorial Drive, Milwaukee, WI 53207 and via zoom. 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 12:00 p.m.

Members Present

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

Not present: Dr. Clare Hintz, Carla Washington

Minutes

Motion

A motion was made by Paul Bauer and seconded by Cindy Brown to approve the May 9, 2024, Board minutes. Motion was approved unanimously.

Motion

A motion was made by Tina Hinchley and seconded by Miranda Leis to approve the June 3, 2024, Board minutes. Motion was approved unanimously.

2024 Wisconsin Agriculture in the Classroom Essay Contest Winners

Doug Rebout, DACTP Board Chair, welcomed Beth Schaefer and Madisyn Henderson of the Wisconsin Farm Bureau Federation Ag in the Classroom. Schaefer and Henderson spoke on The Wisconsin Farm Bureau Foundation - Ag in the Classroom Essay Contest being an opportunity for fourth and fifth-grade students to explore Wisconsin history, geography, and economics through the lens of Wisconsin Agriculture. The annual essay challenges students to research and write an informative essay and supports Wisconsin academic standards including English Language Arts and Social Studies. Top essays are recognized at the county, district, and state levels. An acknowledgement was made that without the generous support of sponsors and volunteers each year, this learning opportunity would not be possible. The essay contest gleans the annual theme from the 2024 Wisconsin Agriculture in the Classroom Book of the Year, I Love Strawberries!, by Shannon Anderson, and focuses on our state's sweetest agriculture industry - fruit! Wisconsin is the number one cranberry producer and a leader in cherries, apples, and strawberries production. Beth Schaefer and Henderson introduced this year's contest winners, 4th Grade- Eleanor Jones-Sato from Roosevelt Elementary School in Janesville, WI in Rock County, District 2. Essay Title: The Sweetness of a Strawberry. And 5th Grade- Bree Stalsberg from Fennimore Elementary

School in Fennimore, WI in Grant County, District 3. Essay Title: Pumpkins in Wisconsin. Both students read their essays and were presented with plaques from DATCP Secretary, Randy Romanski.

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 June 2024 report to the Board on, farm labor, winter wheat forecast, maple syrup, agricultural prices received from farmers, milk prices, and crop progress as of June 16, 2024.

ATCP 29 Pesticide Use and Control Division of Agricultural Resource Management Preliminary Public Hearing

Kelly Martinson, Program and Policy Analyst, Division of Agricultural Resource Management, requested approval from the Board to hold a preliminary public hearing on the Statement of Scope, regarding ch. ATCP 29, Wis. Admin. Code (Rule changes to update alignment Chapter ATCP 29 to revisions within Title 40 of the U.S. Code of Federal Regulations, Part 171).

Motion

A motion was made by Miranda Leis and seconded by Cindy Brown to approve the preliminary public hearing on the Statement of Scope, regarding ch. ATCP 29, Wis. Admin. Code Pesticide Use and Control. Motion was approved unanimously.

ATCP 92 Weights and Measures Division of Division of Trade and Consumer Protection Preliminary Public Hearing

Hannah E. Brown, Policy Initiatives Advisor, Division of Trade and Consumer Protection, and Dr. Joe Smith, Director, Bureau of Weights and Measures, Division of Trade and Consumer Protection, requested approval from the Board to hold a preliminary public hearing on the Statement of Scope, regarding ch. ATCP 92, Wis. Admin. Code.

Motion

A motion was made by Cindy Brown and seconded by Paul Bauer to approve the preliminary public hearing on the Statement of Scope, regarding ch. ATCP 92, Wis. Admin. Code, Weights and Measures. Motion was approved unanimously.

Agricultural Export Highlights 2024 Q1 Report and Wisconsin Initiative for Agricultural Exports Report Division of Agricultural Development

Mark Rhoda-Reis, Director, Export and Business Development Bureau, Division of Agricultural Development, presented a 2024 Q1 recap of agricultural exports to the Board. Wisconsin food, forestry, and agriculture product exports reached \$990 million in the first quarter of 2024, third highest on record. The first quarter of 2024 was \$78 million, nearly 9%, above 2021, the Wisconsin Initiative for Agricultural Exports (WIAE) base year. The May 2024 USDA Outlook for U.S. agricultural trade is forecast to be 4.6% below 2023. U.S. Q1 agricultural exports are \$52.5 billion, nearly 3% below 2023. Wisconsin is 11th in the U.S. for agricultural exports, up from 13th in 2021.

Mark went on to present the Wisconsin Initiative for Agricultural Exports Report. The Wisconsin Initiative for Agricultural Exports (WIAE) was created to guide DATCP's development of this new program and is administered by DATCP's International Agribusiness Center (IABC) in coordination with the Wisconsin Economic Development Corporation. Aiming to increase Wisconsin's share of global markets for agricultural products, the WIAE leverages federal programs and utilizes state funds to target specific markets and activities. WIAE activities include the following:

- Enhancing trade promotion activities by expanding current opportunities based on Wisconsin priorities.
- Creating an Export Expansion Grant Program to foster innovation in exporting agricultural products.
- Designating funds solely for Wisconsin dairy, meat and crop product exporters participating in WEDC's International Market Access Grant (IMAG) program, which helps businesses further their exporting goals.
- Augmenting the WEDC scholarship to support Wisconsin agricultural producer participation in the ExporTech™ program—a program delivered by the University of Wisconsin–Stout Manufacturing Outreach Center and the Wisconsin Manufacturing Extension Partnership that helps Wisconsin companies develop their export strategies, determine their top three markets, share best practices, and learn the mechanics of exporting.

Development Grant Resource and Program Overview Division of Agricultural Development

Mark Rhoda-Reis, Director, Export and Business Development Bureau, reported on grant programs. Jeff Swenson, Economic Development Specialist, Division of Agricultural Development, gave a presentation with updates on the following Meat Grant Programs: Meat Processor Infrastructure Grant, Meat and Poultry Resiliency Grant, Meat Talent Development Program. He also discussed ways in which they are cultivating program awareness within schools and colleges throughout the State.

Office of the Secretary Report

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

- Thanked the Board, Team, and Port Staff for making this meeting possible.
- Shared stories from previous Meat Processing Infrastructure Grant recipients. Stated that it was good to see targeted dollars being allocated in areas where you can see people growing and expanding.
- July is Military Consumer Protection Month. Active-Duty Service Members are three times more likely to report theft than the general public, one reason being due to unique circumstances such as active deployment.
- DATCP continues to work with all stakeholders to keep information on H5N1 in dairy cattle current. Testing has been taking place in Wisconsin since early onset and all tests thus far have come back negative. USDA has an interstate testing policy in place, intrastate testing is also being implemented by DATCP and USDA. Thanked Dr. Konkle and Division of Animal Health (DAH) for their efforts to protect the industry and animal health. Twenty-one thousand people signed up on GovDelivery for updates on H5N1.
- The biannual budget has been released with direction on how the Agency can proceed with creating the budget for the next two years. The budget will include DAH positions and structure processing grants. Any budget suggestions need to be submitted by mid-September.
- Visited farms and processors during June Dairy Month.
- Deputy Secretary Switzer attended the NASDA conference where they discussed response to Highly Pathogenic Avian Influenza and adequate funding for grain inspection.
- Attended the Nourish the Future in Lake Geneva, and Wisconsin Association of Agriculture Educators conference. Both are great ways to connect Agriculture Education programs in the places that don't currently have programs by allowing students to gain exposure via science and math courses.
- Reminder for DATCP Board Members to complete mandatory training.

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, Miranda Leis, Paul Palmby, Doug Rebut, Dan Smith.

Future Agenda Items

- The September 19 meeting will be held at DATCP.
- Workforce panel will be presenting.
- Shelly Meyer, Chair of Agricultural Education Workforce Development Council will speak.
- The Division of Food and Recreational Safety will be the featured Division.
- Scope statements for ATCP 29, and ATCP 92 are anticipated to be presented for the Board's review.

Adjournment

Motion

A motion to adjourn was made by Miranda Leis and seconded by Cindy Brown. Motion approved unanimously. The Board adjourned at 2:16.