

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

September 19, 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 **September 19 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 9:07 a.m.

Members Present

Cindy Brown, Tina Hinchley, Dr. Clare Hintz, Paul Palmby, Doug Rebout, Dan Smith, and Carla Washington.

Not present: Miranda Leis, Paul Bauer

Minutes

Motion

A motion was made by Paul Bauer and seconded by Tina Hinchley to approve the July 11, 2024, Board minutes. Motion was approved unanimously.

Secretary Amy Pechacek, Wisconsin Department of Workforce Development

Secretary Romanski introduced Secretary Amy Pechacek with the Department of Workforce Development (Department) and what has been dubbed, “The Year of the Worker,” by Governor Evers. Secretary Pechacek provided an overview on the Department of Workforce Development, it is comprised of six divisions: Administrative Services, Vocational Rehabilitation, Employment and Training, Equal Rights, Worker’s Compensation, and Unemployment Insurance. Their goal is to work efficiently while delivering effective and inclusive services to meet Wisconsin’s diverse workforce needs and advocate for the protection and economic advancement of all Wisconsin workers, employers, and job seekers. The Department also assists with farming and agricultural job training, apprenticeships, and job placement. In July of 2024 a record number of over 3 million in total jobs and employment was reported, and unemployment rates were at 3.0%. Secretary Pechacek went on to discuss the Worker Solutions Initiative and the programs within it designed to help build skills and employment connections via Worker Advancement Initiative, Workforce Innovation Grants, and the Worker Connection Program. She also gave an introduction on how the Governor’s Task Force on Workforce and Artificial Intelligence can help assist and improve current farming practices and assist the agricultural industry.

Development Council Chair Shelly Mayer, Wisconsin Agricultural Education and Workforce

Secretary Romanski introduced the Wisconsin Agricultural Education (Ag. Ed.) and Workforce Development Council Chair Shelly Mayer. Shelly is also a dairy farmer, the Executive Director of

the Professional Dairy Producers, previously known as Professional Dairy Producers of Wisconsin, and a former DATCP Board member. Shelly touched on the significance and importance of the Alice in Dairyland program and the role it plays in agriculture. She went on to express her excitement to be on the Ag. Ed. Council, ways to broaden the outreach, the need to inspire, attract, recruit, and create awareness around the infrastructure and resources that Wisconsin agriculture has to offer. Shelly gave a brief overview of the three councils that the Workforce committee has which are the Agricultural Education Council that looks at what's happening in the schools and barriers they may face, Agriculture for All that aids in outreach and possibilities, and the Strategic Planning subcommittee.

DATCP Employees of the Year

Secretary Romanski welcomed DATCP Division Administrators and congratulated staff on being Employee of the Year. The following Division Administrators introduced their division award recipients:

- Krista Knigge with Agricultural Development presented to Kevin Plante, AG Program Specialist (WI Farm Center)
- Michelle Reinen with Trade and Consumer Protection presented to Angela Lochner, Weights and Measures Petroleum Systems Specialist - Senior
- Adam Brock with Food and Recreational Safety presented to Jenna Ouradnik, Environmental Health Sanitarian - Advanced
- Kelly Smithback with Management Services presented to Abdoulie Barrow, Security Analyst and Systems Administrator
- Brian Kuhn with Agrichemical Resource Management presented to Nick Clemens, Aeronautical and Aviation Safety Program Supervisor, and GIS & Spongy Moth Treatment Coordinator
- Dr. Darlene Konkle with Animal Health presented to Chris Ondercin, Field Services Inspection Manager
- Aaron O'Neil with the Office of the Secretary presented to Sheri Walz, Food and Recreational Safety, Public Records, and Administrative Rules Attorney

Public Appearances

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

Alice in Dairyland Program Update and introduction to Halei Heinzl

Jayne Krull, Debbie Gegare provided a program update and introduced Wisconsin's new 77th Alice in Dairyland, Halei Heinzl. Alice in Dairyland is a full-time, contracted public relations and marketing professional with DATCP and the official Wisconsin food and agriculture ambassador. Alice works with media, youth organizations, and civic groups, participated in local, domestic, and international events, and connects consumers with Wisconsin agriculture.

Wisconsin Agricultural Statistics Survey Update Greg Bussler

Greg Bussler, State Statistician from the USDA National Agricultural Statistics Service presented his August 2024 report to the Board on commodity prices, farm production expenditures, crop production, crop progress and condition, cash rent and land values, chickens and eggs, and milk production.

Agricultural Export Highlights Year-to-Date Second Quarter 2024 Division of Agricultural Development

Mark Rhoda-Reis, Bureau Director of the International Agribusiness Center gave an overview of the Quarter 2 Agricultural Export Highlights Report. Wisconsin food, forestry, and agriculture product exports reached \$2.04 billion year-to-date through the second quarter. Wisconsin is showing 2.03% growth over 2023. Wisconsin's top five agricultural export markets are Canada, Mexico, China, Japan and Korea, representing 66% of total exports. Wisconsin's top five agricultural exports make up 55% of all its agricultural exports. Dairy is up nearly 32%, prepared vegetables are up over 16%, and wood products are up over 11%.

Division Overview Division of Food and Recreational Safety

Adam Brock, Food and Recreational Safety Division Administrator gave an overview of the division. The Division of Food and Recreational Safety (Division) is home to the largest dairy regulatory program in the United States, overseeing approximately 5,500 dairy farms and over 400 dairy plants. The Division also oversees the states meat inspection program that includes around 300 meat establishments. The Division also regulates hotels, motels, touring room houses, bed and breakfast establishments, pool and water attractions, campgrounds, and recreational/educational camps.

Meat Bureau: Sampling Overview and Yearly Summary Division of Food and Recreational Safety

Paul Humphrey, Food and Recreational Safety Bureau of Meat and Poultry Business (BMPM) Director, presented a sampling overview and yearly summary and discussed the some of BMPMs priorities such as product positives, humane handling, imminent food safety concerns, adulterated/misbranded products, recalls, consumer complaints, unlicensed meat establishments, and licensing new establishments. Paul also discussed the various BMPM routine sampling programs for meat such as ground beef, bench trim, beef manufactured trimmings, other than trim (meat), ready-to-eat(meat), and raw poultry.

Food Bureau: National Environmental Assessment Reporting System (NEARS) Division of Food and Recreational Safety

Sara Scanlan, Food and Recreational Safety, Bureau of Food and Recreational Business, Environmental Health Sanitarian – Retail, gave a presentation on NEARS, interrupting foodborne

outbreaks and supporting businesses. The NEARS Program is focused solely on collaboration with business managers and operators to interrupt ongoing foodborne outbreaks and prevent future one, as well as information collection and utilization. Sara gave several detailed examples of the procedural processes that takes place when a Salmonella outbreak occurs and how the Food Bureau works collaboratively with the business and other agencies to establish a risk control plan for risk management, develop strategies for long-term prevention, and work towards moving back into compliance.

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.

Motion

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

ATCP 92 Weights and Measures
Division of Trade and Consumer Protection
Statement of Scope

Hannah E. Brown, Policy 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 on the Statement of Scope, regarding ch. ATCP 92.

Motion

A motion was made by Cindy Brown and seconded by Paul Palmby to approve the Statement of Scope for Wis. Admin. Code ch. ATCP 92. Motion was approved unanimously.

Office of the Secretary Report

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

- 2025-2027 State biennial budget request submitted
- Brazil trade promotion conference that took place earlier this month
- Local Food Purchasing Agreement (LFPA) Program
- Hosting Indonesian Delegation during the upcoming World Dairy Expo
- Scheduling highlights: Ag Ed Workforce Development Council meeting , Ag Youth Council meeting, Future of Food Safety in-service meeting
- Upcoming NASDA (National Association of State Departments of Agriculture) conference
- Announcement of Frank Masters retirement, plaque presented

Board Member Updates

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

Future Agenda Items

- Rules
- Off site meetings
- Guest speakers

Adjournment

Motion

A motion to adjourn was made by Paul Palmby and seconded by Cindy Brown. Motion approved unanimously. The Board adjourned at approximately 1:59 p.m.

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