

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

November 14, 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 **November 14, 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 9:01 a.m.

Members Present

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

Not present: Paul Bauer, Paul Palmby

Minutes

Motion

A motion was made by Clare Hintz and seconded by Miranda Leis to approve the September 19, 2024 Board minutes. Motion was approved unanimously.

Conservation Panel

Sara Walling, Clean Wisconsin; Chad Zuleger, Dairy Business Association; Matt Krueger, Wisconsin Land and Water Conservation Association; and Alex Madorsky, The Nature Conservancy shared information about their organizations' activities in safeguarding conservation. They also shared their collaboration as partners in the Clean Water Initiative.

Public Appearances

The following made public appearances in front of the Board today: Rebecca Zuleger, We Grow LLC; Dale Goss, Grass Fed Beef Farm, LLC; Victoria Ostenso, Marbleseed. They shared comments about their experience with the Local Food Purchase Assistance Program.

**Wisconsin Agricultural Statistics Survey Update
Greg Bussler**

Greg Bussler, State Statistician from the USDA National Agricultural Statistics Service presented his October 2024 report to the Board on crop production, the 2024 small grain summary, milk production, chicken and eggs, crop progress, prices received, and other noteworthy items.

**ATCP 29 Pesticide Use and Control
Division of Agricultural Resource Management
Scope Statement**

Kelly Martinson, Program and Policy Analyst, Division of Agricultural Resource Management, requested approval from the Board on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 29.

Motion

A motion was made by Miranda Leis and seconded by Clare Hintz to approve the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 29, Pesticide Use and Control. Motion was approved unanimously.

**ATCP 82 Bulk Milk Collection Sampling and Transportation
Division of Food and Recreational Safety
Hearing Draft Rule**

Max Huebner, Program & Policy Analyst from the Division of Food and Recreational Safety, and Laura Traas, Dairy Services Section Manager from Division of Food and Recreational Safety, requested approval of the Preliminary Hearing Draft for Wis. Admin. Code ch. ATCP 82 Bulk Milk Collection Sampling and Transportation from the Board.

Motion

A motion was made by Miranda Leis and seconded by Clare Hintz to approve the Preliminary Public Hearing Notice for Wis. Admin. Code ch. ATCP 82. Motion was approved unanimously.

**Farmland Preservation Program: 2023 Agricultural Enterprise Area (AEA) Petition
Review
Division of Agricultural Resource Management**

Wednesday Coye, Farmland Preservation Program Manager from the Division of Agricultural Resource Management provided an update on agricultural enterprise areas. Agricultural enterprise areas are community-led efforts establishing designated areas important to Wisconsin's agricultural future. More specifically, an AEA is an area of productive agriculture that has received designation from the state at the request of landowners and local governments. As a part of the state's Farmland Preservation Program, AEAs strive to support local farmland protection goals. Local communities can voluntarily pursue designation of an AEA by submitting a petition to the Department of Agriculture, Trade and Consumer Protection (DATCP). Through this designation, the community can encourage continued agricultural production and investment in the agricultural economy. Landowners within designated AEAs are eligible to enter into voluntary farmland preservation agreements committing all or a portion of their farm to agricultural use and maintaining state soil and water conservation standards. In return, they may be eligible to claim the farmland preservation tax credit annually.

**Plant Industry Bureau Laboratory and National Plant Diagnostic Network: Protecting
Wisconsin Through Accurate Plant Pest and Disease Diagnostics
Division of Agricultural Resource Management**

Sam Fieweger, Plant Industry Bureau Lab Plant Pathologist Lead from the Division of Agricultural Resource Management, presented an overview on the Plant Industry Bureau Laboratory and National Plant Diagnostic Network. DATCP's Plant Industry Bureau Laboratory (PIB Lab) provides plant pest and disease diagnostic support to the Bureau's Pest Survey, Nursery, Christmas Tree, Potato and Phytosanitary programs. In 2023, the PIB Lab became a National Plant Diagnostic Network (NPDN) member lab. The NPDN comprises plant diagnostic labs in all U.S. states and territories with a shared mission to support plant health and biosecurity in the U.S. through diagnostic capacity building, coordination, quality information, and communication. The PIB Lab and NPDN have worked together as informal partners since 2008, and 2023 marks the first year the PIB Lab received member status and funding through the NPDN. Since joining as a member lab, the PIB Lab has benefited from additional access to NPDN resources and funding to further protect Wisconsin's plant resources and industries through accurate plant disease diagnostics, access to technical trainings, and financial assistance to replace aging laboratory equipment and support hiring a summer limited term employee to assist diagnosticians.

Wisconsin Nutrient Management Updates Division of Agricultural Resource Management

Mark Witecha, Soil and Watershed Conservation Section Manager, from the Division of Agricultural Resource Management, provided an update on the Wisconsin Nutrient Management program. Under Ch. 92, Wis. Stat., the Wisconsin Nutrient Management Program within the Bureau of Land and Water Resources is responsible for promoting improved agricultural nutrient management in the state. This work includes provision of financial and technical assistance, education and outreach, and ensuring compliance with the Nutrient Management Agricultural Performance Standard established in Wis. Admin. Code ch. NR 151. Wisconsin has taken a comprehensive and highly-collaborative approach to nutrient management that has yielded over 7,500 nutrient management plans covering 3.66 million acres statewide.

Office of the Secretary Report

Assistant Deputy Secretary Mike Strigel presented the Office of the Secretary update to the Board on the following:

- Highly Pathogenic Avian Influenza (H5N1) in dairy cattle
- Poultry industry challenges
- Resilient Food Systems Infrastructure Program
- 2024 Dairy Producer Survey
- Nitrogen Optimization Pilot Grant 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: Cindy Brown, Tina Hinchley, Dr. Clare Hintz, Miranda Leis, and Doug Rebout.

Future Agenda Items

Assistant Deputy Secretary Mike Strigel provided an update on future agenda items including:

- December 2024: Sharing The Contribution of Agriculture to the Wisconsin Economy: An Update for 2022
- January 2025: Highlighting the Meat Talent Development Initiative
- March 2025: Welcoming three University of Wisconsin Deans

Aldo Leopold Conservation Award

Secretary Randy Romanski and Christina Schellpfeffer, Sand County Foundation Vice President – External Relations, presented the 2024 Wisconsin Leopold Conservation Award to Rick Adamski and Valerie Dantoin of Full Circle Community Farm.

Adjournment

Motion

A motion to adjourn was made by Miranda Leis and seconded by Clare Hintz. Motion approved unanimously. The Board adjourned at approximately 12:02 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.