

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

December 12, 2024

The Board of Agriculture, Trade and Consumer Protection (Board) met via zoom on **December 12, 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 9:00 a.m.

Members Present

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

Not present: Tina Hinchley, Paul Palmby

Minutes

Motion

A motion was made by Clare Hintz and seconded by Dan Smith to approve the November 14, 2024, Board minutes. Motion was approved unanimously.

**ATCP 72 Hotels, Motels, and Tourist Rooming Houses
Division of Food and Recreational Safety
Hearing Rule Draft**

Jim Klaplanek, Section Manager, Division of Food and Recreational Safety, requested approval from the Board on the Hearing Rule Draft, regarding Wis. Admin. Code ch. ATCP 72.

Motion

A motion was made by Dan Smith and seconded by Clare Hintz to approve the Hearing Rule Draft, regarding Wis. Admin. Code ch. ATCP 72, Hotels, Motels, and Tourist Rooming Houses. Motion was approved unanimously.

**ATCP 93 Flammable Combustible Hazardous Liquids
Division of Trade and Consumer Protection
Preliminary Public Hearing Notice on Statement of Scope**

Dr. Joseph Smith, Bureau of Weights and Measures Director, and David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board of the Preliminary Public Hearing Notice on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 93.

Motion

A motion was made by Dan Smith and seconded by Carla Washington to approve the Preliminary Public Hearing Notice on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 93, Flammable Combustible Hazardous Liquids. Motion was approved unanimously.

**ATCP 94 Petroleum and Other Liquid Fuel Products
Division of Trade and Consumer Protection
Preliminary Public Hearing Notice on Statement of Scope**

Dr. Joseph Smith, Bureau of Weights and Measures Director, and David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board of the Preliminary Public Hearing Notice on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 94.

Motion

A motion was made by Miranda Leis and seconded by Dan Smith to approve the Preliminary Public Hearing Notice on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 94, Petroleum and Other Liquid Fuel Products. Motion was approved unanimously.

**The Contribution of Agriculture to the Wisconsin Economy:
An Update for 2024**

Dr. Steven Deller, Professor, and Dr. Jeffrey Hadachek Assistant Professor, at the University of Wisconsin-Madison, presented their report on the Contribution of Agriculture to the Wisconsin Economy: An update for 2024. This study provides an economic accounting of Wisconsin's agricultural industry, and the report is historically updated every 5 years.

The link to their full report is below:

[The Contributions of Agriculture to the Wisconsin Economy \(2024\) - Agricultural & Applied Economics](#)

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 December 2024 report to the Board on milk production, chicken and eggs, October prices received, labor, and other noteworthy items.

**Agricultural Export Highlights Year to Date Third Quarter
Division of Agricultural Development**

Mark Rhoda-Reis, Export and Business Development Bureau Director, Division of Agricultural Development presented the Quarter 3 export highlights:

- Wisconsin food, forestry, and agriculture product exports reached \$3.05 billion year-to-date in the third quarter, a 4.0% growth year over year, and 6.6%, above 2021.
- While Wisconsin agricultural exports are up 3.97% year to date, the U.S. is down 0.81%. Wisconsin is the 12th largest exporter of agricultural products in the U.S., up from 13th in previous years.
- The Q3 YTD 2024 exports of \$3.05 billion in agricultural products are tracked in three product groups:
 - Dairy: cheese, whey, lactose, and milk proteins — 16% of all Wisconsin agricultural exports
 - Meat: livestock, bovine genetics, hides, and furs — 19% of all Wisconsin agricultural exports
 - Crop: grains, forestry, processed foods, and beverages – 65% of all Wisconsin agricultural export

Office of the Secretary Report

Deputy Secretary Aileen Switzer presented the Office of the Secretary update to the Board on the following:

- Thank you, Dr. Deller and Dr. Hadachek for their presentation on The Contributions of Agriculture to the Wisconsin Economy.
- Thank you, Paul Bauer, for your service on the Board. Paul recently resigned from the Board. We appreciate Paul's dedication to the Board and agricultural industry.
- H5N1 dairy cattle disease. On December 6th USDA announced the start of its national milk testing strategy. DATCP continues to communicate with USDA to develop a plan to fit their model as our state's industry is unique. We have also been in contact with industry regarding this mandate.
- The Growing Wisconsin Magazine 2024-25 edition is now available. Earlier this year Governor Evers announced 2025 is the year of the worker. This year's magazine edition focuses on our State's agricultural workforce and contains stories on Wisconsin's colleges and universities, the Department of Corrections, and agricultural career pathways. Physical copies of the magazine will be available at the January Board meeting. Please feel free to distribute magazine widely. Below is the online version of the magazine: <https://farmflavor.com/wisconsin/growing-wisconsin-2024-25/>.
- DATCP announced this week that seven Wisconsin companies will receive a Dairy Processor grant. The next application period is open until January 17, 2025.
- Scheduling highlights: Assistant Deputy Secretary Strigel attended the U.S. Climate Alliance and Secretary Romanski recently participated in a U.S. Trade Mission to Morocco.

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, Dr. Clare Hintz, Doug Rebut, and Dan Smith.

Future Agenda Items

January 30, 2025, Board meeting: We will have a panel highlighting the Meat Talent Development Initiative which will include Dr. Kurt Vogel from UW River Falls, Betsy Leonard from the Wisconsin Technical College System, and Dr. Jeff Sindelar from UW Madison Meat Science and Animal Biologics. We will also be holding Board elections.

March 6, 2025, Board meeting: Our speakers include Dean Glenda Gillaspay from the University of Wisconsin Madison, College of Agricultural and Life Sciences, Dean Michael Orth from the University of Wisconsin River Falls, College of Agriculture, Food and Environmental Sciences, and Dean Wayne Weber from the University of Wisconsin Platteville, College of Business, Industry, Live Science and Agriculture.

Adjournment

Motion

A motion to adjourn was made by Cindy Brown and seconded by Dan Smith. Motion approved unanimously. The Board adjourned at approximately 10:18 a.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.