

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION MINUTES

January 30, 2025

The Board of Agriculture, Trade and Consumer Protection (Board) met in the DATCP Boardroom, 2811 Agriculture Drive, Madison, WI 53718 and via zoom on **January 30, 2025**. 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, Tina Hinchley, Dr. Clare Hintz, Miranda Leis, Doug Rebout, and Dan Smith

Not present: Paul Palmby and Carla Washington

Minutes

Motion

A motion was made by Dan Smith and seconded by Tina Hinchley to approve the December 12, 2024, Board minutes. Motion was approved unanimously.

Meat Talent Development Panel

Dr. Kurt Vogel from UW River Falls, Betsy Leonard, Director of Agriculture and Natural Resources from the Wisconsin Technical College System, Dr. Alex Lendved, Dean of the Marshfield Campus and School of Applied Technology, Mid State Technical College, and Dr. Jeff Sindelar from UW Madison Meat Science participated in a panel highlighting the Meat Talent Development Program initiative.

Dr. Kurt Vogel spoke about the two projects that were created from collaborating with DATCP and the meat processing industry. First, the University of Wisconsin-River Falls High School Program. This program is an important component of the meat industry workforce development that includes opportunities for potential workforce members to explore the meat industry and the opportunities it presents. The curriculum is a 10-hour module for Wisconsin high school agricultural education programs that includes the following topics: Introduction to Industry and History of Meat Science; Transition from Muscle to Meat; Introduction to Meat Processing; Careers in the Meat Sector; and Basic Food Safety.

The second project is the Humane Handling Institute. No training center for humane handling and stunning existed in the United States before October 2022. This Institute is a training program for slaughter plant personnel and currently includes four workshops: Effective Stunning and Equipment Maintenance; Humane Handling and Restraint; Humane Handling and Stunning Bundle; and Building and Humane Handling Program for your Facility.

Betsy Leonard spoke on the effect of the Meat Talent Development Program for the Technical College System. The technical college system consists of 16 colleges under one system. Seven of those colleges participate in the Wisconsin Meat Talent Programming. This program offers local certificates; technical diplomas based on System approval and labor market statistics; workforce development; and is a dual credit opportunity for High School students. Through this program we are improving education and continued learning; fostering new connections; understanding people better; and truly serving the needs in our State.

The Mid-State Technical College is one of the colleges that benefits from the Meat Talent Development Program. Dr. Alex Lendved spoke about the Meat Cutting and Butchery Program that started in fall of 2022 and has been delivering high demand hands-on meat cutting skills to its students. This program combines innovative curriculum, strong partnerships and state of the art equipment to meet industry demands. We have served over 80 students, invested \$100,000 in equipment, and offered a 9-credit certificate both online and through evening classes.

The following students and program staff shared their experience from the Grant programs:

- Adam Schlafke is a master meat crafter with industry experience and a successful meat processing business. Adam is also an instructor for the program and was part of the curriculum creation.
- Scott Owen is a retired fire chief turned instructional aid after completing the program himself. Scott would like to see an advanced course for the program and as an instructional aide. He helps the instructor the background of the coursework and in class cutting meat.
- Aubrey Barbeau is a 16-year-old high school student that grew up on a farm and has an interest in meat processing. She participated in the program through online and evening classes. She learned new skills and now has accepted a job in the meat department at a local grocery store. Aubrey's goal is open a butcher shop.

Dr. Sindelar spoke about the Meat Talent Development Program at UW Madison which consists of 20% research and an 80% extension program. The research part includes areas of interest in quality and sensory characteristics of processing meats; non-meat ingredient functionality in meat products; and the intervention strategies to control pathogenic bacteria in meat products. The extension part of the program focuses on providing assistance to meat processors in the areas of product development, program solving, and regulatory compliance; servicing as a liaison between academia, government, and the meat industry; providing involvement and support to youth meat science related activities; and promoting consumer confidence related to meat consumption. The scope of this program is to provide resources and support to stakeholders, students and staff; to train 200 meat processors via tuition reimbursement; to train 100 students via tuition reimbursement in the Meat Processing School; and to development new workshops for workforce development training in the Wisconsin Harvest and Fabrication School.

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 January 2025 report to the Board on milk production, November prices received, highlights from the 2024 final Crop Production Report, storage capacity, chicken and eggs, and other noteworthy items.

**Board Member Election of Officers:
Board Chair, Vice Chair, Board Secretary**

Chair

Nominations: Dan Smith nominated Doug Rebout for Board Chair. Doug Rebout accepted the nomination.

Election: Doug Rebout was elected unanimously to serve as the Board Chair for the 2025 term.

Vice Chair

Nominations: Doug Rebout nominated Miranda Leis for Board Vice Chair. Miranda Leis accepted the nomination.

Election: Miranda Leis was elected unanimously to serve as the Board Vice Chair for the 2025 term.

Secretary

Nominations: Doug Rebout nominated Tina Hinchley for Board Secretary. Tina Hinchley accepted the nomination.

Election: Tina Hinchley was elected unanimously to serve as the Board Secretary for the 2025 term.

**ATCP 75 Retail Food Establishments
Division of Food and Recreational Safety
Preliminary Public Hearing Notice on Statement of Scope**

Jim Klapanek, Section Manager, Division of Food and Recreational Safety, requested approval from the Board on the Preliminary Public Hearing Notice on Statement of Scope, regarding Wis. Admin. Code ch. ATCP 75.

Motion

A motion was made by Dan Smith and seconded by Tina Hinchley to approve the Preliminary Public Hearing Notice on Statement of Scope, regarding Wis. Admin. Code ch. ATCP 75, Retail Food Establishments. Motion was approved unanimously.

**ATCP 93 Flammable Combustible Hazardous Liquids
Division of Trade and Consumer Protection
Statement of Scope**

David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 93.

Motion

A motion was made by Tina Hinchley and seconded by Dan Smith to approve the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 93, Flammable Combustible Hazardous Liquids. Motion was approved unanimously.

**ATCP 93 Flammable Combustible Hazardous Liquids
Division of Trade and Consumer Protection
Final Rule Draft**

David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board of the Final Rule Draft, regarding Wis. Admin. Code ch. ATCP 93.

Motion

A motion was made by Miranda Leis and seconded by Cindy Brown to approve the Final Rule Draft, 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
Statement of Scope**

David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 94.

Motion

A motion was made by Cindy Brown and seconded by Dan Smith to approve the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 94, Petroleum and Other Liquid Fuel Products. Motion was approved unanimously.

**Wisconsin Local Food Purchase Assistance Program (LFPA)
Division of Agricultural Development**

Sarah Lloyd, Secretary of the Board of Directors for the Wisconsin Food Hub Cooperative and Agriculture Program Specialists April Yancer and Katie Kracht from the Division of Agricultural Development, presented a Wisconsin LFPA Program update to the Board. The LFPA funding is meant to strengthen food and agricultural supply chain resiliency, support farmers and distribute fresh, nutritious foods to underserved communities. Through a Cooperative Agreement with USDA, DATCP works to expand networks, create partnerships, and procure Wisconsin foods from socially disadvantaged producers and distribute them to underserved communities. This agreement was amended to include LFPA Plus funds, expanding the program to include the Community

Partners Grant. In 2022 the LFPA program received a \$2.94 million dollar grant and in 2023 a \$5.18 million grant. Both grants are for food procurement and distribution. The combined grant impacts are that we served 72 counties, 289 growers participants, 254 food access partners received deliveries, and \$4.18 million worth of food was delivered. The LFPA program provides a statewide channel for food movement, and food supply chain solutions that benefit local producers, processors, and businesses.

DATCP is currently establishing a Cooperative Agreement between Wisconsin and USDA for LFPA25. This agreement is for \$5.48 million in Commodity Credit Corporation funds that will allow procurement and distribution expenses.

Communications Update Office of the Secretary

Sam GO, Communications Director, Office of the Secretary presented a communications overview to the Board. The seven-person communications team at DATCP informs the public, maintains consistent and focused messaging, and serves as a resource for the agency. It conducts media interviews; drafts press releases, e-newsletters, and brochures; maintains DATCP's website and social media; and participates in stakeholder outreach and events. In 2024 the team handled nearly 600 media contacts and interviews. It also grew DATCP's online presence through consistent social media posts featuring events and programs. In 2025 the goal is to continue to grow DATCP's audience and social media presence, and increase collaboration with industry partners, stakeholders and media.

Bureau of Laboratory Services Overview Bureau of Laboratory Services

Gil Kelly, Director, Bureau of Laboratory Services (BLS) presented an overview of the DATCP Laboratory to the Board. BLS has been accredited since 2008 and its mission is to provide defensible laboratory results in support of DATCP programs for both State and Federal regulations. BLS provides analytical laboratory support to DATCP's regulatory divisions: the Division of Food and Recreational Safety (DFRS) and the Division of Agricultural Resource Management (DARM). It does not serve the public directly, all samples come through DFRS, DARM, or the Department of Health Services for outbreak testing. Test volumes have increased substantially over the years, in 2014 we tested 22,624 samples and in 2023 27,092 samples. BLS tests dairy products, meat and poultry, products made in the state that are based on risk profiles, and environment and surveillance samples. Some notable testing BLS was part of is testing baby foods for heavy metals as part of the Laboratory Flexible Funding Model Grant surveillance for the FDA. BLS had a hit on two puree pouch baby foods for lead which triggered additional surveillance across the United States.

Office of the Secretary Report

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

- Thank you to the Meat Talent Development panel, LFPA program, and the laboratory for sharing their work and the efficiencies they are doing in the field.
- Thank you to Kirsta Knigge for her years of service and leadership at DATCP. She will be leaving the agency in a few weeks.
- Meat Processing Infrastructure Grant. Meat processors can apply for the grants through February 24, 2025. Grants are awarded for \$50,000 for projects that last up to 2 years.
- Producer Led Impact Report. DATCP has released their 2022-2023 impact report that shows conservation practices rose by 43%. The link to the full report can be found here: <https://datcp.wi.gov/Documents2/2022-2023ProducerLedImpactReport.pdf>.
- H5N1. The good news for Wisconsin is that it has not had a H5N1 case in dairy cattle at this point. USDA has required all states to participate in a national testing strategy. DATCP will continue to work with its partners to find a testing strategy.
- Governor Ever's budget will be introduced on February 18, 2025.
- Scheduling highlights. The Secretary attended industry events recently such as the Wisconsin Association of Meat Processing, Wisconsin Association of Fairs, Wisconsin Farmers Union, and the Wisconsin Agri Business Classic.

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, Doug Rebout, and Dan Smith.

Future Agenda Items

March 6, 2025, Board meeting: 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, Life Science and Agriculture.

May 8, 2025, Board meeting: Speaker will be the Wisconsin Youth Council.

Adjournment

Motion

A motion to adjourn was made by Tina Hinchley and seconded by Dan Smith. Motion approved unanimously. The Board adjourned at approximately 12:08 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.