

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION MINUTES

May 8, 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 **May 8, 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, Andy Hatch, Tina Hinchley, Dr. Clare Hintz, Miranda Leis, and Doug Rebout

Not present: Gary Besaw, Paul Palmby

Minutes

Motion

A motion was made by Clare Hintz and seconded by Cindy Brown to approve the March 6, 2025 Board minutes. Motion was approved unanimously.

Wisconsin Agriculture Youth Council

Ashley Andre, Policy Initiatives Advisor, Office of the Secretary, introduced the Wisconsin Agriculture Youth Council (Council) to the Board. The purpose of the Council is to encourage young people to engage with state government and increase their awareness of DATCP's interactions with Wisconsin's agriculture industry. The four goals of the Council are to: highlight the agricultural-related career opportunities available including those in government; share the state tools available to support Wisconsin farmers; provide insight on how to effectively engage in state agricultural policy development; and increase networking opportunities for participants across the agricultural industry.

The 2024-2025 Council is comprised of Wisconsin high school seniors from across the state. Members serve a one-year term and receive a certificate at the completion of their year. Twelve members of the Council were present at the Board meeting and three members read their final reflection statements about their year on the Council. The members also took questions from the DATCP Board members.

Wisconsin FFA State Officers

Secretary Romanski introduced two 2024-25 State FFA Officers: Jescey Thompson and Abel Kooima. Jescey Thompson and Abel Kooima discussed the benefits and experiences of FFA.

Public Appearances

The following made public appearances in front of the Board today:

Amy Van Aarsten (via Zoom) –

Re: Ridglan Farms

Dr. Roxann Engelstad

Re: Large Scale Utility Projects, Koshkonong Solar Electric Generation Facility

Gary Swain – Large Scale Utility Projects

Re: Large Scale Utility Projects, Koshkonong Solar Electric Generation Facility

Keri Retallick (via Zoom) Executive VP, Wisconsin Pork Producers

Re: in favor of reopening ATCP 10

ATCP 72 Hotels, Motels, and Tourist Rooming Houses
Division of Food and Recreational Safety
Proposed Final Rule

James Kaplanek, Section Manager, Division of Food and Recreational Safety, requested approval from the Board on the Proposed Final Rule of Scope, regarding Wis. Admin. Code ch. ATCP 72.

Tina Hinchley asked – What is the increased cost for a tourist rooming house (TRH)?

Answer: 3% more expensive per room.

Andy Hatch asked– What is included in the statistics you referenced? Answer: TRH is a single-family dwelling.

Motion

A motion was made by Dr. Clare Hintz and seconded by Miranda Leis to approve the Proposed Final Rule, regarding Wis. Admin. Code ch. ATCP 72, Hotels, Motels, and Tourist Rooming Houses. Motion was approved unanimously.

ATCP 75 Retail Food Establishments
Division of Food and Recreational Safety
Statement of Scope

James Kaplanek, Section Manager, Division of Food and Recreational Safety, requested approval from the Board on the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 75.

Motion

A motion was made by Tina Hinchley and seconded by Dr. Clare Hintz to approve the Statement of Scope, regarding Wis. Admin. Code ch. ATCP 75, Retail Food Establishments. Motion was approved unanimously.

ATCP 82 Bulk Milk Collection
Division of Food and Recreational Safety
Proposed Final Rule

Max Huebner, Program and Policy Analyst, and Laura Traas, Dairy Manager, Division of Food and Recreational Safety, requested approval from the Board on the Proposed Final Rule, regarding Wis. Admin. Code ch. ATCP 82.

Motion

A motion was made by Miranda Leis and seconded by Tina Hinchley to approve the Proposed Final Rule, regarding Wis. Admin. Code ch. ATCP 82, Bulk Milk Collection. Motion was approved unanimously.

**ATCP 92 Weights and Measures
Division of Trade and Consumer Protection
Hearing Rule Draft**

David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board on the Hearing Rule Draft, regarding Wis. Admin. Code ch. ATCP 92.

Motion

A motion was made by Cindy Brown and seconded by Miranda Leis to approve the Hearing Rule Draft, regarding Wis. Admin. Code ch. ATCP 92, Weights and Measures. Motion was approved unanimously.

**ATCP 94 Petroleum and Other Liquid Fuel Products
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 Hearing Rule Draft, regarding Wis. Admin. Code ch. ATCP 94.

Motion

A motion was made by Cindy Brown and seconded by Tina Hinchley to approve the Hearing Rule Draft, regarding Wis. Admin. Code ch. ATCP 94, Petroleum and Other Liquid Fuel Products. Motion was approved unanimously.

**ATCP 10 12 Swine PRRS and PEDv
Division of Animal Health
Preliminary Public Hearing or Statement of Scope**

Angela Fisher, Program and Policy Analyst, Division of Animal Health, requested approval from the Board on the Preliminary Public Hearing or Statement of Scope, regarding Wis. Admin. Code chs. ATCP 10 12.

Motion

A motion was made by Miranda Leis and seconded by Tina Hinchley to approve the Preliminary Public Hearing Notice or Statement of Scope, regarding Wis. Admin. Code chs. ATCP 10 12, Swine PRRS and PEDv. Motion was approved unanimously.

Wisconsin Agricultural Statistics Survey Update - Audra Hubbell

Audra Hubbell, Research Analyst, presented her May 9, 2025 report to the Board on crop planting intentions, milk production, prices received, crop progress as of April 20, 2025, honey, and other noteworthy items.

For more information: https://www.nass.usda.gov/Statistics_by_State/Wisconsin/index.php

Meat and Poultry Supply Chain Resiliency Grant Update Division of Agricultural Development

Jeff Swenson, Economic Development Consultant, Division Agricultural Development, presented a Meat and Poultry Supply Chain Resiliency Grant update to the Board.

Highly Pathogenic Avian Influenza (HPAI H5N1) Update Divisions of Animal Health and Food and Recreational Safety

Dr. Darlene Konkle, Administrator, Division of Animal Health and State Veterinarian, and Adam Brock, Administrator, Division of Food and Recreational Safety, presented an update on Highly Pathogenic Avian Influenza (HPAI H5N1) to the Board.

Dog Seller and Shelter Inspection Program Division of Animal Health

Dr. Yvonne Bellay, Veterinary Program Manager, Division of Animal Health, presented the dog seller and shelter inspection program overview to the Board.

Animal Disease Traceability Division of Animal Health

Dr. Gretchen May, Bureau Director, Division of Animal Health, presented an animal disease traceability overview to the Board.

Office of the Secretary Report

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

- 2026 is the Year of the Kid - great to have the Wisconsin Agriculture Youth Council members and FFA representatives here today.

- Thank you to Audra Hubbell, Research Analyst, for presenting today. Sad to see Greg Bussler retire and appreciate his years of service.
- Welcome to new board members: Cindy Brown (reappointment) and Andy Hatch.
- Budget - The budget process is still underway. We remain optimistic about the strategic investments in Wisconsin's agriculture industry. This includes the strategic investments in the Division of Animal Health, increased support for the Wisconsin Initiative for Agricultural Exports, and more funding for conservation-related programs, farmer mental health and FFA Budget at DPI.
- Had a very productive trade mission to Bangkok, Thailand and Jakarta, and Indonesia. It was clear from the meetings and discussions that Wisconsin is still a wanted partner in trade.
- Celebrated Ag Day through:
 - Mike Strigel attended the Wisconsin Technical College System Ag Day on Campus celebration on March 11.
 - Randy Romanski attended the April 10 celebration for the UW-River Falls Ag Day on Campus.
- The State of the Tribes was held on March 18, 2025, at the State Capitol. This is a great annual event to come together and continue the commitment of the Governor and agencies in partnering with the sovereign nations.
- DATCP held the annual "Working Together to Protect Wisconsin Consumers" Conference.
- Hosted the U.S. Ginseng Summit in Wausau.
Meat Industry Hall of Fame Induction Ceremony and meat production talent development.

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, Miranda Leis, Dr. Clare Hintz, Andy Hatch, and Doug Rebut.

Future Agenda Items

International Trade; Meet with DNR Board – Joint meeting in November to cover conservation; Spotlight on Urban Ag.

Adjournment

Motion

A motion to adjourn was made by Miranda Leis and seconded by Tina Hinchley. Motion approved unanimously. The Board adjourned at approximately 12:55 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.