

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION MEETING MINUTES

July 10, 2025

The Board of Agriculture, Trade and Consumer Protection (Board) met in the DATCP Boardroom, 2811 Agriculture Drive, Madison, WI 53718 and telephone on **July 10, 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 1:00 p.m.

Members Present

Andy Hatch, Tina Hinchley, Dr. Clare Hintz (virtual), Miranda Leis, Paul Palmby, and Doug Rebout

Not present: Cindy Brown, Gary Besaw

Due to technical difficulties, the open meeting was rescheduled from 10:00 a.m. to 1:00 p.m. Aileen Switzer noted that due to those technical difficulties the virtual portion of the meeting was only by phone, as posted in the amended public notice. Additionally, it was explained that there would be no public comments at the meeting today, and the Board would not be voting on rules.

2025 Wisconsin Agriculture in the Classroom Essay Contest Winners

Aileen Switzer welcomed Beth Schaefer of the Wisconsin Farm Bureau Federation, Wisconsin Agriculture in the Classroom. Beth Schaefer spoke on the Wisconsin Agriculture in the Classroom Essay Contest, being an opportunity for fourth and fifth-grade students to explore Wisconsin history, geography, and economics through the lens of Wisconsin agriculture. The annual essay challenges students to research and write an informative essay and supports Wisconsin academic standards including English Language Arts and social studies. Top essays are recognized at the county, district, and state levels.

The essay contest gleans the annual theme from the 2024 American Farm Bureau Foundation for Agriculture Book of the Year, *My Grandpa, My Tree and Me*, by Roxanne Troup, and focuses on A Wisconsin Tree and Me: How Trees Grow Food and Fiber!

Beth Schaefer introduced this year's contest winners:

5th Grade Winner - Adalyn Howe, Lodi, WI; Essay Title: Tree-mendous Treasures: Food and Fiber from the Forest.

4th Grade Winner - Annabelle Winkers, Fennimore, WI; Essay Title: Maple Trees.

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.

Agricultural Exports Panel

Aileen Switzer welcomed Will Hsu, Chad Vincent and Shane Goplin to the meeting.

Will Hsu, of Hsu Ginseng Enterprises, discussed the history of Ginseng in America and in Wisconsin.

Shane Goplin, of HV Acres LLC, presented on Wisconsin Corn and his involvement with the U.S. Grains Council (USGC).

Chad Vincent, of Dairy Farmers of Wisconsin, discussed Dairy Market Exports.

The panelists took questions from the Board.

Deputy Secretary's Updates

- Secretary Romanski was unable to attend the meeting due to a scheduling conflict. The Secretary was traveling with the Governor to talk about the budget.
- Cat Giljohann was introduced as DATCP's new General Counsel.
- It was noted that the budget invested significantly in agriculture.
- Resilience Food Grant Program is accepting application for equipment only grants.

Board Member Updates

The following DATCP Board members commented on industry, business, training and personal agricultural issues that arose since the last Board meeting: Andy Hatch, Tina Hinchley, Dr. Clare Hintz, Miranda Leis, Paul Palmby, and Doug Rebut.

Future Agenda Items

Interim meeting; Pictures and Training Opportunity at the September Meeting; Meet with DNR Board – Joint meeting in November to cover conservation efforts; Board members requested a Spotlight on Urban Agriculture and Agricultural Security

Adjournment

Motion

A motion to adjourn was made by Paul Palmby and seconded by Tina Hinchley Motion approved unanimously. The Board adjourned at approximately 2:55 p.m.