

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION MINUTES

May 7, 2026

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 7, 2026**. 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

Present: Gary Besaw, Cindy Brown, Andy Hatch, Dr. Clare Hintz, Miranda Leis, Paul Palmby, Doug Rebout

Not present: Tina Hinchley

Minutes

Motion – A motion was made by Paul Palmby and seconded by Patti Habeck to approve the March 5, 2026 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 Council has four goals:

- 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 2025-2026 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. Six 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.

Dairy Farmers of Wisconsin

Chad Vincent, Chief Executive Officer for Dairy Farmers of Wisconsin, shared the 2026 June Dairy month campaign. The goals of the campaign are to:

- Connect consumers to the farm by making it easy to discover and attend dairy breakfasts and local events across the state
- Bring farmer stories to the forefront by securing media coverage and amplifying authentic voices in local and statewide news
- Elevate the on-farm experience by helping farmers create memorable, high-quality visits for thousands of guests
- Ignite statewide excitement for dairy through a coordinated campaign that builds pride, visibility, and momentum during June Dairy Month.

Public Appearances

The following made public appearances in front of the Board:

Anita Martin – Highly Pathogenic Avian Influenza

Curt Larson – Porcine Reproductive and Respiratory Syndrome (PRRS) and Porcine Epidemic Diarrhea Virus (PEDv)

Administrative Rules

ATCP 90, 91, 92 – Weights and Measures

Division of Trade and Consumer Protection

Preliminary Public Hearing

David Woldseth, Program and Policy Analyst, Division of Trade and Consumer Protection, requested approval from the Board on the Notice of Preliminary Hearing, regarding Wis. Admin. Code chs. ATCP 90, 91, 92.

Motion – A motion was made by Paul Palmby and seconded by Patti Habeck to approve the Notice of Preliminary Hearing, regarding Wis. Admin. Code chs. ATCP 90, 91, 92, Weights and Measures. Motion was approved unanimously.

ATCP 10 – Bovine Identification

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 ch. ATCP 10.

Motion – A motion was made Patti Habeck and seconded by Paul Palmby to approve the Preliminary Public Hearing Notice or Statement of Scope, regarding Wis. Admin. Code ch. ATCP 10, Bovine Identification. Motion was approved unanimously.

Wisconsin Agricultural Statistics Survey Update – Audra Hubbell

Audra Hubbell, Research Analyst, presented the April 2026 report to the Board on crop planting intentions, milk production, prices received, crop progress as of April 2026.

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

Agricultural Export Highlights 2025 Export Highlights

Division of Agricultural Development

Ira Frydman, Bureau Director of the International Agribusiness Center gave an overview of the Wisconsin food, forestry, and agriculture product exports that reached \$3.99 billion in 2025 — the third highest year on record. This is a decrease of 0.88% from 2024, but 1.38% above 2021, the base year for the Wisconsin Initiative for Agricultural Exports (WIAE). This performance underscores the continued strength, resilience, and global competitiveness of Wisconsin's agricultural products, alongside growth and diversification in several key markets.

Featured Division – Division of Animal Health

Emergency Preparedness and Secure Food Supply planning

Kurt Grajkowski, Emergency Services Coordinator and Sydney Uselman, Swine Health Improvement Plan Coordinator, both in Division of Animal Health, presented to the board on Preparing for a Foreign Animal Disease Outbreak.

U.S. Swine Health Improvement Plan (U.S. SHIP)

Sydney Uselman, Swine Health Improvement Plan Coordinator, both in Division of Animal Health, presented on the U.S. Swine Health Improvement Plan (U.S. SHIP) program, to the board.

State Vet Update

Dr. Darlene Konkle, Division Administrator, Division of Animal Health and State Veterinarian, presented an update on staffing and Highly Pathogenic Avian Influenza (HPAI) local and national trends. Bovine HPAI has been identified in Idaho. Wisconsin has been unaffected by Bovine HPAI so far this year.

Office of the Secretary Report

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

- Youth Council is great and next year's council has been selected. Randy believes that children are the future of agriculture.
- Team Updates – Yeshe has joined Office of Legal Counsel as General Counsel and Sheri Walz has been promoted to Deputy General Counsel.
- Happy Beef Month – Fun fact: Average beef herd in Wisconsin is twelve.
- Mental Health Awareness Month – Wisconsin has robust Farmer Mental Health and Veterinarian Mental Health Programs in place.
- Consumer Protection has been working with Department of Justice, Division of Criminal Investigation, and the Department of Financial Institutions to target predatory storm chasers.
- WI is hosting Midwest NASDA meeting in June.

Board Member Updates

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

Future Agenda Items

Wisconsin Agriculture in the Classroom at July meeting

DATCP Employees of the year at September meeting

Board Suggestions: Another DNR Board crossover meeting, Catching up with past Youth Council members to see what they are doing.

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.