

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

MINUTES - JANUARY 29, 2026

The Board of Agriculture, Trade and Consumer Protection (Board) met in the DATCP Boardroom, 2811 Agriculture Drive, Madison, WI 53718 and via Microsoft Teams Webinar on **January 29, 2026**. The meeting was preceded by public notice as required by Wis. Stat. §19.84.

CALL TO ORDER

Board Vice Chair Miranda Leis called the meeting to order at 9:02 a.m.

MEMBERS PRESENT

Gary Besaw, Cindy Brown, Patti Habeck, Andy Hatch, Clare Hintz, Miranda Leis, Paul Palmby (virtual), Doug Rebout (virtual)

MINUTES

Motion

A motion was made by Clare Hintz and seconded by Miranda Leis to approve the November 13, 2025, Board minutes. Motion was approved unanimously.

BOARD MEMBER ELECTION OF OFFICERS

Board Chair, Vice Chair, Board Secretary

Chair

Nominations: Paul Palmby 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 2026 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 2026 term.

Secretary

Nominations: Doug Rebout nominated Tina Hinchley for Board Secretary.

Election: Tina Hinchley was elected unanimously to serve as the Board Secretary for the 2026 term.

PUBLIC APPEARANCES

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

- Curt Larson (Equity Coop) – ATCP 10 and 12, and ATCP 10 12
- Joel Kleefisch (Whitetails of Wisconsin) – ATCP 10 and 12
- Tim Fiocchi (Farm Bureau) – ATCP 10 and 12
- Jordan Lamb (Welch Group) – ATCP 10 and 12, and ATCP 10 12
- Chad Zulegar (Dairy Business Association) – ATCP 10 and 12
- Scott Goetzka (Whitetails of Wisconsin) – ATCP 10 and 12

ADMINISTRATIVE RULES

ATCP 10 – Animal Disease and Movement

Division of Animal Health

Final Draft Rule

Angela Fischer, Program and Policy Analyst, and Dr. Darlene Konkle, Division Administrator and State Veterinarian, Division of Animal Health, requested approval from the Board on a Final Draft Rule for ATCP 10, Animal Disease and Movement.

Motion

A motion was made by Paul Palmby and seconded by Clare Hintz to approve the Final Draft Rule. Motion was approved unanimously.

ATCP 12 – Animal Markets, Dealers and Truckers

Division of Animal Health

Final Draft Rule

Angela Fischer, Program and Policy Analyst, and Dr. Darlene Konkle, Division Administrator and State Veterinarian, Division of Animal Health, requested approval from the Board on a Final Draft Rule ATCP 12, Animal Markets, Dealers and Truckers.

Motion

A motion was made by Paul Palmby and seconded by Clare Hintz to approve the Final Draft Rule. Motion was approved unanimously.

ATCP 10 12 – Swine PRRS and PEDv

Division of Animal Health

Final Draft Rule

Angela Fischer, Program and Policy Analyst, and Dr. Darlene Konkle, Division Administrator and State Veterinarian, Division of Animal Health, requested approval from the Board on a Final Draft Rule for ATCP 10 12, Swine PRRS and PEDv.

Motion

A motion was made by Doug Rebut and seconded by Patti Habeck to approve the Final Draft Rule. Motion was approved unanimously.

ATCP 29 – Pesticide Use and Control

Division of Agricultural Resource Management

Final Draft Rule

Kelly Martinson, Program and Policy Analyst, and Robby Personette, Bureau Director for Agrichemical Management, Division of Agricultural Resource Management, requested approval from the Board on a Final Draft Rule for ATCP 29, Pesticide Use and Control.

Motion

A motion was made by Cindy Brown and seconded by Andy Hatch to approve the Final Draft Rule. Motion was approved unanimously.

ATCP 92 – Weights and Measures

Division of Trade and Consumer Protection

Final Draft Rule

David Woldseth, Program and Policy Analyst, and Joseph Smith, the Director of the Bureau of Weights and Measures, Division of Trade and Consumer Protection, requested approval from the Board on a Final Draft Rule for ATCP 92 – Weights and Measures.

Motion

A motion was made by Cindy Brown and seconded by Clare Hintz to approve the Final Draft Rule. Motion was approved unanimously.

PRESENTATIONS

Childcare Challenges in Wisconsin

Secretary Jeff Pertl

Department of Children and Families

Secretary-designee Jeff Pertl presented on the childcare challenges Wisconsin families face in Wisconsin, including those experienced by small businesses and farmers in rural areas. He discussed strategies and success stories using competitive Wisconsin Shares rates, the Get Kids Ready! program, and expanding infant/toddler payment programs.

Communications Update

Sam Go

Office of the Secretary

Sam GO, Communications Director, Office of the Secretary presented a communications overview to the Board. In 2025 the communications team handled over 700 media contacts and interviews. It also grew DATCP's online presence through consistent social media posts featuring events and programs. In 2026 the goal is to continue being a source of timely, focused messaging, grow social media presence by continuing to offer content that spurs engagement, diversify the ways in which DATCP interact with our digital audiences, and strengthen collaborative efforts with industry partners, stakeholders, and media.

Wisconsin Agricultural Statistics Survey Update

Audra Hubble

Audra Hubble, State Statistician from the USDA National Agricultural Statistics Service, presented the November 2025 report on crop production, milk production, commodity prices, chickens and eggs, land values and cash rent, honeybee colonies, farm production expenditures, crop progress and condition, small grain summary, and census of special agricultural release.

State Veterinarian Update

Dr. Darlene Konkle

Division of Animal Health

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

Alice in Dairyland Update

Debbie Gegare, Sarah Hagenow

Division of Agricultural Development

Debbie Gegare provided a program update and introduced Wisconsin's new 78th Alice in Dairyland, Sarah Hagenow. Alice in Dairyland is a full-time, contracted public relations and marketing professional with DATCP and the official Wisconsin food and agriculture ambassador. Alice in Dairyland works with media, youth organizations, and civic groups, participated in local, domestic, and international events, and connects consumers with Wisconsin agriculture.

Cybersecurity and DATCP

Itsik Aviad

Division of Management Services

Itsik Aviad, Chief Information Security Officer, gave a presentation on cybersecurity and why it matters at DATCP. He discussed the security landscape, DATCP's Endpoint Dashboard, always-on protection, and proactive anomaly detection.

Laboratory Temperature Monitoring

Amanda Gasner, Gil Kelley, Molly Ross

Division of Management Services

Amanda Gasner, Quality Assurance Analyst, Gil Kelley, Laboratory Director-Bureau of Laboratory Services/Division of Management Services, and Molly Ross, Quality Assurance & Technology Officer presented on the Smart-View Pro Monitoring Solution used in the lab. This system provides real time information on the temperature of refrigerators, freezers, water baths and incubators and sends an alert if there are fluctuations.

OFFICE OF THE SECRETARY REPORT

Secretary Randy Romanski presented the Office of the Secretary report:

- Food security funding announcement
- Producer-Led Watershed Protection Grant funding announcement
- Grants that are open include the Meat Processor Infrastructure Grant and the Tribal Elder Community Food Box Program Grant - Both open through Feb. 23
- Alice in Dairyland applications open through January 30
 - finals will be held May 14-16 in Marathon County
- The Wisconsin Agricultural Export Advisory Council recently met and discussed managing risk
- Upcoming events - NASDA, legislative days, and State of the State

BOARD MEMBER UPDATES

The following DATCP Board members commented on industry, business, training and personal agricultural issues that arose since the last Board meeting: Gary Besaw, Cindy Brown, Patti Habeck, Andy Hatch, Clare Hintz, and Miranda Leis.

ADJOURNMENT

Motion

A motion to adjourn was made by Gary Besaw and seconded by Cindy Brown. Motion approved unanimously. The Board adjourned at approximately 1:28 pm.

All reports and any associated documents presented during a Board meeting can be accessed by contacting the datcpboard2@wisconsin.gov or (608) 224-5029.