

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

MINUTES - March 5, 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 **March 5, 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

Gary Besaw, Cindy Brown, Patti Habeck, Andy Hatch, Tina Hinchley, Miranda Leis, Paul Palmby, Doug Rebout

MINUTES

Motion

A motion was made by Miranda Leis and seconded by Tina Hinchley to approve the January 29, 2026, Board minutes. Motion was approved unanimously.

PRESENTATIONS

Overview of Wisconsin Department of Financial Institutions (DFI)

DFI Secretary-designee, Wendy K. Baumann
Department of Financial Institutions

Secretary-designee Wendy Baumann presented on the history, mission, authority and programs offered by the DFI. She emphasized the importance and value of the Edvest 529 College Savings plan.

PUBLIC APPEARANCES

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

- Anita Martin – Highly Pathogenic Avian Influenza

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.

Wisconsin Agricultural Statistics Survey Update

Audra Hubble

Audra Hubble, State Statistician from the USDA National Agricultural Statistics Service, presented the February 2026 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.

2025 Trade and Consumer Protection Division Highlights and Statistics

Michelle Reinen and Joe Smith

Division of Trade and Consumer Protection

Michelle Reinen, Division Administrator of Trade and Consumer Protection, presented the top ten consumer complaints for 2025. Joe Smith, Director of the Bureau of Weights and Measures, provided weights and measures statistics and enforcement highlights from the bureau.

New Consumer Protection Outreach Efforts

Michelle Reinen

Division of Trade and Consumer Protection

Michelle Reinen, Division Administrator of Trade and Consumer Protection, presented new outreach strategies: social media campaigns, bookmarks, outreach toolkits, educator toolkits, student outreach, Cybersecurity Awareness Month, and holiday PSAs.

Storage Tank Inspections

Joe Smith and Keith Garbe

Division of Trade and Consumer Protection

Joe Smith, Director of the Bureau of Weights and Measures, and Keith Garbe, Field Operations Supervisor, gave a presentation on storage tank inspections and the lifecycle and regulation of aboveground and underground storage tanks.

OFFICE OF THE SECRETARY REPORT

Secretary Randy Romanski presented the Office of the Secretary report:

- Wisconsin Agriculture Youth Council Nominations Open
- Highly Pathogenic Avian Influenza Response Tracking
- National Association of State Departments of Agriculture (NASDA) Updates

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, Patti Habeck, Andy Hatch, Tina Hinchley and Miranda Leis.

ADJOURNMENT

Motion

A motion to adjourn was made by Tina Hinchley and seconded by Miranda Leis. Motion approved unanimously. The Board adjourned at approximately 12:02 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.