

# Welcome to DATCP's Meat Industry Office Hours!



DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

May 6, 2026

# Bureau Director Updates



## Office Hours

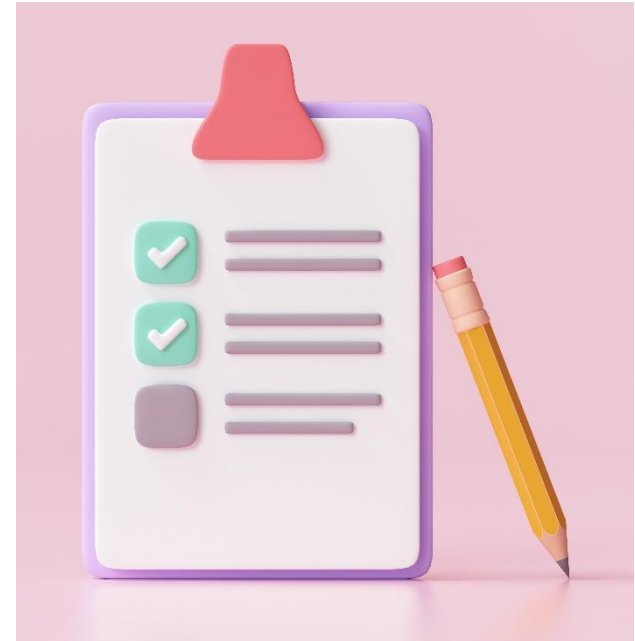
Paul Humphrey – DFRS – BMPB

DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

May 6, 2026

# Agenda

- Updates
- Reminders
- Upcoming Training Opportunities



# Updates – Outreach Efforts

- UW-Extension Environmental Sampling Program Seminars
- WI Beef Council – Direct Marketing Workshops
- WAMP Convention



## Updates - Temporary Label Approval

- BMBP has updated its process for approving temporary labels, including a new form.
- The request for approval must meet the criteria listed under 9 CFR 412.1 (f)(1), including:
  - The proposed label would not misrepresent the product;
  - The use of the label would not present any potential health, safety, or dietary problems to the consumer;
  - Denial of the request would create undue economic hardship; and
  - An unfair competitive advantage would not result from the granting of temporary approval.
- Temporary approvals may be granted for an initial period not to exceed 180 days.



## Updates – Label Records

- 9 CFR 320.1(b)(10)
  - Records of labeling, product formulas, processing procedures, and any additional documentation needed to show that the labels are consistent with the Federal meat and poultry regulations and policies on labeling, as prescribed in [§ 412.1 of this chapter](#).



## Updates – Label Records

- 9 CFR 412.1
  - No final label may be used on any product unless the label has been submitted for approval to the FSIS Labeling and Program Delivery Staff, accompanied by FSIS Form 7234-1, Application for Approval of Labels, Marking, and Devices, and approved by such staff, except for generically approved labels authorized for use in [§ 412.2](#). The management of the official establishment or establishment certified under a foreign inspection system, in accordance with parts 327 and 381, subpart T, must maintain a copy of all labels used, in accordance with parts 320 and 381, subpart Q, of this chapter. Such records must be made available to any duly authorized representative of the Secretary upon request.



## Updates – Label Records

- In the coming weeks, BMBP will be providing official meat establishments with a memo outlining the regulatory requirements for maintaining a file with the records outlined on the previous slides.
- Following the memo, inspection personnel will discuss the topic at a weekly meeting and document the conversation in an MOI.
- Establishments will have until December 31, 2026, to go through their files and assemble copies of all current labels, approved formulas when required, any documents to substantiate label claims, temporary label approvals, etc. Approved formulas and associated labels for products no longer being produced should be discarded to avoid confusion.
- BMBP will be referring to the establishment's formula and labeling records when performing inspection tasks such as General Labeling and Product Standards, so it is imperative these are accurate and kept up to date.
- Best practice is to periodically review these files, paying special attention to any changes in ingredient formulations that impact the finished product ingredient statement, such as new or differing allergens.



## Reminders – Generic E. Coli

- Order Generic E. Coli sampling supplies!
  - Sampling begins the first full week of June.
  - Collect samples from predominant species for 13 consecutive weeks
  - Inspectors will be issuing a MOI in May with further details
- 
- 9 CFR 310.25 (Livestock except swine)
  - 9 CFR 310.18(c) (Swine)
  - 9 CFR 381.65(g) (Poultry except ratites)



## Reminder – Retain/Reject Tags

- Inspectors are permitted to retain product if there is reason to believe the product may be adulterated or misbranded.
- Inspectors may reject a piece of equipment or room when insanitary conditions are observed that could result in the adulteration of product, or when humane handling noncompliance is observed requiring immediate action.
- Once a tag is applied, product is not be used, moved, or altered in any way. For equipment, the use the equipment is prohibited until sanitary condition is restored or repairs are made and the tag is removed.
- Tags are orders and violating the tag will result in further enforcement action.
- The establishment is responsible for the actions of its employees.



## Reminder – Retain/Reject Tags

- Best practices
  - Secure and/or segregate the effected product.
  - Communicate the presence of the tag to employees



# UW Short Courses & Workshops

- Artisanal Meat Processing Workshop – June 9-11, 2026 (Closes May 26<sup>th</sup>)\*
- Food Safety & Meat Microbiology School – August 11-13, 2026 (Opens June 2<sup>nd</sup>)
- Basic Meat Processing Workshop – September 22-24, 2026 (Opens July 14<sup>th</sup>)\*
- Basic HACCP Workshop – October 6-7, 2026 (Opens July 28<sup>th</sup>)
- Innovation & New Technology Short Course – October 20-22, 2026 (Opens August 11<sup>th</sup>)
- Thermal Processing Workshop – November 17-19, 2026 (Opens September 8<sup>th</sup>)

## Short Courses & Workshops – Meat Science

\* Reduced rate for state affiliates



# Humane Handling and Stunning Workshop

- September 17-18, 2026



[Humane Handling Institute Workshops](#)





# Meat Office Hours



Something Special *from* Wisconsin (SSfW)

Lois Federman

DIVISION OF AGRICULTURAL DEVELOPMENT – MARKETING & OUTREACH

May 6, 2026

# About Something Special *from* Wisconsin



Founded in 1983, Something Special *from* Wisconsin™ (SSfW) is a trademarked marketing initiative administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection.



Any Wisconsin-based business, no matter how large or how small, can apply to join and use the logo if at least 50% of their product or service's value comes from Wisconsin-through ingredients, production, or processing activities.



Annual registration fees are based on the applicant's total gross sales from the previous year. Nearly 500 members.



# Diverse Benefits of Membership

**Marketing and Promotion** – boost your brand with a business profile on the official SSfW website and free marketing materials and allow our dedicated program staff to help promote your business through media and social media engagement.

**Connections and Partnerships** - access a community of other Wisconsin producers and businesses that are dedicated to producing high-quality local products, group exhibit opportunities at a reduced cost, and member-only marketing events.

**Business Development** - use the recognizable red and yellow SSfW program logo on product labels, websites, literature, and other marketing materials to provide a quick and reliable way for consumers to identify your products at grocery stores, retail outlets, farmers' markets, and restaurants.



# 2025 Brand Promotion Activities



In 2025, *Something Special from Wisconsin* showcased the people, products, and pride that make Wisconsin truly one-of-a-kind through a variety of methods.



With select partners, we delivered multi-platform marketing campaigns designed to:

Highlight Wisconsin-made goods

Support local producers

Inspire audiences to shop local year-round

Recruit new SSfW members



Our brand came to life across the most engaging platforms: blogs; podcasts; social media; e-newsletters; radio, print, and digital ads; clickable logo placements; QR codes; billboards in all major transportation hubs (airport/bus/train); calendars; and more.



*First Up!*



Update Look and Feel



# SSfW Brand Refresh

Objective:

- Find fresh, creative concepts that modernize the brand and elevate the visual appearance of the Something Special *from* Wisconsin logo while staying within existing guidelines
- Create an updated brand style guide (new color elements, typography, etc.)



**MAKE EVERY DAY  
EXTRAORDINARY  
WITH**

**Something Special  
from  
Wisconsin**

**GENUINE, QUALITY PRODUCTS  
AND SERVICES FOR  
EVERY ASPECT OF LIFE.**

**SomethingSpecialWI.com**

Established in 2002, Something Special from Wisconsin™ is a trademarked program administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection.

**WANT IT?  
NEED IT?  
FIND IT.**

**Something Special  
from  
Wisconsin**

**SCAN TO FIND  
ALL YOUR  
WANTS AND NEEDS.**

**SomethingSpecialWI.com**

Established in 2002, Something Special from Wisconsin™ is a trademarked program administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection.

**Something Special  
from  
Wisconsin**

**WELCOME.**

You've always been something special, but now it's official.

**MADE W/ LOVE**

**Something Special  
from  
Wisconsin**

**Find our products and partners  
at SomethingSpecialWI.com**

**MADE W/ LOVE.  
MADE BY YOU.**

Welcome to Something Special from Wisconsin, where everything we do comes from the heart.

We think your business has always had something special. And now when people see that red sticker, everyone will know what we know. That the work you do is made with care, with quality, and above all else, with love.

Enjoy these welcome items, and be sure to take full advantage of the resources available in our Member's Corner. Simply log in as a member at SomethingSpecialWI.com to manage your member profile, download resources and get everything you need to enjoy the competitive edge your membership brings you.

Established in 2002, Something Special from Wisconsin™ is a trademarked program administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection.

**Something Special  
from  
Wisconsin**



*Spring – NFL Draft*

Airport Regional Ads



**Green Bay – 600,000+ passengers in 2024**

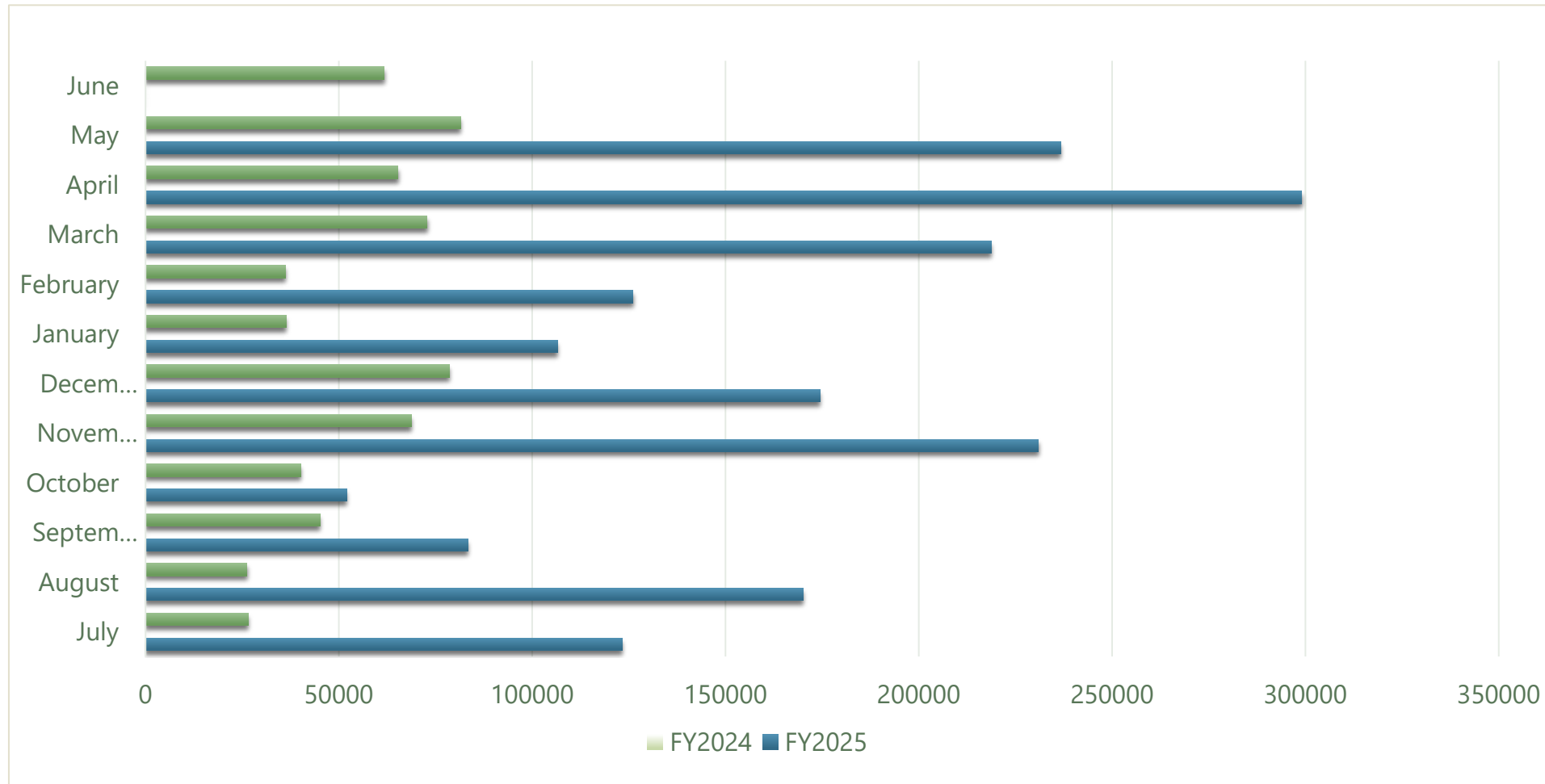
**Madison – 2.1+ million passengers in 2024**

**Milwaukee – 6.3+ million passengers in 2024**

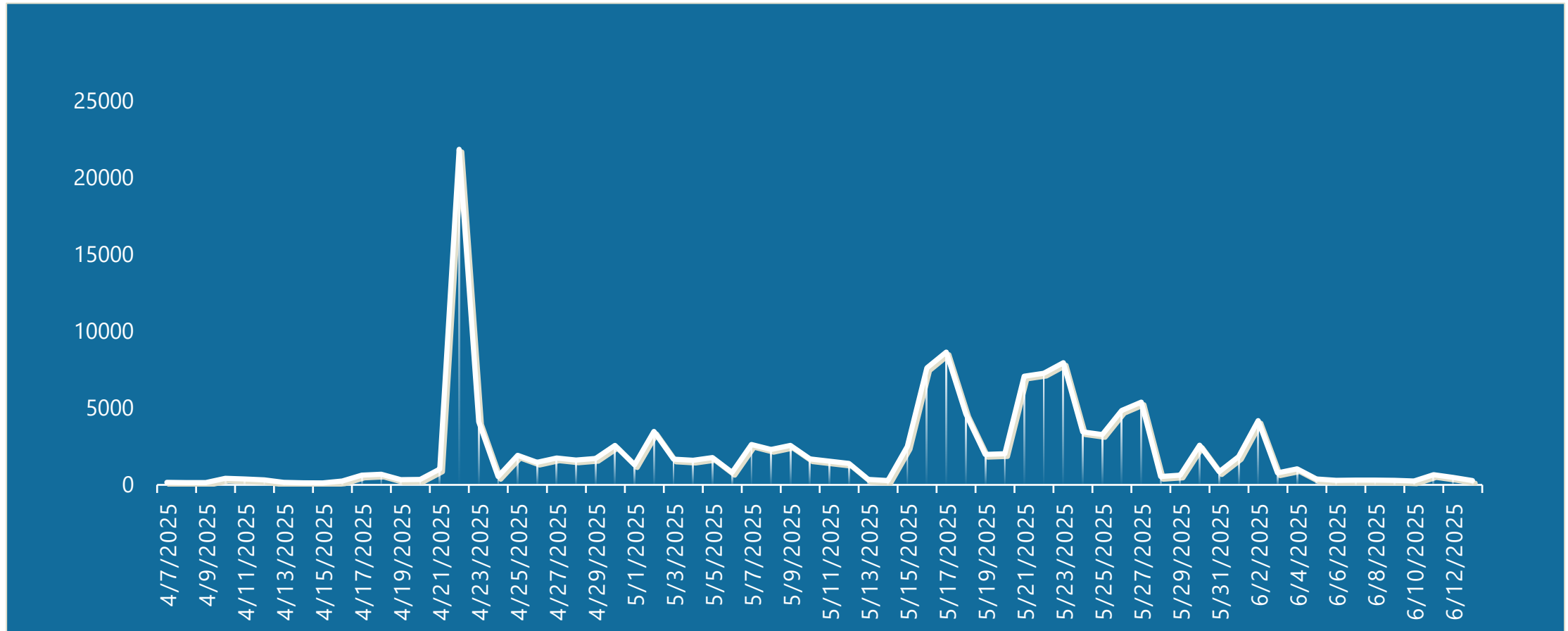


# NFL Draft: MSN/MKE Airport Campaign – April/May 2025

## Impact on Website Traffic



# 148,867 Website Events Calendar Searches – April/May 2025 Campaign



# Is it helping me?

## Data at your fingertips 24/7

### Web Participation

#### Web Elements:

- ✓ Business Description
- ✗ Driving Directions
- ✓ Business Address
- ✗ Fax Number
- ✓ Email Address
- ✓ Enhanced Web Presence
- ✓ Priority Placement
- ✓ Photos

#### View Member Page

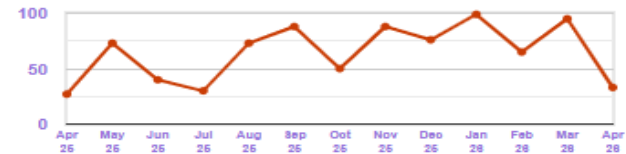
- ✓ Hours of Operation
- ✓ Keywords
- ✓ Phone Number
- ✓ Website URL
- ✓ Map
- ✗ Search Result Icon
- ✓ Search Result Description

**Statistics:**  
(last 12 months)

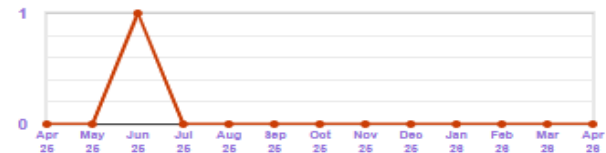
- 837 Member Page Views ▶
- 51836 Category Search Result Displays
- 5107 Other Search Result Displays
- 30 Links to External Website
- 62 Visits to Map

**Mem/Rep Logins:** 1 in the past 12 months  
(most recent: 6/5/2025 at 01:02pm)

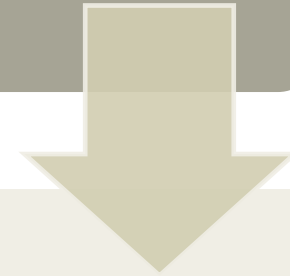
Member Page Views per Month



Member/Rep Logins per Month



*Transportation - Media*



Summer through Holiday



# Media Marketing Campaigns

July-September 2025

Lamar Advertising – Green Bay, Madison, Milwaukee airports

Clear Channel Advertising – Train/Bus station in Milwaukee

Discover Wisconsin – Discover Mediaworks

Midwest Farm Report

SSfW Social Media

Wisconsin Broadcasters Association (radio)

Wisconsin Public Radio





## Discover Wisconsin – Discover Mediaworks

Dedicated social media posts, e-newsletters, The Cabin podcasts, Bobber blog, additional digital marketing

Digital Views: 4,657,206

Digital Impressions: 192,000

Digital Reach: 373,145

Digital Engagements: 11,155

Podcast Downloads: 17,536

Emails Contacted: 390,221



July 2025 – September 2025





# MILWAUKEE MITCHELL INTERNATIONAL [MKE]

## 2025 Impressions

July \*estimated impressions – 4,762,7625

August \*estimated impressions – 5,085,273

September\* estimated impressions – 4,493,784

## Digital Domination @ MKE

20 total screens throughout the airport



\*Estimated Impressions based off 2025 monthly passenger count. Passenger count provided by the MKE Airport.





# Alice In Dairyland SSfW Holiday Media Campaign



## Something Special from Wisconsin™ (SSfW) Fiscal Year 25 (FY25) Impact Report

### Program Overview:

SSfW products and services derive at least 50% of their value from Wisconsin ingredients, production, or processing activities. The distinct red and yellow logo helps consumers identify Wisconsin-made products at grocery stores, retail outlets, farmers' markets, and restaurants.

Updated: January 7, 2026

### Social Media

**149,682**

Facebook Reach  
Up 18.5%  
over last year

**4,744**

Instagram Reach  
Up 222.3%  
over last year

**512**

New SSfW Social Media Followers  
(426 Facebook, 86 Instagram)

### FY25 Key Activities

- Executed new SSfW advertising campaign resulting in a record-breaking increase in website hits
- Organized three member focus groups to aid in future planning (one in person, two virtual)
- Completed brand refresh: member welcome kit, design elements, and point of sale materials
- Concluded three three-year USDA SCBG grants: leveraging \$255,617 at 100% spending performance to build the program and opportunities for specialty crop related members
- Featured 20 member products with the SSfW display in DATCP booth at Wisconsin State Fair
- "Getting Started with Grants" member webinar

### Website

**1,870,889 visits**

including search results, page hits,  
and link outs to member websites

**284% increase**

in website traffic over previous year

### Membership

**522**

Members  
(6/30/25)

→ **93** new members in FY25

→ **148** members with 10+  
years of membership



For information, visit  
[somethingspecialwi.com](http://somethingspecialwi.com)

### Member Promotions

**96**  
Participants

**6**  
Events

#### Partner-driven Opportunities:

- Wisconsin State Fair Grand Champion Eats & Treats Competition
- Wisconsin Grocers Association Expo
- Holiday Campaign with Alice in Dairyland
- Wisconsin Food and Hospitality Expo
- FEAST! Tradeshow & Festival
- NFL Draft Farmers Market



### SSfW Holiday Campaign with Alice in Dairyland

**2,736,539** people reached\*

**32** companies

**19** interviews

**77** social posts



\*Sources: Meltwater and Meta Business Suite combined



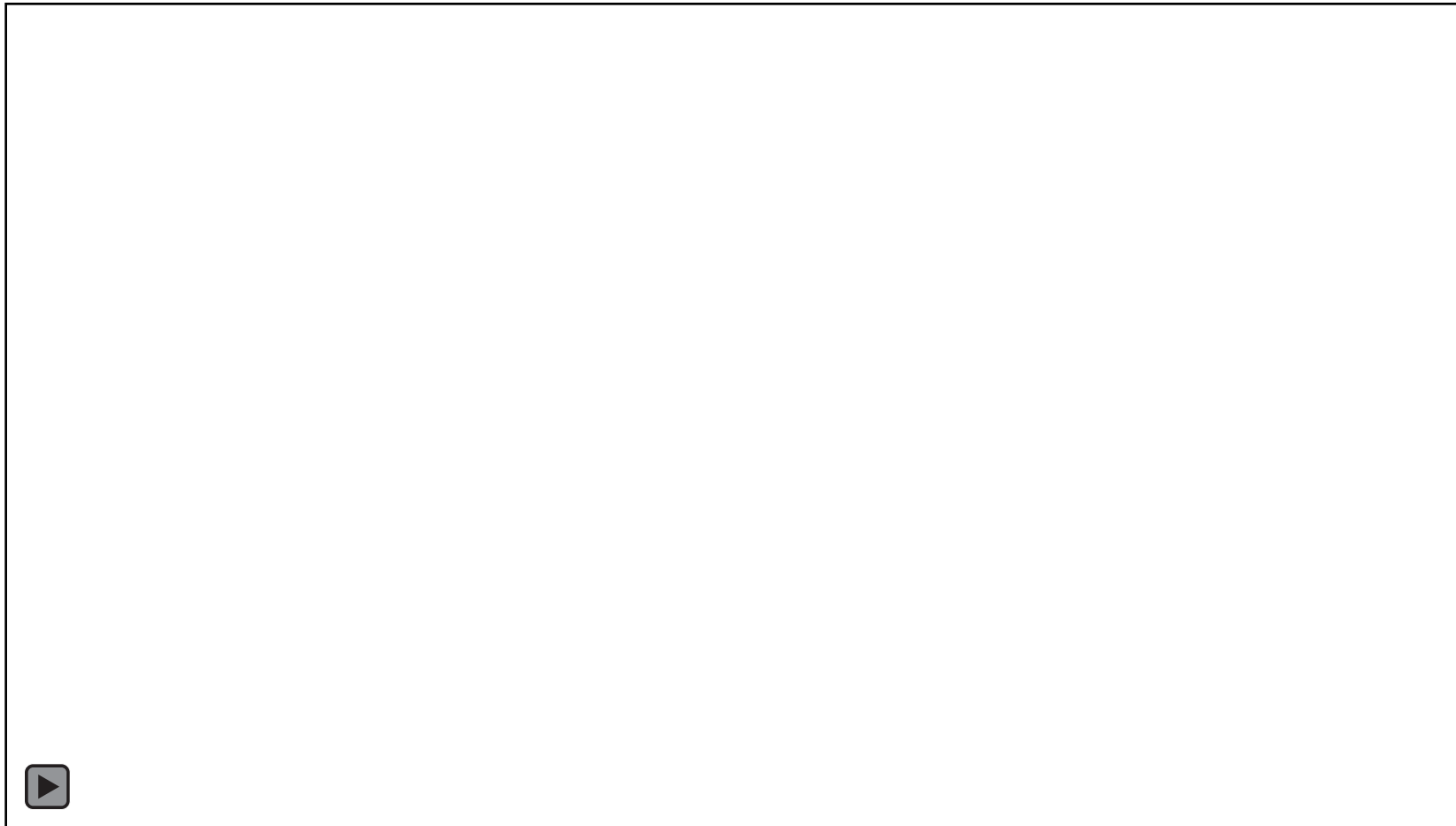
# Collective Impact of SSfW 2025 Marketing and Advertising

A total of **\$145,592 SCBG dollars invested** resulted in:

- **84,486,176 impressions or views** from direct advertising and other activities
- **Significant increase in SSfW website traffic**
  - 1,870,889 in FY25
    - 197% increase from FY24
    - 1,407% increase since FY19 when site was launched



# 2025 Member Recruitment Video



# NEW Building Consumer Awareness TV Commercial Released April 20<sup>th</sup> - 26 Stations Statewide



# Renewing Member Comments About SSfW Marketing and Advertising

- *"Marketing of the SSfW program itself has improved in the last year."*
- *"I appreciate getting market exposure larger than possible if we were advertising on our own."*
- *"The program has seen steady improvement."*
- *"Great to see added areas of advertising."*
- *"Glad to see you are adding different things to promote product."*
- *"Love being offered opportunities to market my products!"*
- *"Great job on the increased social media promotion of members!"*





Lois Federman

Something Special *from* Wisconsin – Division of Agricultural Development

(608) 354-6146 [datcpssfw@wisconsin.gov](mailto:datcpssfw@wisconsin.gov) <https://www.somethingspecialwi.com>

May 6, 2026

# WISCONSIN ASSOCIATION OF MEAT PROCESSORS

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## MEMBERSHIP BENEFITS



# WAMP

# **MEMBERSHIP**

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- Operator/Plant Members
- Supplier Members
- Associate Members
  - Retired Plant Members
  - Students
  - Academia



# WAMP EVENTS

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## Annual Convention and Trade Show

- Held Annually in April
- Pertinent Educational Sessions
- 130+ Booth Trade Show
- Pre-Convention Workshop
- Wisconsin Specialty Meat Championships
- Wisconsin State Fair Meat Products Competition
- Host of the Wisconsin Livestock and Meat Council Hall of Fame and Scholarship Recognition
- Great networking!

## Fall Social Event

- September 17-18, 2026
- Black River Falls
- Golf and Trap Shooting
- Plant Tour
- Complimentary for Operators
- Sponsored by Supplier Members
- Registration open now at [www.wi-amp.com](http://www.wi-amp.com)



# WAMP MEMBERSHIP SUPPORT

Active WAMP Board

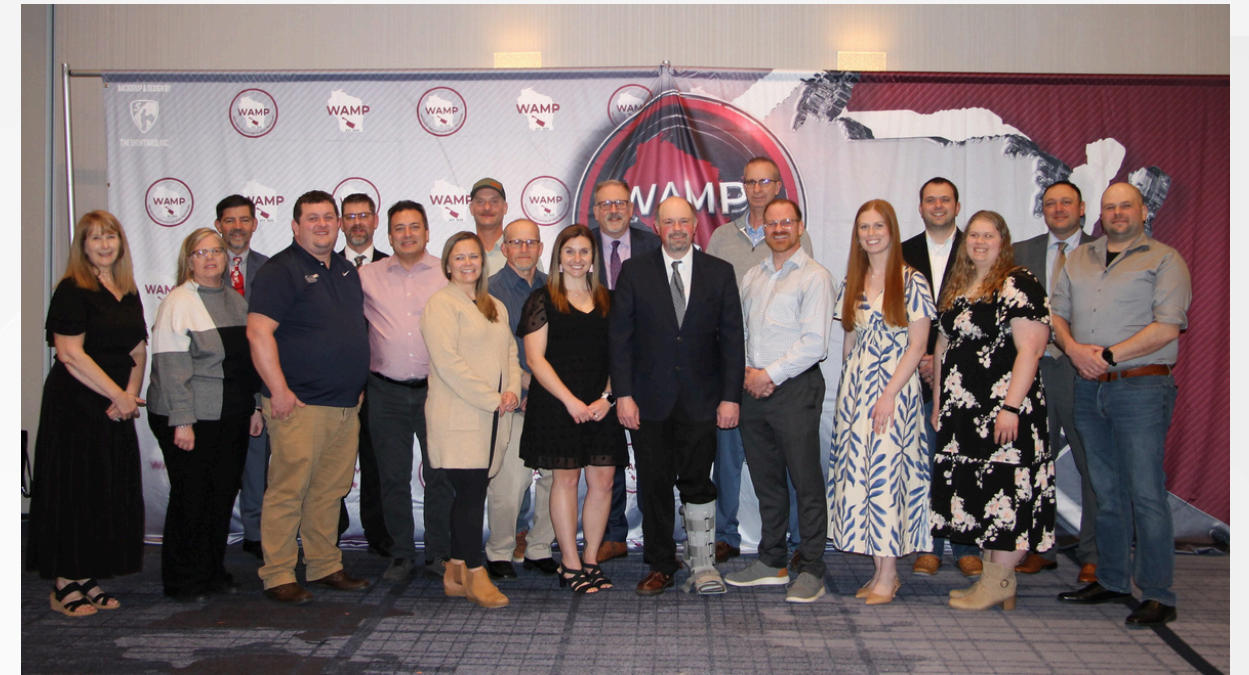
Representation by Michelle Kussow,  
MK Lobby

[www.wi-amp.com](http://www.wi-amp.com)

State Agency Connections

- WI DATCP
- WI DNR
- WI Workforce Development

Networking and Resources



# WAMP **ALLIED PARTNERS**

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- Wisconsin Beef Council
- Wisconsin Pork Association
- Educational
  - UW MSABD
  - Humane Handling Institute
  - Other
- AAMP Resources



# WAMP SUPPORTS

## Scholarship Program

5-6 annually to scholarships to plant sponsored youth

## State FFA Meats Team CDE Sponsor



## Club Grants

New program for high schools and colleges.

## Wisconsin State Fair 4-H Meat Products Auction

## Various Sponsorships



# AMERICAN ASSOCIATION OF MEAT PROCESSORS 2026 ANNUAL CONVENTION AND TRADE SHOW



July 8-11, 2026  
Milwaukee, WI  
Baird Center  
Milwaukee Hilton

- Pre-Convention Bus Tours
- Keynote Speaker
- Educational Sessions
- American Cured Meat Championships
- 330+ Booth Trade Show
- Demonstrations
- Social Events
- Youth Ambassador Program
- Kids Activities

BAIRD CENTER HILTON MILWAUKEE

## SAVE THE DATE!



87TH AMERICAN CONVENTION OF MEAT PROCESSORS AND SUPPLIERS EXHIBITION

AMERICAN CURED MEAT CHAMPIONSHIPS

EDUCATIONAL WORKSHOPS & NETWORKING OPPORTUNITIES

THE LARGEST TRADE SHOW EVER

**JULY 9-11, 2026** / LOCATION MILWAUKEE, WISCONSIN

FIND MORE INFORMATION AT [WWW.AAMP.COM](http://WWW.AAMP.COM)



# AAMP CONVENTION

## **BUS TOURS**

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Wednesday, July 8, 2026

- Route 1
  - Eden Meat Market
  - Gehring's Meat Market
  - PS Seasoning / Pro Smoker
- Route 2
  - Sorg Farm Packing
  - Country Pride Meats
  - Wilson Farm Meats



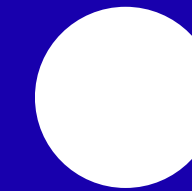
**AAMP**  
AMERICAN ASSOCIATION  
OF  
MEAT PROCESSORS

# AAMP CONVENTION

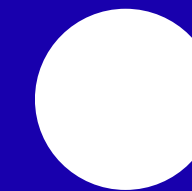
## **EDUCATIONAL SESSIONS**

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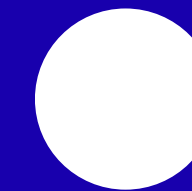
- Plant Efficiency
- Get More Customers with Contest Giveaways
- Humane Handling Institute
- Meat Cultures
- Offal-Pet Food
- How to have effective communication with your FSIS inspector?
- State Officer/State Board Meeting
- Animal Welfare in Context
- Accurately Calculating Product Cost



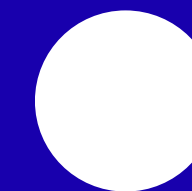
Keynote Speaker  
Anne-Marie Roerink  
"The Power of Meat"



Humane Handling  
Demonstration and  
Certification

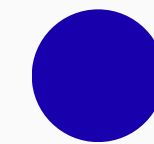


Old World Sausage Demo  
Gunther Kuehle  
Master Butcher, Germany

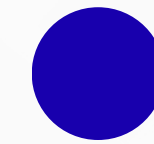


Demonstration  
Value Added Products  
Panel of Speakers

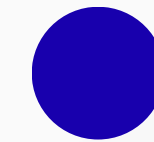
# AAMP CONVENTION AMERICAN CURED MEAT CHAMPIONSHIPS



28 Classes



2026 Featured Class  
Smoked Salmon



2026 Fresh Product Class  
Traditional Bratwurst Links



# AAMP CONVENTION

# **SOCIAL EVENTS**

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- Wednesday, July 8
  - President's Welcome Reception
- Thursday, July 9
  - A Night at the Discovery Center
- Saturday, July 11
  - Annual Banquet
- Throughout the Convention
  - Kids' Events



AAMP CONVENTION

## **MORE INFORMATION**

- Contact the AAMP Office
  - 717-367-1168
  - [aamp@aamp.com](mailto:aamp@aamp.com)
- Register
  - [www.aamp.com](http://www.aamp.com)



Dianne Handsaker  
Executive Secretary

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# THANK YOU



[dianne@wi-amp.com](mailto:dianne@wi-amp.com)



608-636-0639





**Take our survey!**  
**DATCP is seeking feedback from the meat industry on BMPB Office Hours, including when sessions are held, which topics you'd like to see covered, and more.**  
**Scan the QR code to take the survey now!**

