

**BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION  
MINUTES**

**September 21, 2023**

The Board of Agriculture, Trade and Consumer Protection (Board) met at the Food + Farm Exploration Center, 3400 Exploration Dr., Plover, WI 54467 and via zoom on September 21, 2023. 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 12:02 p.m.

**Members Present**

Paul Bauer, Cindy Brown, Tina Hinchley, Dr. Clare Hintz, Miranda Leis, Paul Palmby, Doug Rebout, and Dan Smith.

Not present: Carla Washington

**Minutes**

**Motion**

A motion was made by Miranda Leis and seconded by Paul Palmby to approve the July 13, 2023 Board minutes. Motion was approved unanimously.

**Secretary Randy Romanski  
Commendation of Andy Diercks**

DATCP Secretary Randy Romanski commended former DATCP Board Member Andy Diercks for his past service on the Board.

**Public Appearances**

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

None.

**Alice in Dairyland Program Update and introduction to Ashley Hagenow**

Jayne Krull, Bureau Director of the Division of Agricultural Development, provided a program update and introduced the new Alice in Dairyland, Ashley Hagenow.

**Wisconsin Agricultural Statistics Survey Update  
Greg Bussler**

Greg Bussler, State Statistician from the USDA National Agricultural Statistics Service, presented a report to the Board on August Crop Production, Milk Production, Farm Production Expenditures, July Prices, Land Values and Cash Rent, Chicken and Eggs, Crop Progress as of September third, Small Grain Summary and Upcoming Surveys.

**ATCP 90, 91, and 92 Fair Packaging and Labeling; Selling Commodities –  
Hearing Draft Rule**

David Woldseth, Program and Policy Analyst from the Division of Trade and Consumer Protection, requested approval of the Hearing Draft Rule for Wis. Admin. Code ch. ATCP 90, 91, and 92 from the Board.

**Motion**

A motion was made by Paul Palmby and seconded by Cindy Brown to approve the Hearing Draft Rule for Wis. Admin. Code ch. ATCP 90, 91, and 92. Motion was approved unanimously.

**ATCP 50 Land and Water Resources – Final Rule**

Kelly Martinson, Program and Policy Analyst from the Division of Agricultural Resource Management, requested approval of the Final Rule for Wis. Admin. Code ch. ATCP 50 from the Board.

**Motion**

A motion was made by Paul Bauer and seconded by Miranda Leis to approve the Final Rule for Wis. Admin. Code ch. ATCP 50. Motion was approved unanimously.

**ATCP 52 Crop Insurance Premium Rebates Producer Led Watershed  
Protection Grants – Emergency Rule Preliminary Public Hearing or  
Statement of Scope**

Kelly Martinson, Program Policy Analyst (PPA) from the Division of Agricultural Resource Management, presented the Statement of Scope for Wis. Admin. Code ch. ATCP 52, to the Board. PPA Martinson gave a brief overview and requested the Board approve a notice of Preliminary Public Hearing if requested by the Joint Committee for Review of Administrative Rules or the Statement of Scope.

**Motion**

A motion was made by Miranda Leis and seconded by Paul Bauer to approve a notice of Preliminary Public Hearing if requested by JCRAR or the Statement of Scope for Wis. Admin. Code ch. ATCP 52. Motion was approved unanimously.

**ATCP 52 Nitrogen Optimization Producer Led Watershed Protection  
Grants – Emergency Rule Preliminary Public Hearing or Statement of  
Scope**

Kelly Martinson, Program Policy Analyst from the Division of Agricultural Resource Management, presented the Statement of Scope for Wis. Admin. Code ch. ATCP 52, to the Board. PPA Martinson gave a brief overview and requested the Board approve a notice of Preliminary Public Hearing if requested by JCRAR or the Statement of Scope.

### **Motion**

A motion was made by Miranda Leis and seconded by Cindy Brown to approve a notice of Preliminary Public Hearing if requested by JCRAR or the Statement of Scope for Wis. Admin. Code ch. ATCP 52. Motion was approved unanimously.

### **2023 AEA Petition Review – Division of Agricultural Resource Management**

Wednesday Coye, Farmland Preservation Program Manager, presented an overview of the Agricultural Enterprise Area process and function, and provided updated information about the number and acreage of AEAs.

### **Farmer Wellness Program Usage Review – Division of Agricultural Development**

Dan Bauer, Wisconsin Farm Center Program Supervisor, presented an overview of the programs and services available to farmers in need and provided information about usage. Notably, over 1,100 calls were received to the helpline, and 14 mediation cases opened in the past year.

### **Agricultural Export Highlights Year to Date Second Quarter 2023 – Division of Agricultural Development**

Mark Rhoda-Reis, Bureau Director of the International Agribusiness Center, gave the Q2 agriculture export highlights to the Board. Wisconsin's export of food, forestry, and agricultural products are at the second-highest level in the past five years, \$30 million higher than the year to date second quarter of 2021. Wisconsin's top five export markets are Canada, Mexico, China, Korea, and Japan comprising 70% of total exports. Wisconsin is first in the U.S. for the export of specialty cheeses, ginseng roots, prepared/preserved cranberries, mink, bovine semen, prepared/preserved sweet corn and sausages.

### **Featured Division Presentation: Food and Recreational Safety**

Food and Recreational Safety Division Administrator Steve Ingham, Bureau of Food and Recreational Business Director, Troy Sprecker, and Dairy Technical Specialist Unit Supervisor Michelle Steinmetz presented an Overview of Division Themes, Bureau of Meat and Poultry Food Scientist Spotlight, and a Spotlight on Dairy Program Technical Staff.

### **Equity and Inclusion Plan Update – Office of the Secretary**

Deputy Secretary Aileen Switzer presented the Department's Equity and Inclusion Plan Update to the Board. The Department's 2021-2023 Equity and Inclusion Plan was developed with staff input from each division and describes the following department goals:

- Recruitment: actively address hiring disparities.
- Retention: promote leadership opportunities to retain and reduce turnover of underutilized job classifications.
- Agency culture: promote an agency culture free of bias, a respectful culture that values diversity, promotes equity, and actively engages inclusion.

### **Office of the Secretary Report**

Secretary Randy Romanski presented the Office of the Secretary update to the Board on:

- Introduced Mike Strigel, DATCP's new Assistant Deputy Secretary. Assistant Deputy Strigel also introduced himself to the Board
- Agritourism Week begins today.
- This week is National Farm Safety and Health.
- National Teach Ag Day is today.
- World Dairy Expo is upcoming.. DATCP works with WDE and DATCP is hosting the Dairy Symposium at WDE on October 3.
- Dairy Processor Grants are now available. \$500,000 a year is available.
- OS recently attended the National Association of State Departments of Agriculture's annual meeting.
- Secretary Romanski attended the Waupaca County Fair, attended a meeting of DATCP's Organic Advisory Council, and visited farms active in DATCP programs.
- A summary of a stakeholder call about the Farm Bill.

### **Board Member Updates**

The following DATCP Board members commented on industry, business, training and personal agricultural issues that arose since the last Board meeting: Paul Bauer, Cindy Brown, Tina Hinchley, Dr. Clare Hintz, Miranda Leis, Paul Palmby, Doug Rebout, and Dan Smith.

### **Future Agenda Items**

- DATCP continues to work with DNR on arranging a joint meeting of the DNR and DATCP Boards.
- Connecting the Dots upcoming speaker at November meeting will be Jo-ell Carson of the Wisconsin Veterinary Medical Association.
- Wisconsin Leopold Conservation Award will be presented at November meeting.
- DATCP staff will present on the Local Foods Purchase Assistance Program at the November meeting.

### **Adjournment**

**Motion**

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A motion to adjourn was made by Paul Palmby and seconded by Miranda Leis. Motion approved unanimously. The Board adjourned at approximately 3:36 p.m.

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