

BOARD OF AGRICULTURE, TRADE AND CONSUMER PROTECTION MINUTES

December 21, 2016

The Board of Agriculture, Trade and Consumer Protection (“Board”) met on December 21, 2016, at the Department of Agriculture, Trade and Consumer Protection (“Department”), 2811 Agriculture Drive, Board Room, Madison, WI. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Call to Order

Board Chair Miranda Leis called the meeting to order at 9:05 a.m.

Members Present

Dennis Badtke, Miranda Leis, Greg Zwald, Paul Palmby, Mark Schleitwiler, Andy Diercks, Dean Strauss, and Nicole Hansen were present. No Board members were absent.

Minutes

Motion

Dean Strauss moved, and Nicole Hansen seconded, a motion to approve the November 17, 2016, Board minutes. Motion approved unanimously.

Public Appearances

Jim Vanden Brook, Executive Director of the Wisconsin Land and Water Conservation Association (“Association”), appeared before the Board in support of the 2015 Wisconsin Land and Water Conservation Annual Report and Wis. Admin Code ch. ATCP 52 Final Draft. Mr. Vanden Brook felt that the 2015 Wisconsin Land and Water Conservation Annual Report, produced by the Department and the Department of Natural Resources (“DNR”), was an outstanding publication and was a shining example of partnership and alignment between state, local, and private entities to promote conservation. The Association also supported the Final Draft of Wis. Admin Code ch. ATCP 52, related to the Producer Led Watershed Grant Program. Mr. Vanden Brook noted his appreciation of the hard work of the Department staff that coordinated the grant program. The Association requested that projects submitted to the grant program are required to have a level of involvement or engagement with their local counties. He felt this would ensure the project’s initial and long-term success.

ATCP 52–Producer Led Watershed Protection Grants (Final Draft)

Sara Walling, Chief of the Nutrient Management and Water Quality Section, along with Rachel Rushmann, Environmental Analysis and Review Specialist, both from the Division of Agricultural Resource Management, presented the Final Draft of Wis. Admin. Code ch. ATCP 52 to the Board, along with a PowerPoint.

Motion

Andy Diercks moved, and Nicole Hansen seconded, a motion to approve the Final Draft of Wis. Admin. Code ch. ATCP 52. Motion approved unanimously.

The Food and Drug Administration (“FDA”) Veterinary Feed Directive (Report)

John Petty, Administrator for the Division of Agricultural Resource Management, along with Robby Personette, Natural Resources Program Manager, presented a report to the Board regarding the FDA Veterinary Feed Directive, which goes into effect January 1, 2017. The report covered general information regarding the rule and the Department’s role regarding education and enforcement of the rule.

Land and Water Resources Bureau (Report)

Marilyn Weiss, Agricultural Impact Statement (“AIS”) Program Manager, along with Coreen Fallat, Agency Liaison, both from the Division of Agricultural Resource Management, presented a PowerPoint and update to the Board on the Bureau of Land and Water Resources activities related to the development of AIS. The presentation also provided a short overview of the soil and water conservation efforts for 2015, as reported in the 2015 Wisconsin Land and Water Conservation Annual Report.

Division of Animal Health (Report)

Dr. Paul McGraw, Division Administrator of the Division of Animal Health, presented an overview recent events in the Division of Animal Health, including the Division’s ongoing response to a “routine emergency” known as the Seneca Virus.

Orientation to Lodging and Recreational Facility Inspections (Report)

Dr. Steve Ingham, Division Administrator for the Division of Food and Recreational Safety, along with Jim Kaplanek, Director of the Food and Recreational Business Bureau, presented a PowerPoint to the Board highlighting the additional establishments now inspected by Department Sanitarians in the recently reorganized Division. The transfer of the Food Safety and

Recreational License unit from the Department of Health Services to the Department was effective July 1, 2016.

Glendale Elementary School Update (Report)

Principal Benjamin Ketterer appeared before the Board to give a summary and update of the Department partnership with Glendale Elementary School.

Glendale Elementary School is a school in Madison comprised of many students from low income families. Glendale Elementary has partnered with the Department since 2005 to provide student interaction and tutoring with Department staff. The Department hosts Take Your School to Work Day, conducts fundraisers to support the school, and participates in the Glendale Gardens program.

International Agribusiness Center (Report)

Jennifer Pino-Gallagher, International Agribusiness Center (“Trade Team”) Bureau Director within the Division of Agricultural Development, along with several of her staff members, presented a report and PowerPoint to the Board highlighting the International Agribusiness Center.

The Trade Team has been offering international services since the 1960s, and helps Wisconsin’s agricultural companies and producers succeed by identifying export opportunities around the world. The Trade Team provides technical expertise and market development initiatives to aid in the growth of Wisconsin agriculture through increased exports and development of trade enhancing partnerships. By analyzing client feedback, global trends, market and export data, the Trade Team establishes criteria for identifying target markets and activities.

Wisconsin Agricultural Statistics Services (Report)

Greg Bussler, State Statistician, updated the Board on the recent production and price reports.

Bureau of Laboratory Services (Report)

Gil Kelley, Bureau Director for Laboratory Services in the Division of Management Services, presented a report to the Board through PowerPoint highlighting the laboratory organization, services provided, federal accountability, future projects, and future risks.

Division of Trade and Consumer Protection (Report)

Frank Frassetto, Division Administrator for the Division of Trade and Consumer Protection, along with Michelle Reinen, Bureau Director of Consumer Protection, presented an update to the Board about the recent activities of each Bureau. The 2016 Top 10 Consumer Complaints list will be presented at the next Board meeting.

Veterinary Examining (“VE”) Board Transitions (Report)

Sandy Chalmers, Assistant Deputy Secretary, along with Lauren Van Buren, Assistant Legal Counsel for the Department, and Matt Tompach, Executive Director to the VE Board, presented a transition report and overview of the VE Board.

The VE is an independent Board that is attached administratively to the Department. Members are appointed by the Governor for staggering four year terms. The VE Board establishes standards of practice and conduct for veterinarians and veterinarian technicians. The VE Board also determines the education and experience thresholds for licensure.

The VE Board transferred to the Department from the Department of Professional Services in July, 2016.

Wisconsin’s Future Workforce (Report)

Dennis Winters, Chief Economist for the Department of Workforce Development, presented a PowerPoint presentation to the Board regarding the current economy, projected population changes, workforce growth, labor market participation, and new economy projections.

2017 Board Meeting Dates (Report)

The Department presented the 2017 Board Meeting schedule.

Board Member Reports

Dennis Badtke—Land prices continue to remain variable while the market is stable. A recent trend is appearing in the sale of large land tracts to real estate investment trusts. While this has not occurred much in Wisconsin, this may be on the rise in neighboring states. Dennis thanked the presenters and wished everyone a Merry Christmas and a Happy New Year.

Greg Zwald—In St. Croix County, a proposed mandatory moratorium limiting Concentrated Animal Feeding Operation (CAFO) livestock expansions was postponed after a 15-4 vote to

utilize a study committee before moving forward. On a more personal note, Greg became a grandfather for the first time.

Mark Schleitwiler—Belgioioso Cheese Inc. has been busy wrapping up the year after hitting many of their company goals. An additional factory is anticipated to open May, 2017. Mark is looking forward to seeing his family for the holidays. He wished everyone a Happy Holiday and a Happy New Year.

Miranda Leis—Organic Valley recently announced a joint venture with Dean Foods Co. The partnership will bring organic milk to retailers through Dean Foods' processing plants and refrigerated direct-store delivery distribution system. The joint venture is expected to begin processing and shipping Organic Valley products by July, 2017. Miranda and her husband Corey recently returned from a trip to Germany, where they visited fabricating and milling factories utilizing robot labor. They also partook in the Christmas Market in Munich and were shocked and saddened to hear of the recent terrorist attack at the Berlin Christmas Market. Miranda asked for prayers of peace during the holidays and wished everyone a Merry Christmas and Happy New Year.

Andy Diercks—Andy recently returned from a skiing trip in Wyoming, where there was plenty of snow but poor road conditions. The Little Potato Company celebrated their 23rd year in business at their recent holiday party. They will be opening a larger plant in Deforest in January, 2017. It is anticipated that 7% of the state potato acreage will go to the new plant. Andy will be going to an upcoming potato meeting in San Francisco.

Paul Palmby—Paul thanked the Department for the presentations and marveled at the breadth of the subjects the Department manages and the quality of staff. It is a slow time at Seneca Foods with the focus on developing contracts, determining future acreage needs, and overall planning for next year. The recent acquisitions of several cherry and seed businesses are continuing to be integrated into the company. Paul is looking forward to an upcoming trip to Hawaii in January.

Dean Strauss—Dean thanked the Department for the presentations throughout the day and appreciated learning about the different programs from an educational standpoint. On the farm, Dean is busy buying all the necessary inputs for next year and focusing on his taxes. Milk prices look favorable at this time but it is questionable whether they will hold. Dean wished everyone a Merry Christmas and a Happy Holidays.

Secretary's Report

Secretary Ben Brancel—Governor Scott Walker announced he has requested the Department, Public Service Commission ("PSC"), and DNR to coordinate resources and draft a Request for Proposal that aligns digester technology to all sizes of dairy farms in environmentally sensitive areas of Wisconsin. The goal of this effort is address nutrient management and water quality challenges in Kewaunee County. Department staff have been participating in meetings with DNR and PSC staff. More information is planned for release in January, 2017.

Future Schedule and Agenda Items

The Board is scheduled to meet February 16, 2017, in Madison.

Adjournment

The Board adjourned at approximately 3:06 p.m.

Miranda Leis, Board Chair

Dennis Badtke, Secretary

All reports and any associated documents presented during a Board meeting can be accessed by contacting the Office the Secretary, Legal Counsel at (608) 224-5023.