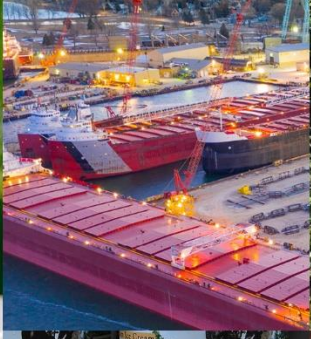
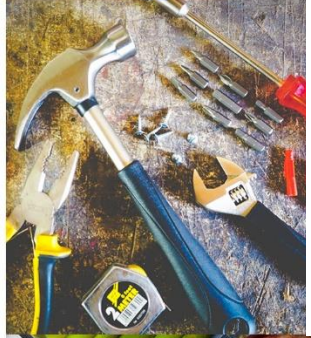




2021-23
Biennial Report
 Wisconsin Department of
 Agriculture, Trade, and
 Consumer Protection
 (DATCP)



2021-23 Biennial Report

Wisconsin Department of Agriculture Trade, and Consumer Protection (DATCP)

About

State agencies are required under Wis. Stat. § [15.004 \(1\)\(d\)](#), to submit a biennial report to the Governor and Legislature in every odd-numbered year. This biennial report includes a department overview, update on internal operations, major program goals and objectives, and performance measures. Additional information about the department is online at datcp.wisconsin.gov.



Introduction

Greetings,

Thank you for your interest in the Wisconsin Department of Agriculture, Trade and Consumer Protection, also known as DATCP. The agency's mission is to partner with all of the citizens of Wisconsin to grow the economy by promoting quality food, healthy plants and animals, sound use of land and water resources, and a fair marketplace.

During this past biennium, DATCP continued to serve as a resource to businesses, consumers, and stakeholders. The agency did this while strengthening career pathways through the [Meat Talent Development Program](#) and [Wisconsin Agriculture Youth Council](#), and through partnerships with the Wisconsin Department of Workforce Development and Department of Public Instruction related to the Wisconsin Agricultural Education and Workforce Development Council.

DATCP also built on stakeholder partnerships to protect and educate consumers, hosting a *Working Together to Protect Wisconsin Consumers* conference. Through this work, the agency connected stakeholders to consumer protection resources, further educating about data privacy, housing and eviction issues, and consumer reporting.

Additionally, the agency worked with food and retail businesses as the agency, businesses, and consumers all want safe, healthy products that follow state and federal regulations. DATCP is proud to partner with businesses, and as part of this work, Wisconsin now has more than two dozen state-inspected establishments participating in the U.S. Department of Agriculture Cooperative Interstate Shipment program.

Through strengthening foundations of the agency's work, the department also assisted additional landowners seeking to enroll in the Farmland Preservation Program, Producer-Led Watershed Protection Program, and Agricultural Enterprise Areas. In fact, as of January 2023, DATCP has assisted communities across Wisconsin designate more than 1.5 million acres in Agricultural Enterprise Areas.

Our department is committed to protecting human and animal health, and works to prevent, diagnose, and control animal diseases. Throughout 2022, DATCP responded to the Highly Pathogenic Avian Influenza, responding to positive premises, mitigating the spread of the disease, and working with producers. DATCP will continue to train and prepare for future animal diseases.

I am hopeful that this report provides you with information about DATCP's work and accomplishments from the previous biennium. I encourage you to visit [DATCP's website](#) and contact our team to learn more about our programs.

Thanks again for your engagement with our department.

Sincerely,



Randy Romanski
DATCP Secretary

Overview

The mission of the department is to partner with all the citizens of Wisconsin to grow the economy by promoting quality food, healthy plants and animals, sound use of land and water resources, and a fair marketplace. The department's programs are administered through six divisions: Food and Recreational Safety, Trade and Consumer Protection, Animal Health, Agricultural Development, Agricultural Resource Management, and Management Services.

Board of Agriculture, Trade and Consumer Protection

The department is headed by a nine-member citizen board, including two consumer representatives, appointed by the Governor and confirmed by the Senate for staggered six-year terms. The board establishes department policy at scheduled meetings and approves all department administrative rules. Board member profiles, schedules, and meeting materials are available on the [DATCP board website](#).

Office of the Secretary

The Governor appoints a [secretary](#), who is confirmed by the Senate, to administer the department. The Office of the Secretary includes the secretary, deputy secretary and assistant deputy secretary. Attached directly to the secretary's office are the general legal counsel, legislative liaison and communications director.

Boards and Councils

There are numerous boards that are attached to the department, including the [Veterinary Examining Board](#), the [Land and Water Conservation Board](#), and the [Livestock Facility Siting Review Board](#). There are also a number of statutory councils, which are created by statute and attached to the department for administrative purposes. There are also standing advisory councils and ad hoc advisory councils to advise the department. Information about councils are available on [DATCP's website](#).

National Agricultural Statistics Service

The United States Department of Agriculture (USDA) National Agricultural Statistics Service (NASS) Wisconsin Field Office is co-located in DATCP's Madison office. NASS develops statistics on agricultural production and provides statistical analyses on a broad range of agricultural issues. DATCP funds 1.8 full-time employees' positions and provides general support to this work. Wisconsin agricultural data, including the [annual statistical bulletin](#) and other publications, is available on the [NASS website](#).

Internal operations

2023 Wisconsin Act 58 authorized 633.29 DATCP employees. Of these employees, about half are based in the field, providing essential functions across the state including inspections. A table of position authority by program includes:

(Table 1. Position authority by program)

Department of Agriculture, Trade and Consumer Protection position authority by program.

(Source: *human resources authorized position report.*)

	FTE	%
Food & Recreational Safety	230.99	36%
Trade and Consumer Protection	139.90	22%
Agricultural Resource Management	98.50	16%
Management Services & Secretary's Office	65.00	10%
Animal Health	45.00	7%
Agricultural Development	23.50	4%
Management Services-Laboratory	28.40	5%
Wisconsin Agricultural Statistics Service	2.00	0%
	633.29	

DATCP implemented a telecommuting policy in June 2021. This policy recognized the benefits of flexibility in work patterns for employees when both program and customer needs can be met. The document outlines the policy and procedures that must be followed when requesting, approving, and working under a Telecommuting Agreement. Division management has the ability to approve telework up to 60% over a pay period, provided that supervisors and division administrators are confident that program and customer needs can be met.

The department also maintains an alternative work schedule, in accordance with Wis. Stat. § [230.215\(4\)](#), allowing approval of alternative work schedules when scheduling supports efficient and effective business operations and quality customer service. DATCP continues to work through the [State of Wisconsin's continuous improvement initiative](#) to streamline processes and develop efficiencies. In addition, nearly half of our positions are field-based, working to serve consumers and businesses in communities across the state.

Major program goals and objectives

Wisconsin State Statute [20.115](#), identifies the department's program areas as: food safety and consumer protection, animal health services, agricultural development services, agricultural assistance, agricultural resource management, and central administrative services.

Division of Food and Recreational Safety

The [Division of Food and Recreational Safety](#) oversees food production, processing, distribution and retail sale. The division also ensures the safe operation of lodging establishments (hotels, bed-and-breakfast operations, and tourist rooming houses), pools and water attractions, campgrounds, and recreational/educational camps. Division of Food and Recreational Safety programs require close integration, clear communication, and clear collaboration with the federal government and local partners.

The division provides fair, effective, and efficient licensing and inspection services so that businesses can pursue their goals while adequately protecting public health. While the bulk of the division's work is on-site inspections, the division also submits food samples to the department's Bureau of Laboratory Services to perform analyses to ensure food safety and protect consumers. Further, the division evaluates and certifies private laboratories and

laboratory analysts who perform microbiological and chemical (including drug residue) analyses on food, milk, and water.

The Division of Food and Recreational Safety works to ensure the public is properly informed, from food labels to information postings at hotels. Similarly, the division operates a program for grading cheese, butter, and eggs. Quality grades provide accepted standards for commerce. Finally, the division maintains a serious role in aiding growth of existing businesses and creation of new businesses by providing assistance to prospective businesses or existing businesses looking to expand. The division includes two bureaus: the Bureau of Food and Recreational Businesses, and the Bureau of Meat and Poultry Businesses.

Food and Recreational Businesses Bureau

The Bureau of Food and Recreational Businesses licenses and inspects thousands of dairy farms, dairy-related businesses, food processing plants, grocery stores, convenience stores, restaurants, retail food establishments, and food warehouses. The bureau also licenses hotels, tourist rooming houses, bed and breakfast businesses, public pools, water attractions, campgrounds, and recreational/educational camps.

Laboratory analyses serve an important function in ensuring the safety of food, dairy products, and water supplies throughout Wisconsin. The bureau certifies food, dairy, and water laboratories and the analysts working in these laboratories.

The bureau also works with local governments to protect food safety. Serving as agents for the bureau, staff from local health departments in 59 cities, counties, and multi-jurisdiction consortia license and inspect restaurants and other retail food establishments, lodging facilities, public pools, and water attractions, campgrounds, and recreational/educational camps. These “local agents” must comply with state statutes and Wisconsin administrative code. During this reporting period, the bureau continued its efforts to efficiently and effectively collaborate with local agents in providing oversight of mobile retail food establishments, and collaboratively implemented a risk assessment factor in calculating retail food establishment license fees.

Meat and Poultry Businesses Bureau

The Bureau of Meat and Poultry Businesses administers Wisconsin's meat inspection program, which is one of the largest state-run meat inspection programs in the nation and meets all USDA requirements for state programs. State-licensed meat establishments can only sell meat products within the state borders and must have state inspectors on site for slaughter and processing. The state also licenses custom exempt meat establishments that can slaughter and process livestock and poultry for the exclusive use of the animal or carcass owner. Custom exempt meat establishments are only subject to a periodic, risk-based inspection.

Wisconsin also participates in the USDA Cooperative Interstate Shipment (CIS) program, which allows selected and approved state-inspected establishments to ship certain products wholesale across state lines. Thirty state-inspected establishments participate in this program and are expanding their market areas. Wisconsin has the second highest number of participating establishments in the CIS program, out of only nine states receiving this authorization from USDA.

Division of Trade and Consumer Protection

The Division of Trade and Consumer Protection works to ensure fair Wisconsin markets by fighting fraudulent and deceptive practices that harm consumers and businesses. The division enforces consumer protection laws, maintains the state's official weights and measures system, conducts petroleum tank and fuel quality inspections, administers the producer security law, and inspects, certifies, and grades agricultural commodities.

This biennium, the division served on statewide and enterprise initiatives convened to address significant economic and climate issues impacting our state, such as the [Lead-by-Example State Agency Technical Team](#) and the [Wisconsin Electrification Steering Committee](#). The division continues to work with its agency partner, the Department of Financial Institutions to promote financial literacy and root out financial fraud. The division regularly engaged with stakeholders to provide regulatory updates and share insights about new trends and issues to monitor in the marketplace. The division also conducted numerous training activities, listening sessions, and hearings on administrative rules using both in-person gatherings and virtual online platforms. For example, the Bureau of Consumer Protection held the first *Working Together to Protect Wisconsin Consumers* Conference.

The Division of Trade and Consumer Protection consists of three bureaus: the Bureau of Business Trade Practices, the Bureau of Consumer Protection, and the Bureau of Weights and Measures. Each Bureau has conducted listening sessions with its numerous stakeholders over the past two years. By improving these working relationships through continued engagement, the Division of Trade and Consumer Protection has developed a better understanding of the picture of protecting consumers and the markets of Wisconsin.

Business Trade Practices Bureau

[The Bureau of Business Trade Practices](#) promotes fair and open competition in the marketplace. Specifically, the bureau administers the [Agricultural Producer Security Law](#) and a number of regulations prohibiting a variety of unfair business practices, including the [Unfair Sales Act](#) (a prohibition against selling below cost), dairy trade regulations, price gouging, and a public warehouse keeper security program. The bureau also maintains cooperative agreements with the USDA to provide commodity grading services for grain, fruits, and vegetables. The bureau is made up of two sections: the Agricultural Producer Security Section and the Trade Practices Section.

Consumer Protection Bureau

DATCP is Wisconsin's lead agency for consumer protection. The [Bureau of Consumer Protection](#) has statutory and rulemaking authority over transactions between businesses and consumers. These statutes and rules serve as a framework that allows legitimate businesses to flourish and provides consumer confidence in the marketplace. The bureau fights fraudulent and deceptive practices that harm consumers and honest businesses through the administration of more than 60 statutes. The bureau receives more than 100,000 contacts each year – over 10,000 of which are received as formal written consumer complaints. Each year, the bureau publishes a [“Top Ten” list of consumer protection complaints](#). For almost 20 years, telemarketing and [“Do Not Call”](#) topped the list, but in 2022, landlord-tenant issues were the top consumer concern. Telemarketing was the second-most common complaint, and home improvement issues rounded out the top three.

In 2022, the bureau took steps to further protect Wisconsin consumers by implementing an annual audit of the telephone solicitor registration program. This audit identified businesses who were accessing Wisconsin phone numbers without registering as a telephone solicitor in Wisconsin. In its first year, the audit produced 67 new registrations. Also, in an effort to increase consumer education and awareness, the bureau expanded its outreach program offerings by partnering with civic, social, government, industry, and educational organizations to promote DATCP services and resources. These partnerships significantly increased the agency's reach and doubled its community presentation commitments.

Weights and Measures Bureau

The [Bureau of Weights and Measures](#) maintains the state's official weights and measures and petroleum inspection services. Through inspections and other regulatory services, the bureau ensures businesses operate in a fair marketplace and consumers receive the correct amount of product at purchase. The Weights and Measures Inspection Program is a key consumer protection program that impacts all of Wisconsin's taxpayers. The bureau performs inspections of a wide range of devices statewide, including gasoline pumps, scales, and store checkout scanners, to ensure accuracy for consumers and businesses. The bureau also administers fuel quality standards, inspects and permits tank systems that contain petroleum and other hazardous and flammable liquids, and provides certification examinations and credentials for tank installers, inspectors, removers, testers, and site assessors.

The bureau maintains and staffs the state's Metrology Laboratory, which maintains the State of Wisconsin standards of mass and volume, and has a Certificate of Measurement Traceability from the National Institute of Standards and Technology Division of Weights and Measures. The laboratory annually calibrates and certifies over 13,000 standards used by weights and measures officials and private weights and measures companies to inspect commercial scales and other measuring devices and to calibrate their equipment.

In 2022, the bureau completed programmatic improvements in which it obtained an updated Weights and Measures Metrology Laboratory recognition from the National Institute for Science and Technology. The Metrology Laboratory upgraded recognition from Echelon III to Echelon II for mass, allowing for higher precision mass calibration. Obtaining a higher precision recognition provides more options to industry to have their mass standards calibrated and ensures a higher precision for consumer transactions within the State of

Wisconsin.

Division of Animal Health

The Division of Animal Health is responsible for the preventing, diagnosing, and controlling animal disease. The goal is to protect animal and human health and to prevent losses to livestock and animal industries. The division employs several tools to achieve this goal, including animal health and disease programs, animal disease response, and proactive education. The division has two bureaus, Animal Disease Control and Field Services, and includes the Veterinary Examining Board.

Animal Health and Disease Programs

The division is responsible for animal disease response. When a disease of concern is identified, the division implements quarantines and conducts epidemiological investigations to trace the disease to its place of origin and to other potentially infected premises. The division administers the livestock premises registration program through a contract with the Wisconsin Livestock Identification Consortium, which significantly enhances the division's ability to respond rapidly to a disease outbreak. The ability to trace animal movements rapidly is essential to containing and eradicating disease threats and protecting export markets for animals and animal products.

In March 2022, Highly Pathogenic Avian Influenza (HPAI) was confirmed in domestic birds in Wisconsin for the first time since 2015. Between March and November, 2022, HPAI was confirmed in domestic birds on 29 premises in 18 Wisconsin counties. A total of 3.3 million domestic birds in Wisconsin were affected. The response required a joint effort of DATCP, the USDA, Wisconsin Emergency Management (WEM), the Wisconsin Department of Natural Resources (DNR), the Wisconsin Department of Health Services (DHS), counties, and municipalities. More than 100 state and federal staff were involved. Affected premises were quarantined and the birds were depopulated to prevent the spread of disease. Carcasses and infected materials were disposed of and premises were cleaned and disinfected. For trade purposes, poultry flocks that sold birds or their products were classified as “poultry” while those not involved in sales of birds or their products were considered “non-poultry.” The management of locations affected by HPAI differed depending on this designation. As soon as positive poultry flock detections were made, 10 kilometer control areas were quickly established around the infected premises. Movement of susceptible animals or animal products into or out of the control areas was restricted to prevent disease spread. Movement resumed via a special permitting process, which sometimes required disease testing and additional biosecurity measures. For flocks classified as non-poultry, 10 kilometer surveillance zones surrounding infected premises were established in place of control areas. All registered flocks located within the surveillance zones were contacted to report signs of disease in their birds, and commercial poultry flocks were required to perform laboratory testing to ensure their birds remained uninfected. The State completed the necessary actions and surveillance requirements to be considered free from HPAI in poultry as of April 2023.

In the previous biennium, Division of Animal Health staff continued an extensive Bovine Tuberculosis (TB) investigation. In September 2018, TB was identified in a cow from a Wisconsin farm with over 2,000 cattle. The division immediately issued a quarantine of the affected premises and began an investigation. In accordance with direction from the USDA, the division began a test and removal protocol of the infected herd, rather than a full depopulation. A total of 11 rounds of whole herd testing were conducted by division staff, including initial within-herd prevalence testing, removal testing to cull infected animals, and verification testing to establish a low probability of continued infection within the herd. In August 2021, verification testing was conducted and, finding no evidence of TB, the quarantine was released. The herd is required to participate in annual assurance testing for the first 5 years following quarantine release. The first year of assurance testing was completed in September 2022 and 2023, no additional infected animals were identified. Through this investigation, Wisconsin preserved its status as a TB-free state. The division will conduct annual assurance testing in the next biennium.

Division of Animal Health staff continue to respond to Chronic Wasting Disease (CWD) in farm-raised deer herds. Since 2002, there have been 44 farm-raised deer premises diagnosed with CWD in the State, 22 of which have been depopulated. Of these totals, 13 were first diagnosed with CWD during the last biennium and four were depopulated during the last biennium (July 2021 – June 2023). When CWD is diagnosed, the herd is immediately quarantined, which restricts movement from the premises of live animals, as well as carcass parts and equipment that may come in contact with the farm-raised deer or their bodily fluids. Herds containing farm-raised deer that were previously purchased from the CWD positive premises may also be quarantined. If the animal in which CWD is diagnosed was purchased from another premises within the last five years, the origin farm may also be

quarantined. All premises under quarantine have regular (every six months) inspections to inform decisions about what will happen with the premises.

Division of Animal Health staff continue to train and prepare for animal disease responses. In February 2022, just prior to the HPAI response, the division hosted a tabletop exercise with WEM, the National Guard, DNR, DHS, and USDA staff to prepare for the potential of HPAI. The division also piloted two training exercises for the USDA Veterinary Services National Training and Exercise Program (VS NTEP). The first exercise, conducted in September 2022, was a Foreign Animal Disease Incident Complexity Analysis Tool Training Workshop. The second exercise, conducted in March 2023, was a Foot and Mouth Disease in the Beef Harvest Facility Workshop, which involved division staff working with a beef harvest facility, a rendering company, the Division of Food and Recreational Safety, USDA Animal and Plant Health Inspection Service (APHIS), and USDA Food Safety and Inspection Service (FSIS).

Proactive Education

Another component of the division's mission is to provide education and guidance to the public and affected industries. The division's veterinary program managers frequently meet with private veterinarians, members of animal industries, and local units of government to discuss program changes, diseases of concern, and disease reporting. The division provides chronic wasting disease sampler certification training, humane officer training, and rabies control trainings. Division staff provide expertise and guidance as needed regarding the humane handling of animals.

The Division of Animal Health also supports the Veterinary Examining Board (VEB). The division provides support for licensing of veterinarians, certification of veterinary technicians, veterinary complaint investigation, disciplinary monitoring, administrative rule proposals, and communications and outreach with industry. During calendar years 2021 and 2022, the VEB received 303 complaints regarding veterinarians and veterinary technicians. Of these, the VEB opened 97 cases for investigation. The VEB closed 116 investigations during these two years.

Division of Agricultural Development

The Division of Agricultural Development serves and strengthens the state's agricultural community by helping producers and processors innovate, expand, and thrive through one-on-one consultations; referring to expert technical assistance through public and private partners; and provide financial assistance through grant programs funded by federal and state resources. The division has two bureaus, Agricultural Export and Business Development, and Agricultural Resource and Promotion.

International Agribusiness Center

The [Wisconsin International Agribusiness Center](#) (IABC) identifies export opportunities around the world for Wisconsin's agricultural companies and producers. Staff provide technical expertise and market development initiatives to aid the growth of Wisconsin agriculture through increased exports and the development of trade enhancing partnerships. The IABC uses client feedback, global trends, market, and export data to establish criteria for identifying target markets and activities.

Staff coordinate international trade shows and trade missions abroad, as well as host buyers' missions to the state. The IABC team supports Wisconsin agribusiness access to grant funding and trade support through the Export Expansion Grant program, the Wisconsin Economic Development Corporation (WEDC) International Market Access Grant program, and partnering with WEDC to create the Wisconsin Agricultural Export Advisory Council (WAXC). WAXC is comprised of 21 members, who advise the DATCP Secretary on strategies, make recommendations, and evaluate the progress of the [Wisconsin Initiative for Agriculture Exports plan](#).

Economic Development and Innovation Center

The Wisconsin Economic and Innovation Center supports agricultural producers, processors, and agribusinesses to start, grow, and diversify their business through a wide range of financial grants and technical assistance programs. Staff provide information, resources, and connections for businesses and organizations throughout the supply chain to sustain and grow Wisconsin's agricultural industry. Staff also offer technical assistance to farmers and processors to foster connections and provide access to resources and information.

Staff coordinate The Wisconsin Farm to School Advisory Council, which is comprised of 15 individuals who make key recommendations to the DATCP Secretary to guide the development of the Farm to School initiative in

Wisconsin, and create the required [Wisconsin Farm to School Annual Report](#). Staff also manages the Wisconsin Organic Advisory Council (OAC). The OAC promotes Wisconsin's national leadership position in organic agriculture by advising the DATCP Secretary on organic issues, production, processing, and purchasing opportunities for Wisconsin farmers, processors, and consumers.

Staff manage several grants that support innovation, profitability, and long-term viability of Wisconsin agriculture. [Dairy processor grants](#) provide access to services and resources for proposed dairy processing plant projects that enhance or develop the current business, solve an existing problem at the plant, improve production or profitability, and help the processor innovate. [Organic Certification Cost Share](#) federal funds, distributed by DATCP, help organic farmers and processors pay for organic certification. Our [Specialty Crop Block Grants](#) fund crop production research, grower education, and market development projects. The [Buy Local, Buy Wisconsin](#) grants work to mitigate barriers in local food channels by increasing efficiencies in processing, marketing, and distributing local food in markets including stores, schools, and institutions.

Staff also administered the [Meat Processor Infrastructure grants](#) and the [Meat and Poultry Supply Chain Resiliency grants](#) both funded to help grow Wisconsin's meat and meat processing industry. The [Meat Talent Development program](#) was also created to help attract students to meat related careers; provide financial support to students; and connect the meat processing industry to potential employees. DATCP also maintains a cooperative agreement with USDA that created the [Wisconsin Local Food Purchase Assistance program](#), and the [Wisconsin Resilient Food Systems Infrastructure program](#), which are designed to strengthen systems, and support Wisconsin farmers and food processors.

Wisconsin Farm Center

The [Wisconsin Farm Center](#) is comprised of 4.5 staff. Their primary role is to help farmers sustain, grow, or transition their businesses by providing free, confidential, specialized assistance. Farmers can reach the Farm Center through a toll-free phone number and by email to ask questions about farming or to receive help identifying available resources.

Wisconsin Farm Center services include farm [financial consulting](#) on topics such as profitability and farm viability, debt structure, and cost of production. Transition planning assistance supports farmers while planning for transfer of their farm businesses to the next generation of operators. Mediation and arbitration provide a neutral facilitator trained in mediation to help parties in conflict pursue an understanding and agreement in farm-related disputes. The [Veteran Farmer Assistance and Outreach program](#) supports Wisconsin military veterans interested in farming by helping them access technical expertise or a special Homegrown by Heroes logo to utilize for selling their agricultural products. The Farm Center also offers its [Herd-Based Diagnostics Program](#) that provides veterinary diagnostic analysis to Wisconsin dairies of all sizes and management types.

The [Farmer Wellness Program](#) includes a 24/7 Farmer Wellness Helpline, professional counseling services via monthly telecounseling sessions, and a counseling voucher program allowing users to attend in-person sessions locally at no cost. Finally, online support groups are held monthly and the popular [Rural Realities podcast](#) releases new episodes every other month so listeners can consume new educational content at a time and location of their choosing.

Agricultural Marketing and Outreach Center

The Agricultural Marketing and Outreach Center supports the growth and success of local and regional food systems through business, farm and rural development, strategic marketing programs, and outreach services. Targeted promotional campaigns in partnership with key industry partners maintain and grow consumer demand. The [Something Special from Wisconsin™](#) (SSFw) is a trademarked marketing program that provides marketing and business opportunities for small to medium-sized businesses. Businesses can apply to use the SSFw logo if at least 50% of the value of the product or service is attributable to Wisconsin ingredients, production, or processing activities.

One of the most recognizable spokespersons of Wisconsin agriculture is [Alice in Dairyland](#). Alice in Dairyland is a public relations professional who promotes Wisconsin products to audiences of all ages and educates the media, youth, and civic groups about the many facets of the state's agricultural industry. Alice in Dairyland works with media personnel across the state of Wisconsin, and beyond, to share the story of Wisconsin's agriculture industry.

The Alice program has a 76-year history.

Staff manage seven [marketing orders](#) for major agricultural commodities in Wisconsin including cherry, cranberry, corn, milk, soybean, ginseng, and potatoes. Staff provide operational guidance and election oversight to these boards as they determine how to manage funds for market research and development, industrial research, and educational and promotional programs. Staff work with [county and district fairs](#) to improve exhibits and signage to better showcase and educate fairgoers about Wisconsin agriculture. Staff license fair judges and distribute state aid for fair premiums. Staff also register licensed cultivated [ginseng growers](#) and dealers, compile the value and acreage of Wisconsin ginseng, and issue shipping and retail certificates for cultivated ginseng growers and dealers.

Agricultural Resource Management

The Division of Agricultural Resource Management is responsible for farmland preservation, soil and water conservation, plant industry protection, and agrichemical management. The Division of Agricultural Resource Management includes three bureaus: Land and Water Resources, Plant Industry, and Agrichemical Management (ACM).

Land and Water Resources Bureau

The [Land and Water Resources Bureau](#) works with local governments, other state and federal agencies, non-governmental organizations, university researchers, and landowners to conserve soil, prevent agricultural runoff, and preserve farmland for future generations. This work is done through numerous programs and partnerships. To promote long term soil productivity, protect natural resources, enhance water quality, and address soil erosion, the bureau supports local development of Land and Water Resource Management Plans. In addition, the bureau is charged with supporting the works of the Land and Water Conservation Board (LWCB), which advises the department on soil and water conservation programming amongst other duties.

DATCP distributes soil and water resource management grants to fund county conservation staff and landowner conservation practices, support services such as [nutrient management](#) education and training for project cooperators, and aid innovative conservation projects. Conservation engineering staff provide technical assistance and training for planning, design and construction of conservation practices, and nutrient management staff provide training and support in developing nutrient management plans. In 2022, 3.45 million acres, or 37.3%, of Wisconsin's cropland was covered by an approved nutrient management plan. Through [producer-led watershed protection grants](#), funds and resources are distributed to farmers to voluntarily implement local conservation practices, crop, and nutrient management changes to prevent and reduce runoff from farm fields.

The bureau also has numerous programs to preserve farmland. [The Farmland Preservation Program](#) encourages protections for agricultural land resources, promotes sound land use planning, encourages agricultural investment, promotes soil and water conservation, and helps farms stay economically viable. Landowners and local governments may cooperatively participate through [Agricultural Enterprise Areas](#) (AEAs), Farmland Preservation Zoning Districts or both. AEAs are community driven efforts to identify locally important agricultural areas. Once established, landowners within an agricultural enterprise area can enter into a 15-year farmland preservation agreement with the state. The department designated four new AEAs and modified eight existing AEAs during the biennium. As of January 1, 2023, Wisconsin had 47 AEAs totaling 1.57 million acres. During the biennium, the bureau enrolled 107 new farmland preservation agreements on 21,268 acres of farms. Farmland Preservation Zoning is a locally crafted and administered zoning ordinance that seeks to promote agricultural growth, restrict non-agricultural uses and limit potential land use conflicts. During the biennium, the bureau certified three new farmland preservation zoning ordinances in two towns and one village. The bureau also prepares [Agricultural Impact Statements](#) (AIS) for public projects that affect farm operations in Wisconsin.

The bureau also implements the [Conservation Reserve Enhancement Program](#) (CREP), in cooperation with the USDA and the counties. The department enters into 15-year agreements or perpetual easements with landowners that establish conservation practices such as buffers and filter strips along eligible water bodies to reduce agricultural runoff, protect the soil and improve water quality. As of October 2022, the state had 3,592 active CREP contracts on 41,224 acres. There are 529 active CREP contracts that are perpetual easements. These require active monitoring

by DATCP and county conservation staff. During the biennium, the bureau had a summer conservation compliance intern each year to implement easement monitoring protocols.

The [Conservation Engineering Program](#) within the bureau provides a range of technical, training, and other assistance to ensure the proper design and installation of conservation practices on farms and other rural lands. This assistance is vital to the functioning of cost-sharing and permitting of conservation programs operated by Federal, state, and local governments. DATCP certifies conservation engineering practitioners and employs 11 engineers and environmental specialists around the state. Over the past year, conservation engineering staff provided 1,413 technical assistance services in the form of designs, plan reviews, construction inspection, consultations, and approval of designs and installed practices to help get conservation on the ground. Engineering staff also oversee the state's [Agricultural Drainage Program](#) and associated drainage districts statewide and is responsible for monitoring county drainage board and drainage district compliance with applicable law.

The bureau also implement two emergency rules in 2023, the [Commercial Nitrogen Optimization Pilot Grant Program](#) (NOPP) and [crop insurance premium rebates for planting cover crops](#). Under the NOPP, agricultural producers collaborate with University of Wisconsin System scientists to conduct 2-year research projects that enhance the understanding of and refine new methods that optimizes nitrogen applied to agricultural fields and decreases nitrogen loss to atmosphere, groundwater, and surface water. During 2023, twenty projects were awarded totaling \$1.58 million in grant funds for NOPP. DATCP partnered with the USDA Risk Management Agency to establish crop insurance premium rebates for planting cover crops. In 2023, the department awarded an estimated \$685,000 in insurance premium rebates to 450 agricultural operations across the state for planting cover crops on 137,000 acres of land. Both programs have been funded under the 2023-2025 state budget and will require emergency rule making and administration within the bureau.

The Land and Water Resources Bureau develops technical standards for [Livestock Facility Siting](#) under the livestock facility siting law (s. 93.90, Wis. Stats. and Wis. Admin Rule ATCP 51). These provide administrative support to the Livestock Facility Siting Review Board, which hears appeals of zoning decisions regarding livestock siting made by local governments who have adopted livestock facility siting regulations under the livestock facility siting law. During the biennium, staff formed and supported the 2022-2023 Livestock Facility Siting Technical Expert Committee, charged with the review of standards under ATCP 51.

Plant Industry Bureau

The [Plant Industry Bureau](#) protects Wisconsin's agricultural and horticultural industries and native plants by overseeing and ensuring compliance with laws and regulations involving [plant pests](#), [honeybees](#), [nursery plants](#), [Christmas trees](#), [firewood](#), and [seed](#). The bureau implements programs designed to prevent the introduction and spread of harmful plant pests and diseases, especially introduced regulated invasive species. Plant Industry Bureau programs include inspection, quarantine, survey, and providing outreach and information.

The bureau also facilitates interstate and international trade in Wisconsin agricultural products and commodities by [certifying](#) plant health and the pest-free status of plants and plant products.

The [Plant Industry Bureau Laboratory](#) detected 65 different plant pathogens and 61 insect pests on 505 nursery plant and Christmas tree samples and 209 field crop, fruit and vegetable samples in 2021. In 2022, 539 samples were tested for the Christmas tree, nursery, and phytosanitary programs.

During the biennium, the bureau made changes to the plant inspection and pest control rule known as ATCP 21 that went into effect on July 1, 2023. These permanent rule changes included creating an exterior quarantine rule for the invasive Christmas tree and forest pest known as the elongate hemlock scale; rescinding quarantine rules for pine shoot beetle, emerald ash borer and thousand cankers disease; and updating quarantine rules for hemlock woolly adelgid and *Phytophthora ramorum* to reflect the current geographic distributions and host ranges of these regulatory pests.

The bureau maintains cooperative agreements or MOUs with the USDA Animal and Plant Health Inspection Service (USDA APHIS), the USDA Forest Service (USDA FS), the Wisconsin DNR, the University of Wisconsin and other state and federal agencies.

Agrichemical Management Bureau

The [Agrichemical Management Bureau](#) (ACM) regulates chemicals used in agriculture, such as a pesticide or fertilizer, known as agrichemicals, as well as agrichemical storage, handling, use, and disposal to protect human health, property, and the environment. The bureau certifies pesticide applicators after they pass an examination, which then makes them eligible for [licensing](#). Each year, the bureau licenses approximately 1,500 pesticide manufacturers and labelers who list approximately 13,000 pesticide products; 450 restricted-use pesticide dealers; 2,500 pesticide application businesses; and 9,500 individual commercial pesticide applicators. The bureau also works to prevent fraudulent sales of fertilizers, liming materials, and soil and plant additives. In addition to certification and licensing of pesticide and fertilizers applicators, the bureau provides enforcement, training, and information to these licensees. In October 2021, the ACM Bureau contracted with Pearson VUE to offer the commercial and private applicator certification exams at additional locations within Wisconsin, the United States, and globally. Also, the opportunity to take the pesticide applicator certification exam was made available via an online, virtual, application. Since its introduction, the ACM Bureau/Pearson VUE partnership has helped approximately 700 individuals test at “brick and mortar” locations throughout Wisconsin, and approximately 2,100 individuals test via the online application.

Staff perform routine monitoring for pesticides and nitrate to evaluate the occurrence of agrichemicals in the [surface and groundwater](#). DATCP is a member of the state Groundwater Coordinating Council (GCC) and provides funding for pesticide and fertilizer related groundwater research.

Pesticide and fertilizer spills may threaten public health and the environment. The bureau directs clean-up of pesticide and fertilizer spills and administers the [Agricultural Chemical Cleanup Program](#). The bureau also works with farmers and local officials to collect and dispose of unused chemicals and chemical containers. DATCP-sponsored events collect about 2.5 million pounds of unwanted household and agricultural pesticides, as well as unwanted prescription drugs, annually.

The bureau’s [Animal Feed Program](#) regulates Wisconsin’s large feed industry to protect livestock and pets, protect the human food chain and human health, and prevent deceptive sales practices. The bureau currently licenses about 1,600 commercial feed and pet food companies. Each year, these companies distribute about 5.2 million tons of livestock feed and pet food in Wisconsin.

Division of Management Services

The Division of Management Services provides administrative support to the department, including finance, information technology, and laboratory services. The division is also responsible for developing and reviewing DATCP policies and procedures and providing agency-wide services such as workplace health and safety and mail and print services. The division is comprised of three bureaus, the Bureau of Finance, Bureau of Information Technology, and the Bureau of Laboratory Services.

Bureau of Finance

The Bureau of Finance has overall responsibility for the department’s financial operations. The department administers a wide range of programs with diverse fund sources with a number of appropriations and statutory funds. Less than one-third of the department’s expenditure authority and only 32% of its position authority is from general purpose revenue (GPR) funding. A table of expenditure and position authority includes:

(Table 2. Expenditure and position authority)

DATCP expenditure and position authority by fiscal year and fund source, 2021-23 biennium. (Source: state budget system.)

	2021-22	2022-23	2022-23 Percentages	2022-23	2022-23 Percentages
	\$	\$	\$	FTE	FTE
GPR	\$30,978,800	\$31,076,900	28%	201.40	32%

PR	\$21,522,200	\$21,551,100	19%	176.49	28%
PR-S	\$8,620,600	\$8,688,400	8%	41.38	6%
FED	\$11,550,400	\$11,359,300	10%	83.52	13%
SEG	\$37,736,900	\$38,137,200	35%	130.50	21%
	\$110,408,900	\$110,812,900		633.29	

About 17% of the department’s budget is used for local assistance and aids to individuals and organizations. This includes grants to individuals, businesses, and local governments. The remainder is used for state operations, including salary and fringe benefits, rent, equipment, and supplies. A table of expenditure authority by use includes:

(Table 3. Expenditure authority by use)

Department of Agriculture, Trade and Consumer Protection expenditure authority for fiscal year 2022-23, by use. (Source: state budget system.)

	2022–23	PERCENTAGE
State Operations	\$91,360,200	83%
Aids to Individuals & Organizations	\$7,012,700	6%
Local Assistance	\$12,440,000	11%
	\$110,812,900	

Bureau of Information Technology

The Bureau of Information Technology manages the department's internal network, telecommunications, geographic information system (GIS), and data used by program staff in handling licensing, inspections, and related functions. In the midst of the COVID-19 pandemic, DATCP’s information technology staff needed to pivot to support staff who were suddenly telecommuting. After state agencies returned to normal operations, the information technology staff again needed to adapt, providing support to staff working in a hybrid model (i.e. combining working from the office and telecommuting).

Information technology staff continue to work to improve customer service, offering additional services online via the [MyDATCP](#) and decommissioning outdated systems. MyDATCP allows customers to apply for many licenses online, submit complaints, access lists, and schedule exams.

Bureau of Laboratory Services

The Bureau of Laboratory Services performs sample testing in support of various statewide regulatory programs. Examples include animal feed and fertilizer label guarantees, protection of groundwater from agricultural chemicals, food and meat safety, and more.

Performance measures

Food Safety

DESCRIPTION	BY THE NUMBERS	TIME PERIOD
Dairy farm inspections	11,000	Calendar year 2022
Food and Recreational Safety licensing information packets sent out, all programs	2,424	Calendar year 2022
Retail food, lodging, and recreation inspections	6,696	Calendar year 2022
Meat establishments issued a license	307	Calendar year 2022

Consumer Protection

DESCRIPTION	BY THE NUMBERS	TIME PERIOD
Complaints resolved by the Business Trade Practices Bureau	1,155	Biennium
Unique numbers registered on the Wisconsin Do Not Call list	5,000,000	Calendar year 2022
Completed weights and measures inspections	307,000	Calendar year 2022
Completed tests to ensure fuel quality	16,000 tests	Calendar year 2022

Animal Health

DESCRIPTION	BY THE NUMBERS	TIME PERIOD
Pig investigations with Senecavirus A (SVA) lesions, which are indistinguishable from lesions caused by Foot and Mouth Disease and therefore require prompt testing and diagnosis to keep interstate commerce and international trade moving	149 investigations	Calendar year 2022
Animals imported and moved accompanied by Certificates of Veterinary Inspection to prevent the spread of disease	717,425 animals	Calendar year 2022
Fish farms licensed and monitored	2,380 fish farms	License year 2022
Credentialed veterinary and veterinary technicians	7,275 veterinary and veterinary technicians	Bi-annual renewal cycle

Agricultural Development

DESCRIPTION	BY THE NUMBERS	TIME PERIOD
Jobs created by recipients of the Buy Local, Buy Wisconsin grants	64 new jobs	Biennium
Export sales reported by Wisconsin companies resulting from International Agribusiness Center services	\$18,148,000	Calendar year 2022
The Farm Center's Farmer Wellness Program counseling vouchers redeemed	\$40,400	Biennium
Number of Dairy Processor grants awarded to foster innovation, improve profitability, and sustain the long-term viability of Wisconsin's dairy processing facilities	41 grants awarded	Biennium

Agricultural Resource Management

DESCRIPTION	BY THE NUMBERS	TIME PERIOD
Amount of funds allocated to pay for conservation staff in 72 counties	\$22.31 million	Calendar years 2022 and 2023
Active producer-led groups that have been funded through the DATCP program across the state	43	Calendar year 2023
Number of citizens of the state provided services to properly collect and dispose of agricultural chemicals and household hazardous waste, including unwanted prescription drugs	Approximately 113,250	Calendar years 2021 and 2022
Treated acres for Spangy Moth (<i>Lymantria dispar</i>) at 54 sites in 17 counties	121,774	Calendar year 2022

Management Services

DESCRIPTION	BY THE NUMBERS	TIME PERIOD
Percentage of total expenditures to certified minority-owned business enterprises and service-disabled veteran-owned businesses (The Wisconsin Supplier Diversity Program goal is 5%.)	13.08%	Fiscal Year 2022
Total number of samples tested by the Bureau of Laboratory Services	22,767	Biennium
Samples tested and average turnaround time for Bureau of Laboratory Services microbiology testing (Dairy – Grade A, General Food, Meat)	11,639 samples 3 days	Biennium
Programs available in the MyDATCP online service portal	95 available	Biennium