



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

DATE: February 22, 2024

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Randy Romanski, Secretary
Krista Knigge, Division Administrator

SUBJECT: Wis. Admin. Code ch. **ATCP 161 (Something Special *from* Wisconsin™)**

PRESENTED BY: Lois Federman, Agriculture Program Specialist Advanced, Something Special *from* Wisconsin Program Director, Division of Agricultural Development
Julie Schmidt, Program and Policy Analyst, Division of Agricultural Development

REQUESTED ACTION:

At the meeting of the Board on March 7, 2024, the Department will request approval of the attached Statement of Scope, regarding Wis. Admin. Code ch. ATCP 161 relating to Something Special *from* Wisconsin.

SUMMARY:

Something Special *from* Wisconsin is a voluntary program for the promotion of products and commodities produced or manufactured in Wisconsin. Individuals, partnerships, industry associations, corporations, other business, and legal entities can participate in the program by paying a fee to the department to use the Something Special *from* Wisconsin logo on products, commodities, promotional items, packaging, and labeling materials.

The program has evolved from its inception in 1983, but the chapter has not been updated since 1993. The Department will conduct a comprehensive review of the chapter to identify and consider updating outdated definitions and requirements and revising the permit application process. The proposed rule will also be reviewed to consider modifying current standards, eligibility requirements and prohibitions to reflect industry marketing value and significance; and to consider modernizing the fee structure for the use of the Something Special *from* Wisconsin logo.

The Governor approved the Statement of Scope on February 1, 2024. The Department is requesting approval of the Statement of Scope in order to begin drafting rule revisions.

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