

**2013 DRAFTING REQUEST**

**Bill**

Received: 1/16/2014 Received By: mgallagh  
Wanted: As time permits Same as LRB:  
For: Cory Mason (608) 266-0634 By/Representing: Alex  
May Contact: Drafter: mgallagh  
Subject: Trade Regulation - other Addl. Drafters:  
Extra Copies: MDK

Submit via email: YES  
Requester's email: Rep.Mason@legis.wisconsin.gov  
Carbon copy (CC) to: michael.gallagher@legis.wisconsin.gov

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**Pre Topic:**

No specific pre topic given

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**Topic:**

Made in Wisconsin product labeling

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**Instructions:**

See attached

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**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/P1	mgallagh 2/5/2014	scalvin 2/10/2014	jmurphy 2/2/2014	_____	mbarman 2/3/2014		State
/1			jfrantze 2/11/2014	_____	srose 2/11/2014	lparisi 3/10/2014	State

FE Sent For:

At  
Intro.

<END>

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FE Sent For:

1 sac  
02/10/2014

1 sac  
02/10/2014

RS  
Jo 2/11

<END>

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/P1	mgallagh	/P1 sae 02/01/2014	/P1 sae 02/01/2014	_____			

jmc  
2/2

FE Sent For:

<END>

Gallagher, Michael

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From: Kunkel, Mark  
Sent: Thursday, January 16, 2014 3:41 PM  
To: Gallagher, Michael  
Subject: Rep. Mason "made in Wisconsin" request

Aaron received a request today from Alex in Rep. Mason's office for a bill requiring DATCP to create rules for products that are manufactured in Wisconsin to be allowed to be labeled, "Made in Wisconsin." This may or may not be similar to the "Something Special from Wisconsin" commodity promotion under s. 93.44. It also may be similar to "Made in the USA" requirements.

Alex would prefer a preliminary draft.

If you're too busy, maybe we can get Bob on the case?

--Mark

MPO 1/23 T/c w/ Alex — Rep. Mason  
wants label developed and  
regulated similar to Wisconsin  
cheese logotype (100.57, state)

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**PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION**

① AN ACT <sup>en act</sup> relating to: using a <sup>o</sup> "Made in Wisconsin" <sup>o</sup> logotype and authorizing the  
2 exercise of rule-making authority.

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***Analysis by the Legislative Reference Bureau***

This is a preliminary draft. An analysis will be provided in a subsequent version of this draft.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

3 SECTION 1. 100.059<sup>x</sup> of the statutes is created to read:

4 **100.059 Made in Wisconsin logotype.** (1) The department shall design an  
5 official logotype appropriate for affixation to and display in connection with products  
6 manufactured in this state using materials produced in this state. The logotype  
7 design shall contain the words "Made in Wisconsin."

8 (2) The department shall promulgate rules to implement this section,  
9 including rules that define what constitutes a product manufactured in this state

1 using materials produced in this state to qualify for use of the logotype designed  
2 under sub. (1). ✓

3 **SECTION 2.** 100.18 (1u) of the statutes is created to read:

4 100.18 (1u) It is an unfair trade practice for any person to affix to or display  
5 in connection with a product the words "Made in Wisconsin" except as provided in  
6 rules promulgated by the department under s. 100.059. ✓

7 **SECTION 3. Effective date.**

8 (1) This act takes effect on first day of the 7th month beginning after  
9 publication.

\*\*\*\*NOTE: I included a six-month delayed effective date to give DATCP time to promulgate rules implementing the proposal. Please let me know if that is not consistent with your intent. Also, do you want to include any transitional provisions for products that currently have a label that says "Made in Wisconsin"?

10

(END)

**Gallagher, Michael**

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**From:** Madorsky, Alex  
**Sent:** Wednesday, February 05, 2014 9:39 AM  
**To:** Gallagher, Michael  
**Subject:** FW: Draft review: LRB -4021/P1 Topic: Made in Wisconsin product labeling  
**Attachments:** 13-4021/P1.pdf

Hi Mike,

I just wanted to follow up on a voice mail I left on Monday, February 3<sup>rd</sup>. The six-month transition period for DATCP you mention in the notes sounds like a good idea. We'd also like to make clear that this proposal preserves, rather than disturbs or transitions, the current Wisconsin Cheese logotype.

Are there any products other than cheese that currently have a Made in Wisconsin label? I didn't any immediately in statute. Let me know if you have any questions. If not, I think we're ready to re-draft this proposal for introduction.

**Alex Madorsky**  
**Office of State Representative Cory Mason**  
**66<sup>th</sup> Assembly District**  
State Capitol, Room 6 North  
PO Box 8953, Madison, WI 53708  
Phone: (608) 266-0634  
Toll-free: (888) 534-0066

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**From:** LRB.Legal  
**Sent:** Monday, February 03, 2014 7:58 AM  
**To:** Rep.Mason  
**Subject:** Draft review: LRB -4021/P1 Topic: Made in Wisconsin product labeling

**Following is the PDF version of draft LRB -4021/P1.**



2013 Bill

~~PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION~~

Insect A

Insect

1

gen cat

1 AN ACT *to create* 100.059 and 100.18 (1u) of the statutes; **relating to:** using a  
2 Made in Wisconsin logotype and authorizing the exercise of rule-making  
3 authority.

***Analysis by the Legislative Reference Bureau***

This is a preliminary draft. An analysis will be provided in a subsequent version of this draft.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

4 SECTION 1. 100.059 of the statutes is created to read:  
5 **100.059 Made in Wisconsin logotype.** (1) The department shall design an  
6 official logotype appropriate for affixation to and display in connection with products  
7 manufactured in this state using materials produced in this state. The logotype  
8 design shall contain the words "Made in Wisconsin."

other than cheese



**2013-2014 DRAFTING INSERT  
FROM THE  
LEGISLATIVE REFERENCE BUREAU**

LRB-4021/lins  
MPG:sac:jm

**INSERT A**

This bill requires the Department of Agriculture, Trade<sup>g</sup> and Consumer Protection (DATCP) to design an official "Made in Wisconsin" logotype for use with products, other than cheese, manufactured in Wisconsin using materials produced in Wisconsin. Under the bill, DATCP must promulgate rules that implement the bill's requirements and that define what constitutes a product manufactured in Wisconsin using materials produced in Wisconsin to qualify for use of the "Made in Wisconsin" logotype. The bill makes it an unfair trade practice for any person to affix to or display in connection with a product the words "Made in Wisconsin" except as provided in the rules promulgated by DATCP under the bill.

**END INSERT A**

**Parisi, Lori**

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**From:** Madorsky, Alex  
**Sent:** Monday, March 10, 2014 1:43 PM  
**To:** LRB.Legal  
**Subject:** Draft Review: LRB -4021/1 Topic: Made in Wisconsin product labeling

Please Jacket LRB -4021/1 for the ASSEMBLY.