



## 2019 SENATE BILL 463

September 27, 2019 - Introduced by Senators MARKLEIN, BERNIER, FEYEN, LEMAHIEU, RINGHAND and TIFFANY, cosponsored by Representatives TRANEL, OLDENBURG, DITTRICH, EDMING, JAMES, KULP, NOVAK, PETRYK, PRONSCHINSKE, QUINN, SKOWRONSKI, SUMMERFIELD, TAUCHEN, TUSLER, VANDERMEER, VORPAGEL and WITTKÉ. Referred to Committee on Agriculture, Revenue and Financial Institutions.

1     **AN ACT** *to create* 97.26 of the statutes; **relating to:** labeling food as a type of  
2             dairy product or as a dairy ingredient and granting rule-making authority.

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### *Analysis by the Legislative Reference Bureau*

Under this bill, no person may label a food product as, or sell or offer for sale a food product that is labeled as, a type of dairy product, such as cream, yogurt, or cheese, unless the food product is a dairy product. This prohibition applies to most dairy products but excludes milk and other products derived solely from the milk of cows or other hooved or camelid mammals.

Also, under the bill, no person may label a food product as, or sell or offer for sale a food product that is labeled as, a type of dairy ingredient unless the food product is derived from cow's milk, or hooved or camelid mammal's milk or a type of milk that meets certain specifications under federal law. The bill also requires the Department of Agriculture, Trade and Consumer Protection to promulgate rules to implement the bill's prohibitions.

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.** 97.26 of the statutes is created to read:

