



## 2013 ASSEMBLY BILL 895

March 27, 2014 – Introduced by Representatives MASON, BERCEAU, DANOU, DOYLE, GOYKE, HESSELBEIN, HULSEY, JORGENSEN, KOLSTE, OHNSTAD, POPE, SARGENT, SHANKLAND, SINICKI, WACHS, WRIGHT and ZAMARRIPA, cosponsored by Senators CARPENTER, RISSER and HARRIS. Referred to Committee on Jobs, Economy and Mining.

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.

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### *Analysis by the Legislative Reference Bureau*

This bill requires the Department of Agriculture, Trade 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.

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:*

4           **SECTION 1.** 100.059 of the statutes is created to read:

