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**AB 729 – Advertising Motor Fuel Prices by the Half-Gallon
Assembly Committee on State Affairs and Government Operations
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Thank you for the opportunity to testify today on Assembly Bill 729. This bill changes the law from requiring motor fuel prices to be advertised by the gallon, to say that a person who sells less than 15,000 gallons of motor fuel in Wisconsin per year can advertise their prices by the half-gallon.

This bill came about after discussion with Mom-&-Pop tavern owners who sell fuel for recreational vehicles. Currently, many of these places have older fuel pumps that only will show prices up to \$2.99. Therefore, many of the owners display the cost of fuel per ½ gallon and explain that the displayed amount needs to be doubled. However, the Weights & Measures and Petroleum Inspection Division of the Department of Agriculture, Trade, and Consumer Protection has deemed this method to be out of compliance and is requiring the owners to make changes. In order to come into compliance the small-scale proprietors would have to purchase new pumps, of which the cost outweighs any benefit of selling fuel.

This bill has received support from the Wisconsin Petroleum Marketers & Convenience Store Association and I ask for your support of AB 729.

Thank you again and I am happy to answer any questions that you may have about this bill.