



## 1999 SENATE BILL 10

January 20, 1999 – Introduced by Senators CLAUSING, A. LASEE, MOEN, SCHULTZ, DECKER, BAUMGART, FITZGERALD, ERPENBACH, DRZEWIECKI, COWLES, GROBSCHMIDT, DARLING, BRESKE and PANZER, cosponsored by Representatives OTT, PLOUFF, HAHN, GRONEMUS, SYKORA, BOYLE, JOHNSRUD, BOCK, SKINDRUD, BRANDEMUEHL, LA FAVE, FREESE, HEBL, POWERS, SPILLNER, COLON, SERATTI, POCAN, GUNDERSON, BLACK, MUSSER, GOETSCH, RYBA and KELSO. Referred to Committee on Agriculture, Environmental Resources and Campaign Finance Reform.

1     **AN ACT to create** 100.183 (4) of the statutes; **relating to:** representations  
2     concerning cheese and providing a penalty.

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

Current law prohibits false advertising concerning food.

This bill prohibits a person from representing or implying that cheese is Wisconsin cheese or is from or made in Wisconsin unless the cheese is manufactured in this state. The bill also prohibits a person from selling cheese that is not manufactured in this state but is labeled with a business address in this state unless the label identifies the state or country in which the cheese is manufactured. A violation of one of these prohibitions is punishable by a civil forfeiture of from \$100 to \$5,000.

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

3     **SECTION 1.** 100.183 (4) of the statutes is created to read:  
4     100.183 (4) (a) In this subsection, “manufactured” does not include dried,  
5     grated, shredded, cut or packaged.  
6     (b) No person may represent or imply that cheese is Wisconsin cheese or is from  
7     or made in Wisconsin unless the cheese is manufactured in this state.

