



## 2013 SENATE JOINT RESOLUTION 88

March 13, 2014 – Introduced by Senator PETROWSKI, cosponsored by Representative PETRYK. Referred to Committee on Senate Organization.

1       **Relating to:** the registration of geographic indications pertaining to dairy terms  
2           traditionally used generically in the United States and worldwide.

3           Whereas, Wisconsin leads the United States in annual total cheese production;  
4       and

5           Whereas, dairy plays a critical role in the Wisconsin economy and accounts for  
6       approximately half of total state agricultural receipts; and

7           Whereas, United States cheese exports have steadily increased throughout the  
8       years, reaching a new record of \$183 million last year and growing by over 70 percent  
9       in just the past two years; and

10          Whereas, foreign governments, specifically the European Union, are seeking  
11       to limit competition from U.S. companies, particularly in value-added areas such as  
12       cheese, by restricting the use of commonly used product terms through the  
13       registration of improper geographic indications; and

