



State of Wisconsin  
2023 - 2024 LEGISLATURE

LRB-4661/1  
JAM:klm

## 2023 SENATE BILL 714

November 21, 2023 - Introduced by Senators PFAFF, SMITH, SPREITZER, TAYLOR, CARPENTER, ROYS, LARSON and HESSELBEIN, cosponsored by Representatives SHANKLAND, C. ANDERSON, JACOBSON, CONSIDINE, EMERSON, SINICKI, RATCLIFF, JOERS, OHNSTAD, SHELTON, J. ANDERSON, DRAKE, BARE, PALMERI and SUBECK. Referred to Committee on Agriculture and Tourism.

1     **AN ACT relating to:** the “Something Special from Wisconsin” promotion and  
2     making an appropriation.

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*Analysis by the Legislative Reference Bureau*

Under current law, the Department of Agriculture, Trade and Consumer Protection must allow all products and commodities produced or manufactured in this state that meet the standards established by the department to be included in the department’s promotional campaign that uses the phrase “Something Special from Wisconsin.”

This bill increases DATCP’s annual appropriation for the advertising and promotion of the Something Special from Wisconsin slogan, mark, and logo by \$142,300 in each year of the 2023–25 fiscal biennium.

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. Fiscal changes.**

4     (1) SOMETHING SPECIAL FROM WISCONSIN. In the schedule under s. 20.005 (3) for  
5     the appropriation to the department of agriculture, trade and consumer protection

**SENATE BILL 714**

**SECTION 1**

1 under s. 20.115 (3) (L), the dollar amount for fiscal year 2023-24 is increased by  
2 \$142,300 and the dollar amount for fiscal year 2024-25 is increased by \$142,300 for  
3 the advertising and promotion of the something special from Wisconsin slogan,  
4 mark, and logo under s. 93.44.

5 (END)