

September 1985 Spec. Sess.
Senate Bill 4

Date of enactment: November 13, 1985
Date of publication: November 21, 1985

1985 Wisconsin Act 58

AN ACT to create 93.42 of the statutes, relating to creating a center for international agribusiness marketing in the department of agriculture, trade and consumer protection and making an appropriation.

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

SECTION 1. 93.42 of the statutes is created to read:

93.42 Center for international agribusiness marketing. (1) The department shall establish and operate a center for international agribusiness marketing. The center shall promote the export of this state's agricultural and agribusiness products in foreign markets by:

(a) Assisting in the performance of market research and planning to identify international marketing opportunities for the state's products and firms and providing technical assistance on international marketing to individual businesses.

(b) Organizing and participating in trade shows and trade missions to foreign markets.

(c) Coordinating federal, regional, state and local marketing information which may lead to export opportunities for the state's products.

(d) Assisting persons considering direct investments, joint ventures, licensing or other business arrangements for the production of agribusiness products in this state.

(e) Cooperating with the department of development in promoting the state's products through the state's foreign trade offices.

(2) Within 5 years after the effective date of this subsection [revisor inserts date], the legislative audit bureau shall audit the center to determine its success in meeting the objectives under sub. (1).

SECTION 2. **Appropriation changes.** The appropriation to the department of agriculture, trade and consumer protection for agricultural services under section 20.115 (3) (a) of the statutes, as affected by the acts of 1985, is increased by \$75,000 for fiscal year 1985-86 and by \$150,000 for fiscal year 1986-87 to fund 3.0 FTE GPR positions for the center for international agribusiness marketing.
