

**1999 DRAFTING REQUEST**

**Bill**

Received: 12/8/98

Received By: **traderc**

Wanted: **As time permits**

Identical to LRB:

For: **Alice Clausing (608) 266-7745**

By/Representing: **Randy**

This file may be shown to any legislator: **NO**

Drafter: **traderc**

May Contact:

Alt. Drafters:

Subject: **Agriculture - miscellaneous**

Extra Copies:

---

**Topic:**

Representations concerning cheese

---

**Instructions:**

SSA1 to 1997 SB 488

---

**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	traderc 12/10/98	igeller 12/10/98		_____			
/1			martykr 12/11/98	_____	lrb_docadmin 12/11/98	lrb_docadmin 12/29/98	

FE Sent For:

*Not Needed*

<END>

**1999 DRAFTING REQUEST**

**Bill**

Received: **12/8/98**

Received By: **traderc**

Wanted: **As time permits**

Identical to LRB:

For: **Alicc Clausung (608) 266-7745**

By/Representing: **Randy**

This file may be shown to any legislator: **NO**

Drafter: **traderc**

May Contact:

Alt. Drafters:

Subject: **Agriculture - miscellaneous**

Extra Copies:

**Topic:**

Representations concerning cheese

**Instructions:**

SSA1 to 1997 SB 488

**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	traderc 12/10/98	jgeller 12/10/98		_____			
/1			martykr 12/11/98	_____	lrb_docadmin 12/11/98		

FE Sent For:

<END>

1999 DRAFTING REQUEST

Bill

Received: 12/8/98

Received By: traderc

Wanted: As time permits

Identical to LRB:

For: Alice Clausing (608) 266-7745

By/Representing: Randy

This file may be shown to any legislator: NO

Drafter: traderc

May Contact:

Alt. Drafters:

Subject: Agriculture - miscellaneous

Extra Copies:

Topic:

Representations concerning cheese

Instructions:

SSA1 to 1997 SB 488

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
1?	traderc	1/13/10 jlg	km/10	km/11			

FE Sent For:

<END>

- 1148/1  
↑  
Stays

~~SENATE SUBSTITUTE AMENDMENT 1,~~  
~~TO 1997 SENATE BILL 468~~

~~March 10, 1998 - Offered by COMMITTEE ON AGRICULTURE AND ENVIRONMENTAL RESOURCES.~~

Regan

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

✓  
Analysis attached →

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

3 SECTION 1. 100.183 (4) <sup>X</sup> 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.

8 (c) No person may sell or offer for sale cheese that is not manufactured in this  
9 state and that has an outline or map of this state, or any other generally recognized  
10 symbol of this state, on the cheese or on its label unless the label prominently  
11 identifies the state or country in which the cheese is manufactured.

1 (d) No person may sell or offer for sale cheese that is not manufactured in this  
2 state and that is labeled with a business address located in this state unless the label  
3 prominently identifies the state or country in which the cheese is manufactured.

4 (e) Any person who violates pars. (b) to (d) shall forfeit not less than \$100 nor  
5 more than \$5,000 for each violation.

6 **SECTION 2. Effective date.**

7 (1) This act takes effect on the first day of the 6<sup>th</sup> month beginning after  
8 publication.

9 (END) ✓

## Analysis

¶ 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. ✓

**SUBMITTAL  
FORM**

**LEGISLATIVE REFERENCE BUREAU**  
**Legal Section Telephone: 266-3561**  
**5th Floor, 100 N. Hamilton Street**

The attached draft is submitted for your inspection. Please check each part carefully, proofread each word, and sign on the appropriate line(s) below.

**Date:** 12/11/98

**To:** Senator Clausing

**Relating to LRB drafting number:** LRB-1148

**Topic**

Representations concerning cheese

**Subject(s)**

Agriculture - miscellaneous

1. **JACKET** the draft for introduction Alice Clausing

in the **Senate**  or the **Assembly**  (check only one). Only the requester under whose name the drafting request is entered in the LRB's drafting records may authorize the draft to be submitted. Please allow one day for the preparation of the required copies.

2. **REDRAFT.** See the changes indicated or attached \_\_\_\_\_.

A revised draft will be submitted for your approval with changes incorporated.

3. Obtain **FISCAL ESTIMATE NOW**, prior to introduction \_\_\_\_\_.

If the analysis indicates that a fiscal estimate is required because the proposal makes an appropriation or increases or decreases existing appropriations or state or general local government fiscal liability or revenues, you have the option to request the fiscal estimate prior to introduction. If you choose to introduce the proposal without the fiscal estimate, the fiscal estimate will be requested automatically upon introduction. It takes about 10 days to obtain a fiscal estimate. Requesting the fiscal estimate prior to introduction retains your flexibility for possible redrafting of the proposal.

If you have any questions regarding the above procedures, please call 266-3561. If you have any questions relating to the attached draft, please feel free to call me.

Rebecca C. Tradewell, Managing Attorney  
Telephone: (608) 266-7290