

1999 DRAFTING REQUEST

Assembly Substitute Amendment (ASA-SB10)

Received: **03/17/2000**

Received By: **traderc**

Wanted: **Soon**

Identical to LRB:

For: **Alvin Ott (608) 266-5831**

By/Representing: **Mark Patronsky**

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

Drafter: **traderc**

May Contact:

Alt. Drafters:

Subject: **Agriculture - miscellaneous**

Extra Copies:

Pre Topic:

No specific pre topic given

Topic:

May not label cheese with Wisconsin state grade if manufactured out of state

Instructions:

See Attached

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 03/17/2000	jgeller 03/17/2000		_____			
/1			jfrantze 03/17/2000	_____	lrb_docadmin 03/17/2000	lrb_docadmin 03/17/2000	
/2	traderc 03/21/2000	jgeller 03/21/2000	martykr 03/21/2000	_____	lrb_docadmin 03/21/2000	lrb_docadmin 03/21/2000	

FE Sent For:

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1/?	traderc	11 3/16 JG	29/17	6/17 KM 3/17			

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WISCONSIN LEGISLATIVE COUNCIL STAFF

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FROM: MARK PATRONSIC

MESSAGE:

PLEASE DRAFT AS A SUB
TO SB 10 FOR REP OTT —
THE USUAL HURRY, OF COURSE.
M.

Today
Assembly Substitute amendment
to **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, JOHNSRUUD, ROCK, 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** ^{generate} *to create* 100.183 (4) of the statutes; **relating to:** representations
2 concerning cheese and providing a penalty.

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.

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

✓
Insert
1

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.

SENATE BILL 10**SECTION 1**

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

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

8 (e) Any person who violates pars. (b) [✓] ~~(c)~~ shall forfeit not less than \$100 nor
9 more than \$5,000 for each violation.

SECTION 2. Effective date.

11 (1) This act takes effect on the first day of the 6th month beginning after
12 publication.

13 (END)

Insert 1

Section #. CR; 97.177(3m) ✓

③
§ 97.177(3m) No person may label cheese with
a Wisconsin state grade or with the license number of
a cheese grader licensed under s. 97.175 ✓ if the
cheese is manufactured in another state or country.



State of Wisconsin
1999 - 2000 LEGISLATURE

LRBs0445/2

RCTjlgjf

Today

rmr

ASSEMBLY SUBSTITUTE AMENDMENT,
TO 1999 SENATE BILL 10

Regen

1 AN ACT to create 97.177 (3m) and 100.183 (4) of the statutes; relating to:
2 representations concerning cheese and providing a penalty.

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

3 SECTION 1. 97.177 (3m) of the statutes is created to read:

4 97.177 (3m) No person may label cheese with a Wisconsin state grade or with
5 the license number of a cheese grader licensed under s. 97.175 if the cheese is
6 manufactured in another state or country.

7 SECTION 2. 100.183 (4) of the statutes is created to read:

8 100.183 (4) (a) In this subsection, "manufactured" does not include dried,
9 grated, shredded, cut or packaged.

10 (b) No person may ~~represent the~~ ^{label or identify as} cheese ~~as~~ ^{as being} Wisconsin cheese ~~or is~~ from or made

11 ~~in~~ Wisconsin unless the cheese is manufactured in this state.

