



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

