

## Chapter Ag 88

### WISCONSIN CHEESE LOGOTYPE

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**Ag 88.01 Definitions.** (1) "Department" means the state of Wisconsin department of agriculture, trade and consumer protection.

(2) "Official logotype" means an identifying trademark or symbol, as prescribed in this chapter, which may be stamped, imprinted on, affixed to, or made a part of any label of cheese manufactured in this state to identify or distinguish it as being "100% Wisconsin cheese".

**History:** Cr. Register, May, 1977, No. 257, eff. 6-1-77; am. (1), Register, April, 1978, No. 268, eff. 5-1-78.

**Ag 88.02 Official logotype design and use.** (1) The official logotype shall consist of a miniature outline map of the boundaries of Wisconsin, with the words "WISCONSIN CHEESE" appearing across the upper two-thirds of the map in large bold faced type or lettering larger than any other words or figures in the logotype, and extending partially beyond the outside boundaries of the outline map. The figures "100%", in fine-line type or lettering no more than half the height of the words "WISCONSIN CHEESE", shall be centered in the intervening space between the words "WISCONSIN CHEESE" and the top of the map. In the lower half of the map there shall appear the words "made in", to be followed immediately below with the word "WISCONSIN", in bold faced type or lettering approximately one-half the size of the words "WISCONSIN CHEESE". The words "made in" shall be in bold faced, lower case type or lettering. The factory or other identification number assigned to persons authorized to use the logotype shall be centered in the intervening space between the word "WISCONSIN" and the bottom line of the map, in type or lettering approximately one-half the size of the word "WISCONSIN". All type or lettering shall be easily readable and so spaced and designed as to present a symmetrical appearance within the logotype, as illustrated in the official model set forth below:



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(2) The official logotype shall be proportionate in size to the size of any package or container label or labeling on which it is to be used.

(3) The official logotype may be affixed to and used only on cheese manufactured in this state entirely from milk produced under and meeting sanitary and quality standards equal to or greater than those established under ss. 97.24 and 97.52, Stats., or rules adopted thereunder for the production and distribution of milk, and which otherwise conforms to all applicable standards and requirements of ch. 97, Stats., relating to the manufacturing, labeling and sale of cheese.

**History:** Cr. Register, May, 1977, No. 267, eff. 6-1-77.

**Ag 88.03 Registration.** (1) No person shall use or affix the official logotype on any cheese, or its wrapper or container, without first registering with the department and obtaining a permit authorizing its use in connection with the manufacture, labeling and sale of Wisconsin cheese. Applications for registration shall include the business name and address of the manufacturer or labeler and such other information concerning use of the logotype as required by the department. Persons authorized to use the official logotype shall be issued an identification number for use in the logotype. In the case of a manufacturer, the number shall be the same as the factory number previously assigned. The number assigned shall be centered directly below the word "WISCONSIN" in the bottom portion of the map as specified under s. Ag 88.02.

(2) Permits shall be issued without the payment of any fee and be valid for a period of 2 years after date of issuance, and may be renewed for like periods upon expiration thereof and qualification of the applicant. Permits may be denied, suspended or revoked if the logotype is used contrary to requirements of this chapter or the permit holder uses or aids or abets the use of the logotype on cheese not manufactured in this state. Registrants shall at all times keep the department informed of any changes in plant operations affecting use of the logotype.

(3) (a) The official logotype may be affixed to and used only on cheese manufactured in this state meeting the grade standards of "WISCONSIN STATE BRAND" or "WISCONSIN GRADE A" for cheese for which grade standards have been adopted under Wis. Adm. Code chs. Ag 81, 82 and 83, or a 92 score or better as specified under par. (b) for all other cheese for which no grade standards have been adopted by the department. Cheese shall be graded by graders licensed under s. 93.11, Stats.

(b) Cheese for which no separate grade standards have been adopted by the department shall be scored on basis of a 100 point scale in accordance with weighted values as specified herein for each of the separate factors to be considered in determining the quality of the cheese. Points shall be deducted according to the degree to which defects are found in the quality factors affecting the cheese. Cheese shall be scored on basis of the following weighted point value factors:

Flavor	40 points
Body & Texture	35 points
Color	10 points
Makeup & Appearance	10 points
Salt	5 points

(c) Testing techniques and standards used in grading cheese for which standards have been adopted by the department shall be used in scoring cheese for which no grade standards have been adopted.

(d) Cheese on which the logotype is to be used shall be manufactured in this state entirely from milk produced under and meeting sanitary and quality standards equal to or greater than those established under ss. 97.24 and 97.52, Stats., or rules adopted thereunder for the production and distribution of milk, and which conforms to all applicable standards and requirements of ch. 97, Stats., relating to the manufacturing, labeling and sale of cheese.

**History:** Cr. Register, May, 1977, No. 257, eff. 6-1-77; am. (3), Register April, 1978, No. 268, eff. 5-1-78; am. (3) (a) and (d), Register, November, 1979, No. 287, eff. 12-1-79.

**Ag 88.04 Official logotype use.** (1) **FACTORY MARKINGS.** (a) Rind cheese shall be plainly marked at the factory with the official logotype stamped or imprinted on the surface of the rind, or a label attached thereto, and also on the outer surface of the box or carton containing the cheese, or any label attached to such box or carton.

(b) Rindless cheese shall be plainly marked at the factory with the official logotype stamped or imprinted on the inner wrap or sleeve, and also on the outer surface of the box or carton containing the cheese, or any label affixed or attached to such box or carton.

(2) **PACKAGED CHEESE.** Cheese cut, packaged or wrapped and offered for sale at wholesale or retail shall be plainly marked with the official logotype stamped or imprinted on the wrapper of the cheese or a label affixed or attached thereto.

**History:** Cr. Register, May, 1977, No. 257, eff. 6-1-77.

**Ag 88.05 Records.** All persons registered and authorized to use the official logotype shall keep records of all cheese on which the official logotype is used, to include the source, quantity and type of cheese on which it is used, the place where such cheese is cut, packaged and labeled, and points to which cheese bearing the logotype is shipped for ultimate sale or distribution. Permit holders furnishing logotype labels to out-of-state buyers shall keep records of the quantity of labels included with each bulk shipment. Records shall be kept for a period of one year and be made available for department inspection.

**History:** Cr. Register, May, 1977, No. 257, eff. 6-1-77.