

**CHAPTER 323, Laws of 1975**

AN ACT to create 93.07 (17) (d) and 100.057 of the statutes, relating to directing the department of agriculture to design an official logotype for cheese produced in this state.

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

SECTION 1. 93.07 (17) (d) of the statutes is created to read:

93.07 (17) (d) To encourage the consumption of Wisconsin cheese by designing an official logotype to serve as a recognizable identification mark appropriate for affixation to and display in connection with cheese produced in this state as provided in s. 100.057.

SECTION 2. 100.057 of the statutes is created to read:

**100.057 Wisconsin cheese logotype.** The department shall design an official logotype appropriate for affixation to and display in connection with cheese manufactured in this state entirely from milk which is produced under standards which are equal to or greater than standards established under s. 97.24 and rules adopted thereunder or under minimum sanitary and quality standards prescribed under s. 97.52 and rules adopted thereunder. The design shall consist of an outline of the boundaries of the state and the words "100% Wisconsin Cheese" and such other specifications as the department deems appropriate. Nothing in this section shall prohibit the use of other appropriate labels or logotypes.

---