

1987 Assembly Bill 797

Date of enactment: **April 22, 1988**
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1987 Wisconsin Act 375

AN ACT to create 97.57 of the statutes, relating to specifying the content of labels for certain rice labeled as wild rice.

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

SECTION 1. 97.57 of the statutes is created to read:

97.57 Planted or cultivated rice. (1) In this section:

(a) "Paddy-grown rice" means rice which is mechanically planted, mechanically harvested or cultivated with the use of chemical fertilizers or herbicides.

(b) "Wild rice" means rice which is not mechanically harvested and which is cultivated without the use of any chemical fertilizer or herbicide.

(2) Any wholesaler or supplier who sells or offers for sale any paddy-grown rice which is not blended

with any other rice may not label that paddy-grown rice "wild rice" unless he or she includes on the label, immediately before, after or above the largest words "wild rice", the word "paddy-grown" in legible, bold-face print or type which is in distinct contrast to all other printed or graphic material on the label and in a type or print size which is not less than one-half the size of the largest type or print used in the words "wild rice" with which the word "paddy-grown" appears.

(3) No wholesaler or supplier may sell or offer for sale any rice labeled "100% natural wild rice" unless that rice is wild rice which is not blended with any other rice.
