

State of Misconsin 2013 - 2014 LEGISLATURE



SRM:eev&sac:rs

## **2013 SENATE JOINT RESOLUTION 88**

March 13, 2014 – Introduced by Senator Petrowski, cosponsored by Representative Petryk. Referred to Committee on Senate Organization.

1	<b>Relating to:</b> 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

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1	Whereas, product names commonly used in Wisconsin that already face bans
2	on their usage in certain world markets include Asiago, feta, fontina, Gorgonzola,
3	Grana, Gruyère, Muenster, Neufchâtel, and Parmesan; and
4	Whereas, other product names that are also at risk of being banned include
5	Brie, Camembert, Cheddar, Edam, Emmental, Gouda, mozzarella, pecorino, and
6	provolone; and
7	Whereas, as a result, serious concerns exist that the abuse of geographic
8	indication applications targeting commonly used cheese names threatens the
9	continued expansion of Wisconsin cheese exports and threatens the expansion of new
10	markets for the entire \$59 billion Wisconsin agriculture industry; now, therefore, be
11	it
12	<b>Resolved by the senate, the assembly concurring, That</b> the legislature
13	urges U.S. trade negotiators to combat inappropriate restrictions on the use of
14	common food names, where those barriers to trade and commerce take the form of
15	geographic indications or other similarly unjustified regulatory impediments.
16	(END)