



2025 SENATE BILL 294

May 30, 2025 - Introduced by Senators SMITH, HABUSH SINYKIN, CARPENTER, DRAKE, HESSELBEIN, LARSON, RATCLIFF, ROYS, SPREITZER, WALL, WIRCH and DASSLER-ALFHEIM, cosponsored by Representatives SNODGRASS, BEHNKE, DESANTO, MIRESE, ANDERSON, ARNEY, BARE, BILLINGS, CLANCY, CRUZ, DESMIDT, DOYLE, FITZGERALD, JOERS, JOHNSON, MADISON, MAYADEV, MOORE OMOKUNDE, PALMERI, PHELPS, RIVERA-WAGNER, ROE, SHEEHAN, SINICKI, STUBBS, SUBECK, TENORIO, VINING, ANDRACA, J. JACOBSON and UDELL. Referred to Committee on Natural Resources, Veteran and Military Affairs.

1 **AN ACT** *to create* 94.51 of the statutes; **relating to:** labeling plants as
2 beneficial to pollinators.

Analysis by the Legislative Reference Bureau

This bill prohibits a person that provides plants or that sells plants at retail from labeling or advertising the plant as being beneficial to pollinators if the plant has been treated with an insecticide that contains warnings about pollinator hazards on its label.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

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

3 **SECTION 1.** 94.51 of the statutes is created to read:

4 **94.51 Pollinator labeling.** (1) In this section:

5 (a) "Plant" means an annual plant, bedding plant, or other plant and includes
6 plant material and nursery stock, as defined under s. 94.10 (1) (f).

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1 (b) "Pollinator" means an insect that pollinates flowers.

2 (c) "Systemic insecticide" means an insecticide that is absorbed by a plant and
3 moves through the plant's vascular system.

4 (2) No person that sells a plant at retail or provides a plant to an end user may
5 label or advertise the plant as being beneficial to pollinators if the plant has been
6 treated with a systemic insecticide that has a pollinator protection box on its label
7 or that has a pollinator, bee, or honeybee precautionary statement in the
8 environmental hazards section of its label.

9 **SECTION 2. Effective date.**

10 (1) This act takes effect on the first day of the 7th month beginning after
11 publication.

12 (END)