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STATE REPRESENTATIVE • 96th ASSEMBLY DISTRICT

Assembly Bills 515, 516 & 518

Relating to: labeling a dairy products, meat & milk and granting rule making authority

Assembly Committee on Agriculture

November 6, 2019

Good Morning, Chairman Tauchen, and committee members. I want to thank you for your willingness to hear Assembly Bills 515, 516 & 518. These three bills affectively protect the labeling of genuine dairy products, meat & milk.

It is incredibly important that we protect consumers so that they know what they are getting from the food that they purchase. Allowing for the clear and defined packaging of dairy products, meat and milk will help to protect the identity of these whole foods.

Dairy products, meat & milk are the high quality, high protein, high nutrition safe foods that Wisconsin is known for across the globe. Assembly Bills 515, 516 & 518 help to protect these foods, and the farmers who work to provide them to people like us during tough times in the agricultural industry.

Wisconsin is not the first state to have labeling legislation introduced. For example, Assembly Bill 518 - the meat labeling bill, similar legislation is actually law in 11 states including North and South Dakota. Generally, these bills have been passed with broad bipartisan support. Iowa, Illinois, Indiana and at least 12 other states have also introduced similar legislation.

With the increasing presence of 100% plant based options at grocery stores and restaurants it is important that we take the steps to have clear labeling so we can help Wisconsin's agricultural industry and so that consumers are fully aware of the nature of the products they are purchasing.

The entire truth in food labeling package is supported by agriculture industry associations. If Wisconsin passes these bills we will protect meat, milk & dairy products. The dairy product labeling law will be the first law in the country to protect real dairy products.

It is important that we protect both Wisconsin's vital agriculture industry and consumers by passing the truth in labeling package. Thank you again for hearing Assembly Bills 515, 516 & 518.



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