

Assembly Bill 165

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CHAPTER 100, LAWS OF 1967

AN ACT to amend 97.46 (1) of the statutes, relating to the use of the words "butter," "cream," "creamery" or "dairy" in connection with butter substitutes.

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

97.46 (1) of the statutes is amended to read:

97.46 (1) No person shall use in any way in connection or association with the sale or exposure for sale or advertisement of any substance designed to be used as a substitute for butter, the word "butter;". *Terms such as "cream," "creamery;" or "dairy," either alone or in combination with other words, except as required by s. 97.45, or the name or representation of any breed of dairy cattle, or any combination of such words and representation, or any other words or symbols or combinations thereof commonly used in the sale of butter shall not be used unless at least 40% of the substitute is butterfat. If the term "butter" is used in connection with the name of any such product, it shall be qualified so as to distinguish it from butter as defined in s. 97.02 (8).*

Approved July 28, 1967.