



## 2015 ASSEMBLY BILL 567

December 4, 2015 - Introduced by Representatives MASON, KOLSTE, GOYKE, ZAMARRIPA, SPREITZER, C. TAYLOR, BERCEAU, JORGENSEN, OHNSTAD, WACHS, JOHNSON, SINICKI, SUBECK and POPE, cosponsored by Senators CARPENTER, L. TAYLOR, C. LARSON and VINEHOUT. Referred to Committee on State Affairs and Government Operations.

1     **AN ACT to create** 100.059 and 100.18 (1u) of the statutes; **relating to:** using the  
2           Made in Wisconsin logotype and granting rule-making authority.

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### *Analysis by the Legislative Reference Bureau*

This bill requires the Department of Agriculture, Trade and Consumer Protection (DATCP) to design an official “Made in Wisconsin” logotype for use with products, other than cheese, manufactured in Wisconsin using materials produced in Wisconsin. Under the bill, DATCP must promulgate rules that implement the bill’s requirements and that define what constitutes a product manufactured in Wisconsin using materials produced in Wisconsin to qualify for use of the “Made in Wisconsin” logotype. The bill makes it an unfair trade practice for any person to affix to or display in connection with a product the words “Made in Wisconsin” except as provided in the rules promulgated by DATCP under the bill.

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

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

3           **SECTION 1.** 100.059 of the statutes is created to read:  
4           **100.059 Made in Wisconsin logotype.** (1) The department shall design an  
5           official logotype appropriate for affixation to and display in connection with

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1 products, other than cheese, manufactured in this state using materials produced in  
2 this state. The logotype design shall contain the words "Made in Wisconsin."

3 (2) The department shall promulgate rules to implement this section,  
4 including rules that define what constitutes a product manufactured in this state  
5 using materials produced in this state to qualify for use of the logotype designed  
6 under sub. (1).

7 **SECTION 2.** 100.18 (1u) of the statutes is created to read:

8 100.18 (1u) It is an unfair trade practice for any person to affix to or display  
9 in connection with a product the words "Made in Wisconsin" except as provided in  
10 rules promulgated by the department under s. 100.059.

11 **SECTION 3. Effective date.**

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

14 (END)