

STATE OF WISCONSIN

**Department of Agriculture,
Trade and Consumer Protection**

BIENNIAL REPORT

2005-2007





State of Wisconsin
Jim Doyle, Governor

Department of Agriculture, Trade and Consumer Protection
Rod Nilsestuen, Secretary

To: The Honorable Jim Doyle, Governor of Wisconsin

The Honorable Members of the Wisconsin State Legislature

Attached you will find the 2005-2007 Biennial Report of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). This report reviews the accomplishments and activities of the department over the past two years.

The importance of agriculture to Wisconsin underlines the importance of DATCP's mission. For more than 150 years, agriculture has driven Wisconsin's economy. This past year, agriculture generated \$51.5 billion in economic activity and provided employment for 420,000 Wisconsin citizens.

Helping to grow this vital economic sector is an essential part of the DATCP mission. The Department offers a variety of market development programs to expand economic opportunities for Wisconsin farmers and agribusinesses and to promote Wisconsin agricultural products in state, national and international markets.

Since 1929, the department has also been the state's primary consumer protection agency, working to protect the health, safety and pocketbooks of our citizens. We work aggressively and proactively to uphold the business climate for which Wisconsin is so famous – a climate in which honest competitors can thrive and prosper.

Over the past two years, the department has stepped up and managed many unanticipated challenges, from drought to flooding, as well as plant pests and animal diseases. We've been careful to address these issues swiftly and effectively - without neglecting our long-term mission of promoting and strengthening Wisconsin's agricultural sector:

- Wisconsin cheese production set a new record in 2006, producing nearly 2.5 billion pounds of cheese, accounting for 26 percent of the national cheese market.
- Our dairy entrepreneurs have made \$500 million in private investment to expand and modernize their operations and milk production is up.
- Cranberries, our number one fruit crop, lead the nation.
- Agricultural exports grew 26 percent compared to two years ago and if trends continue will grow another 26 percent by year's end.

Of course, the importance of farming and rural Wisconsin goes beyond economics. We at DATCP take great pride knowing that our efforts help preserve a way of life that is the backbone of our Wisconsin culture and values.

Sincerely,

A handwritten signature in black ink that reads "Rod Nilsestuen".

Rod Nilsestuen

Secretary

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AGENCY OVERVIEW – INTRODUCTION

DEPARTMENT MISSION

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has an important mission. The department works for all the people of Wisconsin to ensure:

- The safety and quality of food.
- Consumer protection.
- Fair business practices for the buyer and the seller.
- Efficient use of agricultural resources in a quality environment.
- Healthy animals and plants.
- The vitality of Wisconsin agriculture and commerce.

Food Safety and Labeling

DATCP licenses over 40,000 food establishments and enforces Wisconsin's food safety, packaging, and labeling laws. DATCP responds to food emergencies and outbreaks of food-borne disease, enforces compliance with food sanitation requirements, inspects the slaughter and processing of meat, supervises food and commodity grading, and regulates potential food adulterants. DATCP also regulates food advertising and labeling, including health and nutrition labeling.

Consumer Protection and Unfair Business Practices

DATCP is Wisconsin's primary consumer protection agency, handling over 200,000 complaints and inquiries annually. As the state equivalent of the Federal Trade Commission, DATCP has broad authority to regulate unfair and deceptive business practices that both protect consumers and preserve healthy competition between businesses. DATCP has adopted major rules related to direct marketing, telecommunications, landlord-tenant practices, motor vehicle repair, home improvement, fair packaging and labeling, deceptive advertising, multi-level marketing, work recruitment schemes, mobile home parks, and other matters. The agency also administers Wisconsin's "No-Call" law and houses the award winning Wisconsin Office of Privacy Protection. This Office provides education regarding identity theft, investigates complaints of identity theft, and assists persons whose identity theft has been stolen to reclaim their identity and erase the harmful effects that identity theft has had on their lives and financial well-being.

Weights and Measures

DATCP has primary authority to ensure that the weighing and measuring devices used in commerce are accurate. To this end, Weights and Measures conducts more than 195,000 inspections annually. Devices inspected include scales, gas pumps and checkout scanners. As a result of these inspections, DATCP saves households an estimated \$600 per year.

Consumer Product Safety

As the state equivalent of the federal Consumer Product Safety Commission, DATCP regulates hazardous consumer products and household substances. Additionally, DATCP is commissioned

by the federal Consumer Product Safety Commission to conduct investigations on its behalf. DATCP is also responsible for the environmental regulation of consumer products.

Financial Security

DATCP regulates dairy plants, grain warehouses, food processing plants, public storage warehouses, and other businesses to protect farmers and consumers against catastrophic financial defaults. DATCP administers an industry-financed agricultural producer security fund with a current balance of just over \$8 million, and holds about \$100 million in security filed by agricultural contractors, public storage warehouses, and other regulated businesses.

Pesticides and Groundwater

DATCP regulates the sale and use of pesticides and other agricultural chemicals. DATCP licenses pesticide manufacturers, distributors, and applicators, and enforces laws against the unsafe use of pesticides. The federal Environmental Protection Agency approves pesticide products and use directions. But DATCP restricts the use of some pesticides, such as atrazine, to protect groundwater and the environment. DATCP also directs cleanup efforts at major pesticide spill sites and administers a fund to reimburse eligible cleanup costs.

Land and Water Resources

DATCP administers the state farmland preservation program, the state soil and water conservation program, the conservation reserve enhancement program, and major programs related to nonpoint source pollution, drainage districts, and agricultural shore land zoning. These programs play a key role in state land use and resource conservation.

Animal Disease Control and Welfare

DATCP works closely with USDA to detect and control serious animal diseases, such as tuberculosis, CWD, brucellosis, Johne's disease, and avian influenza, that threaten animal and human health. DATCP regulates animal imports and sets testing requirements to assure animals are disease free prior to movement. DATCP may issue quarantines and develop herd disease control programs to reduce and eradicate diseases in animals. DATCP also works with local officials to ensure humane treatment of animals.

Plant Pest Epidemics

DATCP works to control major plant pests, such as the gypsy moth, that threaten Wisconsin's crops, forests, and plant communities.

Agricultural Development

DATCP works to develop, grow, and diversify Wisconsin agriculture by promoting value-added products and processes and by providing economic development support to farmers and agricultural businesses. DATCP provides technical assistance to key sectors such as dairy, livestock, aquaculture, and grazing and organic agriculture and administers grant programs to promote agricultural development and diversification.

Agricultural Marketing

DATCP creates agricultural marketing orders and oversees farmer-elected marketing boards, such as the Wisconsin Milk Marketing Board, that annually collect and spend over \$25 million in

farmer assessments for market promotion and research. DATCP grades agricultural commodities, such as grain and vegetables. DATCP assists Wisconsin agricultural businesses to identify, expand and access national and international markets and supports development and marketing of locally grown and processed products.

DEPARTMENT AUTHORITY

DATCP is primarily a regulatory agency, although it also provides many non-regulatory services. DATCP is the state-level equivalent of six federal agencies:

- Federal Food and Drug Administration (food safety and labeling).
- Federal Trade Commission (unfair and deceptive business practices).
- Consumer Product Safety Commission (consumer product safety).
- Department of Agriculture (meat inspection, animal and plant health, agricultural marketing, and land and water resources).
- Environmental Protection Agency (pesticides and groundwater).
- Department of Commerce (weights and measures, trade, and commerce).

In one way or another, DATCP's jurisdiction extends to nearly every business in the state. The department has broad authority to make rules that have the force of law. DATCP also licenses approximately 100,000 individuals and businesses.

DATCP's first aim is to listen well, communicate effectively, and help producers, consumers and businesses solve problems. But DATCP also has substantial enforcement authority should that be necessary. The department may conduct hearings and investigations, perform inspections, issue subpoenas, collect and analyze samples, issue compliance orders, and suspend or revoke licenses. In cooperation with a local district attorney or the Department of Justice, DATCP may also prosecute law violations in court.

Department Services

DATCP provides many services to the people of Wisconsin, including consumer and business information, complaint handling, laboratory testing, agricultural development and marketing services, farm assistance, and more.

Persons needing assistance may call the department's toll-free hotlines. DATCP provides "grass roots" services throughout the state with regional offices in Milwaukee, Green Bay, Eau Claire, and Madison, with commodity inspection offices in Stevens Point and Cambria, and at the ports of Superior, Milwaukee, and Prairie du Chien. Department field staff is posted throughout the state.

Laws Administered by the Department

The department administers laws that the Legislature has enacted and assigned to DATCP. Most of these laws are found in chapters 88 to 100, 127, 134, 136, and 707 of the Wisconsin Statutes. Under authority granted by the Legislature, DATCP has adopted rules to implement these laws. DATCP rules are published under chapters ATCP 1 to ATCP 161 of the Wisconsin administrative code.

Organization

The DATCP Board, a nine-member board of private citizens, establishes department policy at monthly meetings and approves all rules. Board members are appointed by the Governor and confirmed by the Senate for six-year terms.

The Secretary of the department is appointed by the Governor and confirmed by the Senate. The Secretary administers the department and appoints DATCP's division administrators. DATCP is divided into six divisions:

- Food Safety
- Trade and Consumer Protection
- Agricultural Resource Management
- Animal Health
- Agricultural Development
- Management Services

Department Staff

DATCP has a diverse and highly qualified professional staff that includes statisticians, chemists, economists, inspectors, investigators, consumer specialists, engineers, business and marketing professionals, science professionals, public health sanitarians, veterinarians, accountants, auditors, attorneys, hydrogeologists, agronomists, entomologists, and information technology professionals. Staff efficiency has enabled DATCP to handle growing responsibilities with fewer people. Today, DATCP has a total staff of about 608 compared to nearly 800 in 1980. About one-third of the staff is located outside of Madison.

Department Budget

DATCP's 2005-07 budget was \$152.8 million. Nearly 24 percent of this total, or \$37 million, was earmarked for aids to local governments, organizations, and individuals. Another 4 percent was dedicated for debt service. Funding is derived from a variety of sources, including: general purpose revenues (34%), program revenue and segregated license and user fees (55%) and federal grants (11%).

Attached Boards and Councils

Several statutory boards and councils are attached to DATCP. DATCP also appoints citizen advisory committees to advise the department on major policy issues. These include standing advisory committees as well as temporary advisory committees related to specific issues.

MAJOR DEPARTMENT ACTIVITIES DURING 2005-2007

2007 Farm Bill

The Farm Bill is federal legislation that authorizes a myriad of programs guiding our agriculture, rural development, soil and water conservation, and domestic food and foreign aid programs. The current 2002 Farm Bill, which expired on September 30, 2007, was extended through November 16, 2007 to give Congress more time to write new legislation. DATCP has worked the past two years to promote its priorities supporting dairy and other commodity producers, as well as conservation and renewable energy programs.

MILC Program

Wisconsin's number one Farm Bill priority is the reauthorization of the Milk Income Loss Contract (MILC) program, an income safety net for dairy producers during times of low milk prices. DATCP worked with Wisconsin's congressional delegation and the Midwest Dairy Coalition to extend the MILC program (which expired on September 30, 2005) through the life of the 2002 Farm Bill (September 30, 2007). That extension gave the program a budget baseline going into the 2007 Farm Bill, putting MILC in a stronger position to continue.

MILC is triggered when the price of milk used for drinking in Boston falls below \$16.94 per hundred pounds, or cwt. Producers in all regions of the country receive 34 percent of the difference between \$16.94 and the lower market price, regardless of how their milk was used. Payments, targeted to benefit small to medium dairy farms, are capped at 2.4 million pounds annually (approximately a 135-cow herd). The result is that states with more small producers get more money.

Wisconsin does better under MILC than any other Farm Bill program; state dairy producers have received about 20 percent of total national MILC payments – nearly \$430 million out of \$2 billion nationwide, by far the most of any state.

Interstate Meat Shipment

Federal law currently only allows a limited amount of meat that has not been processed in a federally inspected plant to move across state lines. Most state-inspected meat may only move within state boundaries, even if food safety standards at the state plant are at least equal to a federally inspected facility. The agency has vigorously promoted a Farm Bill provision permitting interstate sales of meat inspected under state programs that are "equal to" federal standards. Wisconsin has 289 state-inspected meat and poultry establishments. These establishments produced over 170 million pounds of meat and poultry products during the past year, some of the highest quality processed products in the country. We can grow the markets for these products by allowing our award-winning meat processors to expand their sales across state borders.

Renewable Energy Development

Wisconsin has abundant biomass resources, including crops and waste from paper mills, cheese plants, and livestock facilities. The state is uniquely positioned to lead in advancing these renewable energy resources in a world transitioning away from a petroleum-based economy to a bio-based economy. DATCP has been at the forefront of Governor Doyle's efforts to grow Wisconsin's renewable energy resources:

- DATCP staffed the Governor’s Consortium on Biobased Industry, which built on the work of his Energy Task Force. Leaders from the farm and forestry industries; environmental organizations; manufacturing, electricity, and energy companies; academics; and state agencies prepared a roadmap on how best to support the development of biobased products and energy in Wisconsin.
- The agency is participating in the Governor’s global warming task force.
- DATCP is a founding member of the North Central Bio-Economy Consortium (NCBEC), a 12-state collaborative effort of the directors of the Departments of Agriculture, Cooperative Extension Services and University Agricultural Experiment Station. The partners’ goal is to establish the “BioBelt” through the alternative fuel alliance, which will unite the Midwest’s agriculture infrastructure and spur biofuel production.
- Ethanol production has grown from zero to more than 270 million gallons annual capacity in just five years and will double by year’s end.

Preserving Our Working Lands

But realizing the future potential of our agriculture industry means preserving the land base it depends on. That’s why Secretary Nilsen appointed the Working Lands Steering Committee, a broad-based group of stakeholders who recommended a series of policies to protect and sustain agriculture and forestry working lands. Some of the recommendations will result in legislation.

Future of Farming and Rural Life

Of course, there is more to farming and rural Wisconsin than economics. This is a way of life that is the backbone of state our culture and values. The Future of Farming and Rural Life in Wisconsin is a Wisconsin Idea public policy program of the Wisconsin Academy of Sciences, Arts and Letters. This initiative brought agricultural leaders from many walks of life together in spring 2007 – during planting time – to discuss how we can pass the baton to the next generation of farm families and preserve this way of life. This project is important because agriculture is our heritage... as well as our future.

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Investigating Record Energy Prices

In the days and weeks after Hurricanes Katrina and Rita battered the Gulf Coast in the summer of 2005, millions of Americans rallied around the survivors, volunteering to help rebuild homes,

sending food and funds, caring for the sick and helping people get back on their feet. At the same time, oil companies pocketed billions of dollars in gas and energy revenues. Since 2003, gas and natural gas prices have more than doubled. In the face of these unprecedented energy costs, Governor Doyle subpoenaed the major oil companies, ordering them to explain their record profits at a DATCP hearing in December 2005. Wisconsin became the first state in the nation to hold a hearing of this nature. DATCP and other agencies prepared a report summarizing investigative findings, and urging federal action to address price gouging and monopoly practices.

Weights and Measures

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The Value-Added Dairy Initiative

The Value Added Dairy Initiative (VADI), led by the DATCP Division of Agricultural Development in partnership with the UW-Madison Center for Dairy Profitability, the Wisconsin Milk Marketing Board, the Department of Commerce and the private non-profit Dairy Business Innovation Center, was started in 2004 with a \$2.0 million United States Department of Agriculture (USDA) grant. Additional funding totaling \$4.955 million (\$2.48 million in 2005 and \$2.475 in 2006) was secured with assistance from Senator Herb Kohl and Representative Dave Obey. The VADI federal funding provides grants and technical assistance to add value to Wisconsin's dairy industry by enhancing specialty cheese and specialty dairy development, assisting with producer modernization and stimulating value chain efficiencies.

Through the 2005-07 biennium VADI accomplishments include:

- Modernization assistance was provided to almost 900 farmers, including 224 who received more than \$1.17 million in grants to implement modernization projects.
- Over 10,000 dairy farmers participated in one-on-one meetings, workshops and conferences where they have received information on modernization issues.

- 72 large and small processors and dairy development projects received more than \$1.85 million in grants or loans, plus one-on-one technical assistance.
- The non-profit Dairy Business Innovation Center helped more than 150 specialty dairy clients by providing access to specialized technical assistance.

Governor's Trade Missions

In November 2005 DATCP coordinated and participated in the Governor's trade mission to Wisconsin's German sister-state, Hessen, and to the Czech Republic and Poland. As new members of the European Union with growing economies, both the Czech Republic and Poland present opportunities for expanded agricultural exports. During the mission, Wisconsin companies held over 45 one-on-one business appointments with potential distributors, clients and strategic partner candidates. Of Wisconsin's top 50 export destinations, Poland and the Czech Republic ranked fifth and fifteenth, respectively, in terms of percentage increase from the previous year.

Conservation Reserve Enhancement Program (CREP)

DATCP implements the \$240 million state-federal CREP program. Farmers may enter into 15-year agreements or perpetual conservation easements. DATCP and counties are implementing this program with no additional staff. The program is implemented in cooperation with USDA's Farm Service Agency. To date, about 3,000 landowners have enrolled about 38,500 acres of the 100,000 acre allotment at a state cost of about \$10.8 million. The state funds will leverage additional federal payments of over \$75 million to landowners over the next 15 years.

Livestock Siting

DATCP has significant progress in connection with the Livestock Facility Siting Law. DATCP has made the following commitments to ensure that new state siting standards are fair and properly administered: deliver education and training to farmers and local governments, conduct a systematic review of local administration of the law and the state standards, pursue research to better understand odor and air emissions, and consider rule changes when needed. The Livestock Facility Siting Review Board has been organized and is now functional. This Board reviews appeals of local siting decisions. Forty-three local jurisdictions have now adopted siting ordinances. DATCP estimates that 10 farms received siting permits under this new program during the last half of the 2005-2007 biennium.

Food and Agriculture Security

Protecting the safety and security of Wisconsin's agriculture is critical to its economy. For example, if Wisconsin's producers were unable to ship milk or dairy products, the state would lose \$55 million a day in lost economic activity. Wisconsin's food and agriculture sector is one of the state's top critical infrastructures recognized in the state's Homeland Security strategy.

Food and agriculture security issues have focused on compliance with National Incident Management System (staff are trained through the Incident Command System 400 level: Incident Commander), preparedness activities through exercises on foreign animal disease outbreaks, food tampering, and plant infestations, and updating the State Homeland Security Strategy for agriculture. In addition, DATCP has focused on protecting the food system in Wisconsin through identifying Wisconsin's food distribution system and developing a food emergency response

plan. DATCP continues to work with other state agencies through groups such as the Interagency Workgroup, the Wisconsin Avian Influenza Coordination Team, and the Homeland Security Council to keep Wisconsin's food and agriculture systems secure in the future. Lastly, DATCP has established a number of networks that will result in improved coordination and response capabilities, including the Food Emergency Response Network, the Wisconsin Agriculture Resource Network, and the Wisconsin Animal Health Emergency Management System.

Livestock Premises Registration

2003 Wisconsin Act 229 directed DATCP to develop a system for people, producers, and processors to register their premises if they either keep or commingle livestock in the State. This is USDA's first step towards its National Animal Identification System to contain and reduce animal disease. DATCP has registered over 58,000 premises to date. The premises identification data has been utilized to expedite the response to a pseudorabies outbreak in Clark County in April and May of 2007. The system was also used to provide information to poultry producers during a Cormorant Newcastle Disease outbreak in 2006 and to fish farmers about a new disease in fish, Viral Hemorrhagic Septicemia. DATCP officials have developed extensive mapping capabilities utilizing the premises data and GIS technologies that will continue to assist Animal Health Officials in a disease outbreak.

Lead the Nation in Organic Food Production

Governor Doyle established a goal of leading the nation in organic food production and appointed an Organic Task Force to recommend a strategy to meet this goal. In response to this Task Force's recommendations, in 2006 DATCP created the Organic Advisory Council. This Council, made up of leaders in the field of organic agriculture, is working to identify ways that DATCP and other governmental and university partners can encourage and support the growth and development of this sector. Organic farming in Wisconsin has grown by more than 90 percent in the last five years, from 422 organic farms to 807. The number of organic processors and distributors has grown 31 percent in the past year, from 140 to 184. Wisconsin ranks first nationally in organic dairy and livestock and second for the number of organic farms.

Advance Wisconsin Agriculture Stewardship Initiative

Begun four years ago, the Wisconsin Agricultural Stewardship Initiative (WASI) enlists many partners in pursuit of one goal: developing the best possible environmental practices for farmers to employ across the state. This \$34 million effort involves farmers, researchers, and representatives of producer groups and government agencies. The initiative is statewide, with a network of discovery farms testing new methods developed at UW-Platteville's Pioneer Farm and other UW campuses. DATCP is working to strengthen and establish WASI as the leading source for the latest information on the best methods of letting our farm economy prosper while protecting our environment.

Promote Livestock Industry Development

DATCP created The Grow Wisconsin Livestock Initiative, a panel of industry experts, to identify ways to grow and diversify the livestock sector in Wisconsin. The Department is working to facilitate the implementation of the panel's recommendations, including support for expansion of the Dairy Expansion Tax Credit to include livestock farming enterprises, support of

interstate meat shipment regulatory reform, support for a Wisconsin Livestock and Meat information Center, and other innovative programs and policies.

Encourage Consumers and Businesses to Buy Wisconsin

In 2006 DATCP launched an expanded Buy Local/Buy Wisconsin initiative. In partnership with other governmental, university and private organizations, DATCP is working to promote development of local food-tourism opportunities, identify ways to strengthen local and regional food systems, and facilitate exchange of information between producers, consumers and processors.

An important component of the Buy Local/Buy Wisconsin campaign is SavorWisconsin.com, DATCP's online virtual marketplace which promotes Wisconsin products worldwide. Since its inception in 2004 this comprehensive online directory for Wisconsin food and agricultural products has grown to almost 2,000 registered businesses including farmers markets, restaurants, stores featuring Wisconsin products, and Something Special from Wisconsin members.

OFFICE OF THE SECRETARY

The Office of the Secretary includes the Secretary, Deputy Secretary, Executive Assistant and staff. Staff offices include:

- The DATCP Administrative law Judge.
- The Office of Legal Counsel.
- The Office of Policy and Strategic Communications.
- The Wisconsin Agricultural Statistics Service.

The DATCP Secretary administers the department, subject to the policy direction and supervision of the DATCP Board. All of the department's administrative powers are vested by law in the Secretary. The Secretary is appointed by the Governor and confirmed by the Senate, and serves at the pleasure of the Governor. The Secretary has ultimate responsibility for:

- Managing DATCP staff, programs, and operations.
- Appointing the Deputy Secretary, the Executive Assistant, and the division administrators.
- Representing DATCP in its relations with other persons and entities, including the Legislature and the Governor.
- Submitting rules, draft legislation, budget initiatives, and other major policy items to the DATCP Board.
- Preparing and submitting biennial budget requests, with the approval of the DATCP Board.
- Adopting, amending, and repealing rules, with the approval of the DATCP Board.
- Issuing formal orders on behalf of the department.
- Issuing final decisions in administrative "contested cases" based on recommendations by the department's administrative law judge.

The Deputy Secretary exercises all powers and authority of the Secretary when the Secretary is absent and performs other duties prescribed by the Secretary. The Executive Assistant performs executive duties prescribed by the Secretary.

ADMINISTRATIVE LAW JUDGE

DATCP's administrative law judge presides over all administrative contested cases (e.g., license suspension hearings) brought before the department. The administrative law judge answers directly to the Secretary, and presides on behalf of the Secretary. The administrative law judge handled 113 new contested cases during the 2005-07 biennium.

OFFICE OF LEGAL COUNSEL

The Office of Legal Counsel coordinates the department's wide-ranging legal operations, and provides in-house legal services to the department, the Secretary, and the DATCP Board. The Office of Legal Counsel:

- Guides development of DATCP regulatory and enforcement policies and coordinates DATCP rulemaking activities.

- Provides investigative and enforcement support for DATCP programs.
- Provides legal advice and interpretations related to DATCP programs, including regulatory and enforcement activities, and represents line divisions in administrative litigation.
- Drafts administrative rules and prepares draft legislation related to DATCP programs.
- Assists district attorneys and the Department of Justice in court actions affecting DATCP, and represents DATCP in court as necessary. DATCP was involved in 169 new court cases during 2005-07.
- Represents DATCP in administrative litigation before other administrative agencies (before DATCP administrative law judge). DATCP was involved in 113 new administrative cases during 2005-07.
- Coordinates case-tracking and case management.
- Provides legal advice and assistance to the DATCP Board, the Wisconsin Land and Water Conservation Board, and other attached boards and councils.

During the 2005-07 biennium, DATCP worked on important legislation and rules related to the following subjects, among others:

- Price Gouging During Emergency
- Credit Report Security Freezes
- Emerald Ash Borer and Other Pests
- Firewood Dealer Voluntary Certification
- Livestock Facility Siting
- Nutrient Management and Manure Runoff
- Pet Food and Animal Feed Contamination
- Working Lands
- Animal By-Products
- Protect and secure food supply
- Pesticides and agricultural chemicals
- Animal disease emergency response
- Farm conservation practices
- Nonpoint source pollution
- Consumer protection
- Agriculture producer security
- Control invasive species
- Meat inspection program
- Sales below cost (unfair competition)

- Food Processing Plants
- Align Johne's disease program rules with the national program

THE OFFICE OF POLICY AND STRATEGIC COMMUNICATIONS

The Office of Policy and Strategic Communications assists the department, the Secretary, and the DATCP Board in developing the department's policy agenda and managing department programs. Among other things, the office:

- Facilitates multidisciplinary teams to address complex policy and program issues.
- Conducts public information and public relations activities.
- Develops and implements food and agriculture security issues.
- Coordinates state and federal legislative relations.
- Prepares budget and policy analyses on major issues related to DATCP programs.
- Reviews, analyzes, and assists the implementation of DATCP programs.
- Analyzes organizational and management issues related to DATCP programs.

WISCONSIN AGRICULTURAL STATISTICS SERVICE

The state-federal statistics service develops statistics on agricultural production and provides statistical analyses related to a broad range of agricultural and non-agricultural issues. Among other things, the statistics service:

- Develops statistical estimates of Wisconsin agricultural production, inventories, and prices.
- Publishes state and federal agricultural statistics.
- Coordinates statistical services with the US Department of Agriculture.
- Conducts special statistical surveys and analyses, and provides statistical consultation services related to agricultural, trade, and consumer protection issues to the department, the University of Wisconsin, UW-Extension and others.

DIVISION OF FOOD SAFETY

The Division of Food Safety is responsible for the safety and wholesomeness of the state's food supply, from production through processing, packaging, distribution, and retail sale. The division also protects consumers from fraud and misbranding of food products.

Food and meat inspectors regularly inspect food production and processing facilities and sample food and meat products. The division licenses and inspects more than 14,200 dairy farms, 390 dairy plants, 3,500 bulk milk tankers, and more than 6,600 other food processing businesses, including food warehouses, grocery stores, and other food businesses. In addition, the division licenses and inspects 292 meat establishments and 54 custom meat processors and registers 254 meat and poultry wholesalers and 30 mobile slaughterers.

The Next Generation of Performance Based Dairy Farm Inspection

The division continues to pursue research and data to use to support reduction or elimination of routine farm inspection requirements for dairy farms that continuously exceed the milk quality requirements contained in the Grade A Pasteurized Milk Ordinance (PMO, the state-federal model ordinance that governs the interstate sale of grade A milk). The division is currently working with the Wisconsin dairy industry, dairy processing plants, and the University of Wisconsin to develop a second generation performance-based food safety system, which would use increased sampling and testing to monitor key milk safety parameters in lieu of on-site inspection on high-performing grade A dairy farms. The project is in its second year of data collection, with research results expected by January 2008. The division hopes research results support a pilot proposal for consideration at the 2009 meeting of the National Conference of Interstate Milk Shippers (NCIMS).

The division works diligently to dedicate inspection time to the highest risk food safety problems. Despite their low food safety risk, one-third to one-half of the Division of Food Safety inspector positions are assigned to conduct Grade A farm inspections to meet PMO requirements. An enhanced, second generation performance-based system could allow the division to allocate inspection resources to higher-risk food safety concerns.

Realigning Wisconsin's Dairy Code with the Pasteurized Milk Ordinance

In March 2004, the US Food and Drug Administration (FDA) issued an evaluation of the Division of Food Safety dairy inspection program. The report recommended that Wisconsin update several statutory and administrative rules related to dairy inspection program practices and procedures to bring the rules into compliance with the Interstate Pasteurized Milk Ordinance (PMO).

The division recently completed its rule revision process and submitted a final draft rule to the Wisconsin Legislature for review. The primary rulemaking revisions involve dairy farms (ATCP 60) and dairy plants (ATCP 80). The rule changes also apply to buttermakers and cheesemakers (ATCP 69), milk testing laboratories (ATCP 77), and milk haulers (ATCP 82), among others. In addition to making Wisconsin's administrative rules conform to the PMO, the proposed rule includes information about new dairy industry technology and practices and also clarifies certain provisions so they will be easier to read and understand. The new administrative rules will go into effect in spring 2008.

Collaborative Food Safety Licensing and Inspection

Protecting consumers from food borne illness and ensuring the public food supply is safe requires effective coordination and regulation at all levels of government. To protect consumers, the Division of Food Safety licenses and inspects retail food stores including grocery stores, delicatessens, bakeries, confectionaries, and ice cream shops. The Division of Public Health in the Department of Health and Family Services (DHFS) inspects and licenses restaurants. The Division of Food Safety and DHFS worked successfully to eliminate duplication in the inspection and licensing of grocery stores and restaurants. These businesses now receive one inspection, one license fee, and one license issued by one agency. The two agencies also now have uniform rules for all retail establishments, based on the federal model food code and the agencies coordinate licensing and inspection, as well as evaluation of retail agent programs, to avoid duplication.

The division also collaborates with local governments to protect food safety. Under state statute, certain counties and municipalities may choose to license and inspect retail food establishments. These “local agents” must comply with DATCP rules and Wisconsin Administrative Codes. Since 2004, the number of cities and counties that license and inspect retail food stores as agents for DATCP increased from 24 to 37, including a three-county consortium recently created by Sauk, Juneau, and Adams counties. The division establishes and manages contracts with local agents, provides training and consultation to assure that local agents have the necessary knowledge and skills to perform their jobs, and conducts audits to assure that the programs are meeting performance standards.

USDA Audit of Wisconsin’s Meat Inspection Program and Program Staffing

Every three years, the US Department of Agriculture (USDA) conducts an in-depth audit of state meat inspection programs to assure that states maintain programs that “equal to” federal requirements. The USDA provided approximately \$3.7 million in funding for the program in FFY 2007. The USDA completed a financial audit of the program in December 2006 and conducted a program audit in May 2007. The audit did not find any food safety concerns.

Historically, the Wisconsin Meat Safety and Inspection program has provided inspection whenever animals are slaughtered for commercial sale. Likewise, historically the program has inspected meat processing operations on a risk basis. Although Wisconsin’s meat inspection program met most federal requirements, the USDA expressed concern that the program is not funded sufficiently to meet federal staffing requirements for inspection at meat processing plants. Based on the USDA’s current interpretation, each meat processing operation must be visited daily. The division is working to fill the gap between the meat safety and inspection program’s risk-based approach and USDA’s recently revised expectation.

Licensing Fees

The division recently began a process to seek to increase its food and dairy licensing fees to eliminate a deficit in the program funding. The division is also leading an effort to examine the structure of licensing fees for retail food stores. Currently, license fees for retail food stores are based on total food sales and on the level of food safety risk created by the type of food and food handling practices in a retail establishment. However, because it is difficult to verify whether a business is accurately reporting food sales, some food retailers believe that many businesses may not be reporting their food sales accurately and are not paying the appropriate license fee. In

response to this concern, the Secretary recently established a committee consisting of members of the Board of Agriculture, Trade, and Consumer Protection and food retailers to identify alternatives to the current fee structure. The committee is currently evaluating the feasibility and impact of basing the fee, in part, on the total square footage of a store instead of total food sales. Under this option, the division would continue to also vary the fee depending on the type of food safety risk in a retail food establishment.

FDA-State Program Standards for Manufactured or Processed Food

In June 2000, the United States Department of Health and Human Services' Office of Inspector General (OIG) released a study that found variation from state to state in the oversight of food safety. The OIG recommended that the Food and Drug Administration (FDA) identify approaches to promote equivalency among federal and state food safety standards, inspection programs, and enforcement practices. In response, FDA and state food safety officials established a set of ten program standards for state agencies that regulate the manufactured food industry. The draft standards, which took six years to develop, identify critical activities that are believed to be essential to an effective regulatory program. The standards will be voluntary, but they will provide a uniform basis for measuring and improving the performance of programs that regulate manufactured food processors. They will also be used as a basis for future FDA audits of state food safety programs. Wisconsin is one of only four states that will be participating in a pilot program to establish and implement the standards. In 2007-08, the division will develop a baseline assessment to evaluate the extent to which Wisconsin's program currently meets the standards. The division will then develop a plan in 2008-09 to improve the state's performance on each standard.

DIVISION OF AGRICULTURAL RESOURCE MANAGEMENT

The Division of Agricultural Resource Management (ARM) works to ensure the wise and harmonious use of Wisconsin's land, water, and plant resources, through a variety of programs dealing with:

- Pesticides and water quality.
- Wisconsin Clean Sweep.
- Agrichemical spills and cleanup.
- Soil and water resource management.
- Farmland preservation.
- Drainage districts.
- Plant protection, pest surveys and control and export certification.
- Animal feed, fertilizer, and related products.
- Agricultural impact assessments.

Programs are regulatory but also designed to emphasize voluntary participation through training, information and education, and technical and financial assistance. Certification and compliance activities play an important role to ensure that all regulated parties comply with the standards.

Agrichemical and Household Chemical Waste Collection

2005 was the first full, operational year of the combined agricultural and household chemicals waste collections. The department administers the Wisconsin Clean Sweep under ch. ATCP 34, Wisconsin Administrative Code. In 2005 and 2006, Wisconsin Clean Sweep awarded a total of 52 household hazardous waste (HHW) and 35 agricultural grants to Wisconsin municipalities at a cost of \$389,952 for agricultural grants and \$1,051,379 for household grants. The biggest change in the combined program is that HHW collections now outpace agricultural chemical collections three to one. The program continues to be a popular means of disposing unwanted or unusable agricultural and household chemicals.

Agrichemical Spill Clean-Up

The Agricultural Chemical Cleanup Program (ACCP) provided oversight at 274 agrichemical clean-up sites in 2005 and 268 sites in 2006. The program also responded to 85 spill sites involving fertilizer or pesticide contamination in this same two year period. Sites included farmsteads, farm centers, agricultural cooperatives, greenhouses, and other pesticide handling locations. DATCP paid out \$3,886,179 on 154 reimbursement claims for clean-up costs during 2005 and 2006. In September 2006, DATCP appointed a task force to provide the department recommendations on how to handle orchard land that may be contaminated as a result of historic use of lead arsenate pesticides. This task force is expected to conclude its work in January 2008.

Animal Feed

The commercial animal feed (feed) program issued 1,286 commercial animal feed manufacturer licenses in 2005 and 1,270 in 2006. The feed program conducted inspections and investigations to address issues related to Bovine Spongiform Encephalopathy (BSE), Chronic Wasting Disease

(CWD), and misuse of animal feed medications, reducing the potential impact on human health and livestock. In 2007, the feed program was extensively involved in providing information about and conducting inspections related to the nationwide pet food recall. The feed program also coordinates toxic response investigations, which are cases that involve illness or death from primarily food producing animals from unknown causes. The program responded to six cases in both 2005 and 2006.

Assessment of Drinking Water Wells

The Environmental Quality Section completed its work on the multi-year atrazine re-use study to determine if atrazine use could be resumed in areas of the state without water quality impacts. The study determined that atrazine should not be reused in areas where it is currently prohibited. The section continued to collect samples from field surveillance wells to determine the effect of pesticide use. The section did not recommend any new prohibition areas during the biennium, leaving the total number of prohibition areas at 103 and encompassing 1.2 million acres. During 2007 the section completed the statewide pesticide use survey and conducted the statewide groundwater survey.

Nutrient Management Program

The Water Quality Section completed rule-making efforts to adopt a phosphorus-based nutrient management standard for all farm operations in the state. The development of the standard involved numerous meetings with stakeholders including farmers, farm organizations, and environmental groups as well as local, state, and federal agencies involved in resource management. The rule (ATCP 50) incorporates a new US Department of Agriculture Natural Resources Conservation Service (NRCS) nutrient management standard (590). The rule went into effect on June 1, 2006.

As part of rule development, the UW-Madison Soils Department developed nutrient management planning software to facilitate preparation of plans for farmers. The Soils Department also developed a model (P-Index) which predicts phosphorus runoff to lakes and streams based on a farmer's management decisions and specific field conditions. The ability of farmers to manage nutrients and runoff will make them as profitable as possible while protecting water resources. These tools are now being used by thousands of farmers as they work to comply with the standard.

Pesticide Programs

The pesticide programs are responsible for administering Wisconsin's pesticide laws, contained in ch. ATCP 29, Wisconsin Administrative Code. In this biennium, over 28,000 pesticide applicators currently are certified by the department (certifications last for 5 years). The pesticide program also annually issues over 9,700 licenses. In addition to certification and licensing activities, the pesticide program administers the landscape registry, worker protection, endangered species and school integrated pest management programs, approves special registration pesticides, and registers over 10,000 pesticide products.

Fertilizer and Related Products Program

During the 2005-2007 biennium, the fertilizer program implemented the revised ch. ATCP 40, Wisconsin Administrative Code, which codifies program policies and procedures related to review and issuance of fertilizer and soil or plant additives (SPA) permits and addresses

environmental issues by establishing heavy metals standards for products. The fertilizer program annually issues over 575 manufacturer licenses and over 210 permits. In addition, the program annually issues over 70 SPA licenses, between 50 and 75 SPA permits, and about 90 lime licenses.

County Soil and Water Grants

The Soil and Water Resource Management (SWRM) program allocated \$17.6 million during the biennium to pay for county conservation staff, support costs, and projects by cooperators. In addition, DATCP allocated \$8.3 million to counties for cost-sharing.

Farmland Preservation

During the biennium, DATCP reviewed and the Land and Water Conservation Board (LWCB) certified 6 exclusive agricultural zoning ordinances and 8 county agricultural preservation plan amendment. DATCP also processed about 230 applications for farmland preservation agreements, 800 land transfers, and about 2,000 relinquishments. Statewide, farmland preservation agreements now total about 6,000.

Agricultural Impact Statements

DATCP prepared Agricultural Impact Statements for 28 proposed public projects during the biennium. Approximately 9,421 acres of farmland were affected by those projects. Although DATCP has no regulatory authority, staff has successfully encouraged several pipeline companies to follow construction practices that reduce the impacts to farmland and farm productivity as a result of pipeline construction. These construction practices have been implemented on five pipeline construction projects over the past four years.

Drainage Districts

The department has identified approximately 200 existing, legally-established drainage districts in 26 counties. Most (agricultural) drainage districts were established decades ago and, in some cases, had been neglected to a point where the facilities were in a serious state of disrepair. DATCP continues to work closely with the Department of Natural Resources and acting in a capacity as a liaison between DNR and the County Drainage Boards on ditch clean out projects.

Land and Water Resources Management

The department has essentially completed its work with the counties to make revisions on their Land and Water Resource Management (LWRM) plans. Revised LWRM plans must be approved by DATCP based on recommendations from LWCB. Plans cannot be approved unless they meet rule requirements. During the biennium, LWCB provided recommendations to improve the quality of plans. Sixty-five counties have approved plan revisions that outline strategies to implement the runoff control standards adopted in 2002.

Local Livestock Regulation

Administrative rules (ATCP 51) to implement the livestock facility siting law (2003 Act 235). Under the new rule, local governments retain the authority to approve or deny siting and expansion requests, but they follow state standards and requirements when making their decisions. The new rule balances local control, community oversight, environmental protection, and the need for a predictable siting process. The benefits of the law include:

- A predictable process, which is critical for long-term business investments.
- The ability for local governments to plan and determine the landscape of their communities.
- Protection of air and water quality.
- A competitive agricultural economy.

Pest Management

DATCP plays an important role helping agricultural producers, nursery growers, and the wood products industry protect the health of plant resources. DATCP worked in cooperation with the US Department of Agriculture's Animal and Plant Health Inspection Service and Forest Service through inspection and certification of various plants and dealers/growers and through information and educational outreach activities.

During 2005, 312 nurseries were inspected of the 762 licensed nursery growers. Wisconsin had 1,072 licensed nursery dealers in 2005, of which the department inspected 447. Christmas tree growers are also required to be licensed in Wisconsin. In 2005, 479 Christmas tree licenses were issued, and over 660 Christmas tree fields were inspected. Gypsy moth egg masses were found in or around 34 Christmas tree fields in 2005.

During the 2006 season, DATCP inspected approximately 322 nursery growers of the 799 nursery grower licenses issued. Nursery inspections in the state are carried out by six inspectors who look for regulated and non-regulated pests during the inspections at licensed nursery grower and nursery dealers within the state. Part of the nursery inspection process is to certify plant material for shipments to other states and countries. The department issued approximately 327 Plant Health Certificates for nursery stock and Christmas trees in 2006.

Seed production field inspections in 2007 totaled 750 acres, including roughly 588 acres of corn (74 fields), 157 acres of soybeans (10 fields), and 5 acres of cucumber seed production (7 fields), to support phytosanitary certification. For the third successive year, all inspected corn fields were sampled for *Pantoea stewartii* (the causal agent of Stewarts Wilt). *Pantoea stewartii* was detected in 1 of 74 corn fields sampled. Soybean cyst nematode was detected in four soybean fields in Rock County.

Wisconsin Pest Bulletin

The Wisconsin Pest Bulletin provides current information on seasonal pest trends, pest management topics, and new pest detection updates to more than 2,000 farmers, crop consultants, seed producers, and researchers on a weekly basis during the growing season. The 2007 publication season began on April 13 and continued to August 31, with 21 regular weekly issues and a final summary issue scheduled for November 2. This season, the Wisconsin Pest Bulletin completed its 52nd year of service to Wisconsin Agriculture with an attractive and functional new website which allows readers easier access to pertinent and timely information.

Apiary Program

Apiary Program statistics showed an increase in imported colonies from 38,218 in 2004 to 40,271 in 2005, and an increase of imported queens and packages from 20,642 in 2004 to 23,342 in 2005. Wisconsin received honeybees from 42 beekeepers residing in 10 different states and

Wisconsin certified 11,450 colonies for export in 2005. The statewide fall survey of Wisconsin apiaries showed a record high percentage of varroa mite infested bee hives, 94 percent in 2005.

In 2006 there was a dramatic decrease in imported colonies from 40,271 in 2005 to 23,536 in 2006 and an increase of imported queens and packages from 20,642 in 2005 to 22,250 in 2006. The statewide survey of Wisconsin apiaries shows a decrease in varroa mite infested bee hives. There were 999 hives inspected in 2006.

In 2007, a new apiary issue termed Colony Collapse Disorder (CCD) became a nationwide concern. When we started our 2007 spring survey, there were no tests available to check for CCD, only the signs and symptoms that were attributed to CCD. Therefore DATCP included a CCD questionnaire as part of our survey. During the spring survey we did find some hives in Wisconsin that had symptoms matching those of CCD, but there were no definitive diagnostic tools available. However, for the 2007 fall survey, limited diagnostic tools have become available. Wisconsin is participating in a nationwide CCD survey. We have taken nine samples from various hives around the state, some showing symptoms of CCD and some that appear healthy. The samples were sent in to the Pennsylvania Department of Agriculture for analysis and we are awaiting the results.

Pest Detection

In addition to general pest survey observations for pest and pathogen monitoring, pest survey specialists coordinated and carried out numerous targeted surveys for endemic and exotic agricultural pests. These targeted statewide surveys were conducted to detect the following pests: soybean rust (negative in 2005-2007), soybean mosaic virus, alfalfa mosaic virus, cucumber mosaic virus, soybean dwarf virus, bean pod mottle virus, tobacco streak virus, soybean aphid, bean leaf beetle, European corn borer, and corn rootworm beetle. Staff also conducted surveys for exotic bark beetles and wood-boring beetles, Swede midge (an insect pest of crucifers, recently detected in New York), and pheromone trapping for black cutworm, western bean cutworm, corn earworm, and cabbage looper for a total of 2,496 observations.

Emerging Pest Issues

Emerald Ash Borer (EAB) is a wood boring insect that kills ash trees. To date, it has killed more than 20 million ash trees in Michigan, Ohio, Indiana, and Illinois. It has recently been detected in Michigan's Upper Peninsula and in 2006 was detected just 30 miles south of Wisconsin's border in Illinois. DATCP has worked very closely with the Department of Natural Resources (DNR) and other state and federal partners in preparing for the arrival of EAB. EAB has the potential to have a significant impact on Wisconsin's forest and urban trees. DATCP secured increased federal funding in 2006 and again in 2007 to allow us to significantly expand our EAB survey/detection and outreach/education efforts. In 2006 primary activities included the identification and marking of ash trees for future survey and detection activities and the girdling and felling of ash trees for detection efforts in 2007 and 2008. The primary focus was in the southeast part of the state due to the close proximity of the EAB detections in IL. At completion, crews had girdled 989 trees and felled and peeled in excess of 900 trees. It is anticipated that approximately 1,500 trees will be surveyed beginning in the fall of 2007. EAB has not been detected in Wisconsin.

Many outreach and education efforts have been conducted over the last several years to inform the public about EAB, how to minimize the risk of introduction and movement and to enlist their help in identifying it when it does arrive. Staff continues to respond to calls from the media and citizens concerning EAB. Web contacts have increased significantly since the initiation of a statewide radio campaign to inform the public about EAB. The EAB hotline has received well over 1000 calls as of July 2007.

Surveys to detect the European woodwasp (*Sirex noctilio*) were conducted in both 2006 and 2007. As part of the 2006 effort, 63 Lindgren funnel traps baited with a pine-scented lure were placed at sites in ten eastern Wisconsin counties, including the Ports of Milwaukee and Green Bay. In 2007 the survey was expanded to include 112 traps in 19 easternmost and northernmost Wisconsin counties. *Sirex* woodwasp is an exotic pine killing species known to occur in portions of New York, Pennsylvania, Michigan, Vermont and Ontario Province, Canada. *Sirex noctilio* has not yet been detected in Wisconsin pine forests.

The DATCP network of 34 apple growers used pheromone traps to monitor the presence of light brown apple moth (LBAM), fruit tree tortrix (FTT), apple tortrix (AT), and cherry bark tortrix (CBT) in Wisconsin orchards. Trapping efforts for CBT have been carried out since 1983. Detection surveys for FTT and AT began in 2004. Trapping for LBAM was conducted for the first time in Wisconsin as part of a nationwide effort following the detection of this pest in several California counties in March of 2007. If left unchecked, these apple pests have the potential to cause significant economic losses due to increased production costs and the possible loss of international and domestic export markets. Survey results for all four species were negative.

In 2005 and 2006 DATCP updated our Plant Inspection and Pest Control rule to allow for the quarantine and regulation of emerging invasive pest threats to Wisconsin including, the Emerald Ash Borer, Asian Longhorn Beetle, *Phytophthora ramorum* and Hemlock Woolly Adelgid. The rule became effective in October 2006.

DATCP has an emergency rule in place and is currently developing a permanent rule to allow for the voluntary certification of firewood dealers. Firewood is a significant pathway for the movement of many forest pests and diseases including, Gypsy Moth, Emerald Ash Borer, Oak Wilt and others. This is a companion rule to a DNR rule NR 45.04, which restricts the movement of firewood onto state managed lands. The draft permanent rule is going to public hearing in October 2007 and is anticipated to go into effect in early 2008.

Gypsy Moth Program

In 2005, approximately 34,122 traps were set statewide. Total moth catch was 316,222. The majority of moths caught were in the quarantine counties with several "hot spots" located in Clark and Jackson counties, and in northern Bayfield County. A total of 195,507 acres were treated in 19 counties to control gypsy moth. In 2005, 41 counties were under quarantine for gypsy moth.

In 2006, program staff set approximately 31,813 traps statewide. The total male moth catch was 121,355, down significantly from the previous year. The majority of moths caught continue to be in the quarantine counties. A total of 156,751 acres were treated to control gypsy moth in Wisconsin. In 2006, no new counties were added to the quarantine list for gypsy moths.

In 2007, program staff set 30,270 traps statewide. The preliminary moth catch for the year is 232,215 moths. The highest moth totals continue to be in the quarantine counties, especially in the central counties. Just over 107,000 acres were treated for gypsy moths in 2007. Egg mass surveys will be conducted again in the fall of 2007.

DIVISION OF TRADE AND CONSUMER PROTECTION

The Department of Agriculture, Trade and Consumer Protection is Wisconsin's primary consumer protection agency. The Division of Trade and Consumer Protection is responsible for ensuring fair business practices for the buyer and seller. The division is organized into two bureaus: Consumer Protection and Trade Practices.

BUREAU OF CONSUMER PROTECTION

In 2005, the Bureau of Consumer Protection recovered more than \$5.4 million for consumers. In 2006, the bureau increased this amount to \$15 million and handled nearly 200,000 complaints and inquiries.

Consumers can access DATCP through an Internet site, <http://datcp.state.wi.us/cp>, or call toll-free, day or night, for information and assistance: (800) 422-7128. More than 92 percent of surveyed callers reported that they would use the bureau services again. Consumers placed the value of the contact with DATCP at average savings of \$1,270.

No-Call List

During the 2005-07 biennium, DATCP administered Wisconsin's "No-Call" list for telemarketers that:

- Allows consumers who do not wish to receive telephone solicitations to place their residential telephone number.
- Requires businesses who solicit by telephone into Wisconsin to register with DATCP.
- Provides registered telephone solicitors with a copy of the list.
- Prohibits solicitors from calling numbers on the No-Call list.

DATCP's rules took effect December 1, 2002, and more than 1.1 million telephone numbers are on the list. By rule, telephone numbers are removed from the list after two years, so in 2006 most of the numbers had to be renewed or faced elimination from the list. This process is necessary because as many as 20 percent of all residential telephone numbers change hands annually and the No-Call list must be kept current. Consumers may register by telephone at (866) 966-2255 or www.nocall.wisconsin.gov.

Reaching Hispanic Consumers

Following the study of limited English proficiency populations, the bureau began a project to improve its ability to serve the largest group, the Spanish speaking population, this effort continues. The bureau held, in cooperation with el Centro Empresarial and UW Milwaukee School of Continuing Education, the second of four "Reaching Latino Consumers" conferences. The conferences are designed to establish relationships with groups that already communicate regularly with Spanish speaking consumers and give them information about consumer rights that they may share with their constituents.

Cooperative Efforts

The department, along with the departments of Revenue and Financial Institutions, publicized the dangers of refund anticipation loans.

Department staff serves on the Department of Financial Institutions Financial Literacy Committee, which produces and disseminates information on financial literacy; with a primary focus on Money Smart Week.

Department staff from the Office of Privacy Protection, along with the department of Financial Institutions and the Association American Retired Persons, educated citizens on identity theft through “Lunch and Learns” held throughout Wisconsin.

Department staff also is part of a work group discussing the problems of mortgage fraud and mortgage foreclosure fraud. Other members include the Department of Financial Institutions, the Department of Justice, the Department of Regulation and Licensing, and the Wisconsin Housing and Economic Development Authority (WHEDA).

Rules Protect Millions

DATCP rules protect millions of Wisconsin consumers every day and help ensure the clean business climate for which Wisconsin is famous. Current rules address, among other things:

- Credit Report Security Freezes (new rule in 2007).
- Telecommunications.
- Deceptive advertising.
- Landlord-tenant practices.
- Home improvement.
- Motor vehicle repair.
- Home solicitation.
- Weights and measures.

Information

Information changes business practices and helps consumers protect themselves. DATCP's proactive information program generated widespread TV and press coverage on the following topics, among others:

- International scams utilizing fake checks and gift cards.
- Division staff warned consumers about storm chasers and itinerant workers following spring storms and summer flooding.
- Misleading claims for gas saving devices; including a pill for car fuel tanks that will maximize mileage.
- Cooperative efforts with local fire departments to publicize the fire dangers of potting soil containing peat moss being left out in dry, hot conditions.

The Bureau of Consumer Protection has also started reaching out to consumers using e-mail alerts. Distributions lists have been created to reach out to municipalities and townships to share information about itinerants working in specific areas, as well as a distribution list for sharing information with senior centers about frauds and scams targeting the elderly population.

Investigative Authority

To investigate law violations under the jurisdiction, the department may:

- Issue subpoenas.
- Inspect business premises.
- Collect and analyze samples.
- Conduct financial audits.
- Issue holding orders.

LICENSING AND ADMINISTRATIVE ORDERS

The department licenses over 100,000 individuals and businesses and can suspend or revoke licenses for law violations. The department can also issue administrative orders prohibiting unfair and deceptive practices.

Product Recalls

In addition to the rules that ensure Wisconsin's clean business climate, DATCP enforces product safety laws that ban hazardous consumer products in Wisconsin to keep its citizens safe. DATCP with cooperation from the US Consumer Product Safety Commission issued consumer product safety recalls that potentially saved Wisconsin lives in addition to allowing consumers to return the unsafe product for refunds totaling more than \$5.3 million.

Court Enforcement

DATCP works with district attorneys and the Wisconsin Department of Justice to prosecute violations in court. District attorneys prosecute about 65 percent of DATCP's cases, including all criminal cases. Among the cases completed:

- Telephone Protection Agency – The state investigation was part of a Federal Trade Commission case that settled for \$672,000. The case involved deceptive representations, as the company told consumers it could place them on the FCC's Do Not Call list, even though such a list did not exist at the time.
- Public Awareness Incorporated – Eight people were arrested and charged in February 2006 under the Wisconsin Organized Crime Act. This was the result of an investigation into fraudulent charitable fundraising operations conducted out of several boiler rooms located within the state.
- Product Safety: Among the cases completed were:
 - JCPenney Co – Recall of children's outerwear with hazardous drawstrings, sold at numerous stores nationwide – CF of \$350,002.71 plus more than \$1.5 million in recall costs by Jordache Ltd and Next Marketing Inc.
 - Gordmans – Two different recalls of children's outerwear with hazardous drawstrings, both sold nationwide – 2 CFs totaling \$80,368 plus more than \$1.1 million in recall costs by Trend Set Garments and Seena International.

BUREAU OF TRADE PRACTICES

Producer Security

The Producer Security Section is responsible for overseeing the Agricultural Producer Security Law. This law provides added assurance that grain, dairy, and vegetable farmers will be paid for their products. This law was dramatically overhauled in 2002.

Prior to 2002, the program was based on contractors posting individual security. Grain dealers, grain warehouse keepers, dairy plant operators, and vegetable contractors had to either meet minimum financial requirements or post a bond or letter of credit to help ensure producers would be reimbursed in the event of a default.

Today, the system is based on shared risk. Most contractors are required to pay assessments into the new Agricultural Producer Security Trust Fund (Fund). The assessments are based on the contractor's total liability to producers and their financial ratios. In the event a contributing contractor defaults on payments to farmers, the fund is available to repay some of the default.

Before this new system was in place, DATCP held about \$146 million dollars in individual security. To date, DATCP has released about \$112 million. At the end of the 2005-2007 biennium, the Fund balance was approximately \$8 million. Under current law, DATCP may pay up to 60 percent of the Fund balance in any one default. This means that the Fund could cover a default of approximately \$5 million, which is more than twice the largest default in Wisconsin history.

Trade Practices

The Trade Practices Section continued its program of enforcing the Unfair Sales Act, the Dairy Trade Practices Law, and several other general trade practice laws and regulations.

The Unfair Sales Act prohibits wholesalers and retailers from selling products at a price that is less than their "cost" of that product. In the case of motor vehicle fuel, tobacco products, and alcoholic beverages, the definition of "cost" includes a minimum markup to cover a portion of the "cost of doing business."

The Dairy Trade Practices Law prohibits wholesalers of selected dairy products from:

- Deviating from written price lists.
- Discriminating in price or service between like customers.
- Supplying refrigerators, freezers, and other retail display equipment for less than the cost of the equipment.

The section performed numerous enforcement actions ranging from warning letters to special orders and forfeitures.

Fruit and Vegetable Inspection Services

Through a cooperative agreement, the United States Department of Agriculture's (USDA) Agricultural Marketing Service has delegated the department to inspect and grade the quality of fruits and vegetables, primarily potatoes, cranberries, apples, cherries, onions, and cabbage. Wisconsin produces 3.1 billion pounds of potatoes annually, ranking third in the nation. The department grades and certifies approximately 65 percent of the total production according to

USDA quality standards. The value of the product inspected is approximately \$100 million to Wisconsin's farmers. This service facilitates interstate shipment under the USDA Perishable Agricultural Commodities Act, gives producers quality control, provides uniform standards of product identity, and protects against product misbranding.

Grain and Commodity Inspection Services

Under a cooperative agreement, the USDA Federal Grain Inspection Service has delegated the department to grade, inspect, and certify the quality and condition of bulk grain and processed grain commodities sold in international markets. The primary grain commodities inspected are barley, corn, flax, oats, rye, soybeans, sunflowers, canola, and wheat.

These programs operate on a fee-for-service basis. DATCP closed its grain inspection office in the Port of Milwaukee and no longer provides domestic inspection of grain. Drastically decreased demand for this service made it impossible to continue operations in Milwaukee. Ship traffic through the Port of Superior remains stable, and demand for export inspection service remains strong.

DIVISION OF AGRICULTURAL DEVELOPMENT

The Division of Agricultural Development (DAD) is dedicated to growing Wisconsin agriculture. Production agriculture, food processing, and related businesses contribute \$51 billion each year to the state economy, and the division's role is to help develop, expand, diversify, and support those businesses.

To fulfill its mission as the agricultural development arm of the department, the division is organized into three bureaus: the Agricultural Business and Sector Development Bureau, the Farm and Rural Services Bureau (including the Wisconsin Farm Center), and the Agricultural Market Development Bureau.

AGRICULTURAL BUSINESS DEVELOPMENT BUREAU

The Agricultural Business and Sector Development programs develop capacity, partnerships and projects to stimulate business creation and growth within agriculture.

Agricultural Development and Diversification Grants

Agricultural Development and Diversification (ADD) program staff assist producers, commodity groups, cooperatives, agribusinesses, and producer alliances to develop their businesses and markets. ADD grants are awarded on a competitive basis to promote new value-added products and technologies, market development and research, feasibility studies, and efficient use of farmland and agricultural resources.

During the 2005-07 biennium, the division awarded 34 ADD grants totaling \$849,670 to new development projects across the state. Examples include:

- \$45,000 for development of enzymes to facilitate commercial bioethanol production from soy meal.
- \$17,000 for expand Wisconsin's goat industry through new product development.
- \$43,000 for the application of genomics to improve dairy cow fertility.
- \$14,000 to improving the competitive advantage of Wisconsin cheese makers through the development of in-line monitoring of moisture.
- \$23,500 for evaluation of lake herring propagation on a commercial-scale for the aquaculture industries of Northern Wisconsin.
- \$48,000 for advanced solids separation technology (SST) for manure management.

From the beginning of the ADD program in 1989 through state fiscal year 2007, \$6.1 million has been granted through 314 proposals. These new projects have generated over \$105 million in economic returns (annual sales increases, annual cost reduction or other economic returns) through the grant-funded projects. Economic activity that has resulted from the success of grant projects includes:

- Over 600 new jobs.
- Over \$37 million in new capital investment.
- Over 450 new products developed.

Aquaculture

Agricultural Business and Sector Development program staff assists the expanding aquaculture sector in Wisconsin by supporting the Wisconsin Aquaculture Industry Advisory Council (WAIAC) in organizing its quarterly meetings and annual conference. WAIAC provides a forum for the industry, agencies, and the university system to identify ways to move aquaculture forward in Wisconsin. In collaboration with the Division of Animal Health aquaculture staff, division economic development consultants are exploring ways to increase the business and market development support the program provides.

In 2006 a partnership between DATCP's veterinary and economic development staff, UW Stevens Point and UWEX was formed to oversee the development and implementation of programming through the new Northern Aquaculture Demonstration Facility. The facility is developing applied research and demonstration projects that serve the needs of fish farmers and tribal hatcheries.

BioIndustry Initiatives

In 2005-07 the division collaborated with agency, university and private sector partners to launch the Governor's Consortium on Biobased Industry. Division staff:

- Partnered in the design and management of an analysis of Wisconsin's advantages in bioindustry development.
- Oversaw the administration of the \$1 million BioIndustry Opportunity Grant Program. Initiated as a one year pilot in 2006-07 the grant program awarded 12 grants to projects to advance bioenergy and bioproducts.
- Coordinated, in collaboration with DOA, the Alternative Fuels program. Designed to increase the number of E85 pumps in Wisconsin, the program saw that number double, from 23 to 46, during the second year of the biennium.

Partnering for Innovation

DAD business development staff collaborates broadly with university, extension, and government programs to expand the reach and effectiveness of state resources.

- Agriculture Innovation Center (AIC) – Division staff partnered with UWEX in the development of Extension's Agricultural Innovation Center. The AIC trains business counselors who in turn provide business services to agricultural entrepreneurs.
- Badger AgVest – In 2005-07, the division continued its collaboration and support for Badger AgVest, an alliance of agricultural producers who bring cutting edge agricultural projects seeking capital together with interested investors. During the biennium Badger AgVest facilitated the development of angel groups to invest in four agriculture-based businesses.

Livestock Sector Initiative

Responding to industry needs, in 2006 the division expanded its capacity to provide technical support to Wisconsin livestock producers and processors by creating a livestock sector specialist. This position will help facilitate the industry's growth by supporting the development of sustainable programs and markets for Wisconsin-raised meat products. To date, initiative actions included:

- Quarterly meetings of The Grow Wisconsin Livestock Initiative Panel to identify issues and needs within the livestock and meat industries.
- Support for expansion of the Dairy Expansion Tax Credit to include livestock farming enterprises.
- Support of interstate meat shipment regulatory reform.
- Support for a Wisconsin Livestock and Meat Information Center. The Web-based center will bring together information from DATCP, University of Wisconsin College of Agricultural and Life Sciences (CALS), and UW Extension.
- Development of a preconditioned feeder calf program in cooperation with UW Extension.

Value Added Dairy Initiative (VADI)

In 2004 Wisconsin received its first Value Added Dairy Initiative grant from USDA. The initiative, supported by Senator Herb Kohl and Congressman Dave Obey, focuses on enhancing the competitiveness of the state's dairy industry. Continued federal funding of VADI through 2005-07 reflects the importance of the dairy industry and the high priority placed on dairy development by the Governor, Wisconsin's congressional delegation and DATCP. During the biennium DATCP received \$4.98 million in federal funding to provide grants to dairy producers and processors and technical assistance to specialty dairy/cheese entrepreneurs and other dairy businesses. Grant and technical assistance is coordinated through:

- Grow Wisconsin Dairy Team (GWDT) – The GWDT coordinates the technical assistance and resources of DATCP, Department of Commerce, UW Center for Dairy Profitability and UW Extension to help dairy farms modernize and improve profitability. DATCP administers VADI dairy modernization, local dairy development and value-added grants.
- Dairy Business Innovation Center (DBIC) – The DBIC is a private-nonprofit technical team that specializes in helping farmers, small business entrepreneurs and dairy plants add value to milk through specialty cheese and specialty dairy products. DBIC consultants collaborate with DATCP economic development staff in serving a wide range of business needs.

2004-2007 highlights of the program include:

- More than 880 dairy farmers received technical assistance for modernization and profitability improvement
- 224 grants totaling \$1,020,721 were made for modernization or organic/grazing transition projects;
- 44 grants totaling \$907,694 were made for value-added projects;
- Technical assistance was provided by the DBIC/DATCP team to 151 specialty and artisan dairy clients to meet a range of needs including product development, packaging and labeling, business and financial planning and market development.

Grazing and Organics Initiatives

In the 2005-07 biennial budget the Legislature authorized technical assistance support to two rapidly growing sectors – grazing and organic agriculture - and in 2006 a new sector specialist position was created. This position is collaborating with the newly appointed Organic Advisory

Council (created in response to the Governor's 2005 Organic Task Force recommendations) and with the Grazing Lands Conservation Initiative and grazier groups to set priorities for policy development and technical support in these two value-added sectors.

Division staff also administered the federally-funded Grazing Lands Conservation Initiative grants designed to provide education and technical assistance to graziers. During 2005-07 46 grants totaling \$1,286,816 were awarded. Additional grants were provided for topics to advance grazing research. Highlights of other organic and grazing activities include:

- Coordinating grass-based dairy projects designed to link dairy graziers with specialty cheesemakers and an ice cream company.
- Projects to involve and educate veterinarians to serve organic dairy herds.
- Coordinating projects in organic feed mill development and processing of organic vegetables.
- Working with nearly 100 grass-fed beef producers to develop protocols that could lead to the establishment of a Wisconsin based marketing cooperative.
- Surveyed all certified organic farms, handlers, and processors in the state to compile data on farm size, crop, and livestock types.

FARM AND RURAL SERVICES BUREAU

Wisconsin Farm Center

The creation of the Wisconsin Farm Center in 1986 enhanced the quality of personalized service the DATCP offers to farmers. It serves as an information, resource, and referral service, and provides assistance to beginning and exiting farmers, mediation, and financial assistance counseling, and offers direct assistance for farm families in crisis. The Center has a toll-free hotline that allows farmers to seek help in meeting a variety of needs. In 2005-07 over 5,000 calls were made to the hotline. The most common reasons for the calls were financial concerns, farming entry/exit questions, questions related to program mediations, legal concerns, and weather-related problems. Farm Center also publishes a newsletter that provides current information on Farm Center resources and upcoming events of interest to farm families.

Special Projects

The Farm Center collaborates in a broad array of projects designed to assist farmers in meeting their business needs. For example, in FY 2007 a group of partner organizations, led by Farm Center staff, were awarded a grant by the US Department of Agriculture (USDA) Risk Management Agency (RMA). The goal of the project is to initiate outreach services to socially disadvantaged farmers in Wisconsin, particularly immigrant farm operators.

Farm Mediation and Arbitration Program

As one of 32 certified agriculture mediation programs in the US, the Wisconsin Farm Center receives a USDA grant to provide conflict resolution and related services to farm families. The services provided include:

- *Mediation:* The Farm Center utilizes unpaid volunteer mediators who provide farmers with an alternative to litigation on financial, regulatory, and other issues that impact farm viability. For example, the program has helped individuals who want to maintain their family farms by

assisting them to resolve ownership transition issues. Approximately 50 volunteer mediators are trained, managed, and coordinated by DAD staff. The Farm Center undertook 97 new conflict resolution cases during the biennium.

- *Legal Information:* The program provides information on legal issues, including credit, contract, landlord-tenant, and federal and state regulations. State funds also help to pay for this portion of the program for all non-federal related issues.
- *Financial Analysis:* Farm Center staff provides information to farmers trying to improve the viability of their farm businesses. One staff person provided in-depth financial analysis services and, assisted by 45 volunteer advisors, made one-on-one consultation and advice available to more than 150 farm families.

Beginning/Transitioning Farmer Program

During 2005-07 the division redirected its efforts to focus more emphasis and resources on assistance to beginning and transitioning farmers.

- An existing position was designed to provide financial and business planning advice and assistance to beginning farmers and those transitioning out of farming.
- Division staff partnered with over 20 organizations through the Growing Wisconsin Farmers Working Group to coordinate regional and statewide workshops, attended by over 400 farmers, which address critical issues for beginning farmers.
- The division's Farm Link program coordinates a network of resources to assist farm entry, transfer, and exit in Wisconsin. In FY 2007, the Farm Link application was posted on the Web, greatly increasing the number of applications submitted by prospective beginning farmers.

Sowing the Seeds of Hope

Farm Center staff provides administrative services, advice, outreach, counseling vouchers, meeting facilitation, and AgriWellness, Inc. board representation for the Sowing Seeds of Hope program. In 2005-07, 78 vouchers for one hour of family wellness counseling (value \$50) were used by Wisconsin farm families. Sowing the Seeds of Hope also offered farm couple and farm women weekend retreats each year. The retreats offer participants assistance on relationship building, goal setting, communication skills, stress management, and resource and referral information.

Senior Farmers Market Nutrition Program

This program gives qualifying seniors vouchers that can be used to purchase produce at Wisconsin's farmers' markets. In FY 2005-07, 37 counties and more than 1,000 farmer-vendors participated in the program to serve a total of more than 19,000 seniors over the two years. Each senior participant received \$30 in checks for the Senior Farmers' Market Nutrition Program.

In an ongoing effort to utilize partnerships to provide services efficiently, DATCP arranged to transfer the Senior Farmers Market Nutrition Program to the Department of Health and Family Services. DHFS administers similar programs and the Senior Farmers Market Nutrition program is a good fit with its mission.

Rural Energy Power Systems (REPS)

The Rural Electric Power Services (REPS) program is jointly administered with the Wisconsin Public Service Commission. It offers assistance to farmers dealing with electrical and power quality concerns. Efforts focus on working with farmers and their power providers to analyze their farm's electrical system and make changes where necessary to either mitigate or prevent stray voltage.

DATCP has two REPS veterinarians who work with farmers who are concerned that their herds may be impacted by stray voltage. They diagnose and help farmers address herd-health issues, such as high somatic cell counts, low productivity, reproduction issues and mortality rates.

FY 2007 marked the first full year of the REPS program's Herd-Based Diagnostic Program, a collaborative project with the UW Veterinary School and a number of local veterinary practitioners. The Herd-Based Diagnostic Program trains local veterinarians to conduct a battery of preliminary diagnostic tests and collect various data that will assist the farm owner with concerns about somatic cell counts, clinical mastitis, cow losses, and low milk production.

During 2005-07 the program prepared and published a primer on managing electrical systems on farms in order to help farmers follow best practices in wiring, equipment selection, and maintenance and repairs.

The REPS program also works to identify ways to assist Wisconsin dairy farmers to become more profitable via the selection and use of more energy efficient equipment or through better equipment utilization. Funding is facilitated through cooperation with the Focus on Energy program, UW Extension, Wisconsin Technical College System, and the USDA energy efficiency and renewable funds (Section 9006).

The REPS program also provides staff support and technical assistance to the Rural Energy Management Council and represent the interests of agriculture on a variety of interagency and community energy groups.

AGRICULTURAL MARKET DEVELOPMENT GROUP

The Agricultural Market Development programs support Wisconsin agribusiness in developing local, national, and international markets for Wisconsin agricultural products. It includes the International Agribusiness Center, which carries out international export programming, and the Market Wisconsin program which supports buy-local initiatives and national/local market development.

International Agribusiness Center

The division serves Wisconsin's agricultural industry by helping to connect the state's agriculture and food businesses with international buyers and markets. During 2005-07 the division continued its collaboration with the Department of Commerce in forming a single Wisconsin International Trade Team. In FY 2007 these combined efforts contributed to Wisconsin producers' successes, achieving a three-year high in agriculture exports at \$1.4 billion.

- DATCP's trade team activities are carried out by the International Agribusiness Center (IABC), which identifies market development opportunities around the world. In addition, the IABC provides technical expertise and market development initiatives to aid the growth

of Wisconsin agriculture through increased exports and the development of trade-enhancing partnerships across the globe. Key IABC activities include buyers' missions, exporting education, and company consultations.

- *Buyers Missions:* During 2005-07 IABC staff utilized federal and cooperator funding to facilitate the participation of almost 200 Wisconsin companies in buyers missions and trade events. The goal of these events was to increase the export sales of Wisconsin food products, livestock, and livestock genetics.
- *The Branded Program:* This cost-share program gives participant companies the opportunity to receive up to 50 percent reimbursement for eligible international marketing expenses. Funding is provided by a federal cooperator group, and during 2005-07 more than \$1.3 million was made available through IABC.
- *Export Education:* A key role of the International AgriBusiness Center is to increase awareness among agricultural and food companies of export opportunities and possible market expansions. This awareness is created, in part, through consultations with Wisconsin companies. In FY 2007, international consultants completed 80 company consultations and assisted more than 29 companies with a first-time export sale.
- *Trade Mission Support:* IABC staff also provide organizational and in-country assistance for high level trade missions. In FY2006 IABC staff coordinated the agricultural components of a Governor-led trade mission to Germany, the Czech Republic, and Poland. During the mission, Wisconsin companies held over 45 one-on-one business appointments with potential distributors, clients and strategic partner candidates.

Market Wisconsin

During FY 2007 national/regional marketing programs were realigned to create a "Market Wisconsin" program team. The Market Wisconsin team focuses resources on development of markets and strategies to help companies, consumers, and communities identify demand and potential for Wisconsin-produced products. Components of the Market Wisconsin program include:

Buy Local, Buy Wisconsin Initiative

During the biennium the division worked with government and private sector partners to expand programming that encourages consumers and businesses to buy Wisconsin grown and produced products. From January-May 2006, more than eighty individuals representing producers, state, local, regional, federal, and private sector organizations contributed to the development of "Buy Local, Buy Wisconsin" Program proposal. The objectives of this program are to enhance marketing and business skills, and to encourage distribution and processing networks between consumers, food producers, distributors, retailers, and public institutions. The goal of this program is to shift 10 percent of Wisconsin's \$2 billion food spending to locally produced products. Two key program focuses will be statewide system of food and culture tourism trails and the development of regional food systems that support local production, processing and, consumption.

SavorWisconsin.com

SavorWisconsin.com is the state's online resource helping people locate producers, retailers, processors, and manufacturers of Wisconsin food and agricultural products.

SavorWisconsin.com was launched in January 2004. At the end of 2003-05, it had 1,102 agricultural business registered on the site – by the end of 2005-07 that had grown to almost 2,000 listings. A key area of increased focus on the site is farmers’ markets. Due to strategic partnerships with the Department of Health & Family Services and the Farm Fresh Atlas programs, SavorWisconsin.com now lists 230 Wisconsin farmers’ markets. According to the USDA AMS Farmers’ Market Web site, Wisconsin ranks third in the nation for number of markets.

Something Special from Wisconsin

For more than two decades, Wisconsin companies have partnered with the Something Special from Wisconsin (SSFw) market development program by using its logo on their product labels, brochures, promotional material, trade show banners, and signs. The program builds upon the state’s reputation for quality products and workmanship in an effort to increase sales of Wisconsin products. Membership fees fully fund program activities.

The program’s mission for the 2005-2007 biennium was to recruit new companies while placing a focus on retention of existing companies. This strategy resulted in an increase of almost 90 new members, bringing the program membership to 287 – the highest paying membership in the history of the program. Membership increases were also driven by strategies to retain existing members with program retention reaching 93 percent. Members attribute sales increases of +11.3 percent to being a member of SSfW.

Alice in Dairyland

The Alice in Dairyland program takes an active role in communicating and further educating Wisconsin residents on the importance of agriculture. During each year of the 2005-07 biennium, Alice generated more than \$1.2 million in unpaid media coverage on television, radio, and print. Alice travels the Midwest, appearing at more than 200 events each year. Alice promotes Wisconsin’s agricultural products to audiences of all ages, including the state’s fourth-graders, where she enters 100 classrooms yearly and gives presentations on health, nutrition, and the value of Wisconsin agriculture.

In 2006 Alice was invited to present information on her year as Wisconsin’s agricultural ambassador to the State Senate and Assembly and was honored by a citation recognizing her contributions to agriculture.

Alice also collaborates with agricultural organizations to focus her message on key themes. In FY 2007 Alice conducted campaign blitzes in partnership with the Wisconsin Milk Marketing Board and the Wisconsin Corn Promotion Board. In addition, General Motors provided a Chevrolet Tahoe that uses an 85-percent ethanol-gasoline blended motor fuel (E-85) to the Wisconsin Corn Promotion Board for Alice in Dairyland’s use as part of her campaign to promote ethanol and E-85-capable vehicles in the state.

County Fairs

In FY 2005-07, over 3 million people each year attended Wisconsin’s 76 county and district fairs. DATCP administers fair aids, which are based on premiums paid to junior exhibitors and \$500,000 in state aid was distributed to the fairs during the biennium. Staff also maintain the list of registered judges for fairs and distribute 25,000 fair entertainment brochures annually.

Additional Programs

Agricultural Marketing Orders

Wisconsin's agricultural marketing orders help farmers and agribusinesses maintain and expand national and international markets. During the 2005-07 biennium, Wisconsin's eight marketing boards (cherries, corn, cranberries, ginseng, milk, mint, potatoes, and soybeans) funded \$46 million in research and development, public education, and domestic and international marketing efforts annually.

Wisconsin's agricultural marketing orders help farmers and agribusinesses maintain and expand national and international markets. For a marketing order to be created, farmers must vote and approve the order. Producers of the commodity elect fellow farmers to serve on a governing board. These boards and marketing orders are monitored and regulated by DATCP. The division conducts and certifies yearly elections of all board members and reviews board budgets, audits, and contracts for compliance. Staff also enforces assessment collections and provides education and technical support to each board.

Market News

The Market News Program partners with USDA to collect and report market information for dairy products, poultry, livestock, and grain. Market News is the recognized impartial source for validated market information, including prices, supply, demand, and market trends.

In 2005-07 market news reporters covered 510 livestock auctions, providing market information on over 200,000 slaughter cattle, 116,000 calves, 26,000 feeder cattle, and nearly 8,000 dairy replacement cattle. Market News also expanded its coverage of dairy replacement cattle, hay auctions, and dried distiller grains.

Market News reports were disseminated through three Web sites, audio reports were broadcast on 28 radio stations, and Market News Weekly summaries were circulated through three agricultural journals. The Associated Press distributes the Daily and Weekly Summaries to 34 Wisconsin newspapers and 84 radio stations. The estimated media value of the network radio broadcasts and weekly agricultural journals is over \$710,000 for the biennium.

Client Assistance Program

The Client Assistance Program (CAP) is federally funded to assist individuals with disabilities resolve disputes with state services funded under the Rehabilitation Act. During 2005-07 CAP provided information and referral services to over 4,000 callers and dispute resolution services to over 400 people.

DIVISION OF ANIMAL HEALTH

The Division of Animal Health (DAH) is responsible for the prevention, diagnosis and control of diseases that cause losses to the livestock industry and threaten human health. The division also assists local governments in the enforcement of laws for the humane treatment of animals.

In 2004, Wisconsin passed the first premises registration law in the nation. The law requires that all premises that hold livestock over 24 hours to register with the department. The rule took effect on January 1, 2006. To date, over 58,000 premises have registered.

The United States Department of Agriculture (USDA) adopted the premises registration program used in Wisconsin as the national standard. The program was developed cooperatively by industry and government under the auspices of the Wisconsin Livestock Identification Consortium with funding provided by USDA. The USDA has also provided cooperative agreement funding to the department to implement the premises registration program.

In addition to this funding, the division has developed other cooperative agreements funded by USDA ranging from \$17,000 to over \$1,000,000 annually. The cooperative agreements pertain to Scrapie in sheep, Avian Influenza surveillance, Viral Hemorrhagic Septicemia, foreign animal disease detection, Johne's Disease, and Chronic Wasting Disease.

Emergency Response

The division has recruited and trained over 70 veterinarians and 90 veterinary technicians in the Incident Command System (ICS) 100 and 200 levels and foreign animal disease recognition as part of the Wisconsin Veterinary Corp (WVC). The WVC is a ready source of trained personnel to be activated in the event of a major animal disease outbreak or natural disaster.

Additional funding through the Office of Justice Assistance permitted the division to purchase supplies, animal disease response equipment, supply trailers for on-site use in disease response work, and tow vehicles. GPS units and digital cameras were also purchased for field staff to begin developing a livestock location database and to secure evidence that may be needed in a disease investigation.

Staff from the division of animal health took the lead in providing or securing ICS training for DATCP staff and other state and federal agencies.

Disease Prevention, Control, and Eradication

Veterinarians performing state or federal animal disease program work must be accredited by the state and USDA. This accreditation has been done once for most veterinarians about the time they graduated. While USDA has been attempting to develop a requirement for regular re-accreditation, it has not yet done so. During 2003-2004, division epidemiologists detected a decline in the number of tuberculosis-responding animals reported to the division for confirmatory testing. Similar results were reported in other states, especially Michigan. Field veterinarians reviewed tuberculosis (TB) testing techniques of approximately 50 private veterinarians and found numerous examples of improper injection or reading of TB tests. As a result, the division required all veterinarians performing TB testing in cattle or Cervidae and Chronic Wasting Disease (CWD) testing to be re-certified to perform those tests in 2004-2005. Seminars were scheduled throughout the state: 164 veterinarians were re-certified for CWD, 188 for Cervidae TB, and 546 for bovine TB.

Bovine Spongiform Encephalopathy

An enhanced Bovine Spongiform Encephalopathy (BSE) program was instituted on June 1, 2004 to detect BSE in the US after a single dairy cow, imported from Canada, tested BSE-positive in December 2003. As of September 2005 over 478,000 cattle were tested, of which one originating from the US tested positive. Approximately 20 percent of the national surveillance samples have been collected in Wisconsin. From June to October 2004, division field staff devoted 80 percent or more of its work time to BSE sampling efforts.

Johne's Disease

Johne's Disease is a livestock disease that is contagious and causes significant economic losses to the livestock industry. Proper management is critical in controlling the transmission of this costly disease. Testing can be a valuable part of a management plan in reducing risks of transmission within a farm or of bringing the disease onto a farm. The division provides \$250,000 annually to cattle and goat producers to assist with testing costs. Beginning in 2004, the division received approximately \$1,000,000 in cooperative agreement funds from USDA annually. Funds have been used to purchase laboratory equipment for the Wisconsin Veterinary Diagnostic Laboratory to improve Johne's Disease detection, train veterinarians in Johne's Disease risk assessment, and to assist herd owners with paying for risk assessments and associated Johne's testing costs. Approximately 300 veterinarians have been trained in on-farm risk assessments for Johne's Disease, and over 1,800 herds are currently participating in the State's Johne's disease control program. Wisconsin is a leading state in Johne's Disease control. A veterinary training program was developed for risk assessments in Wisconsin and it is used for national trainings as well as by numerous other states.

Farm-Raised Deer

The division currently registers over 600 farm-raised deer operations, including white-tail deer farms, which were transferred on December 31, 2002. Chronic Wasting Disease (CWD) continues to have a significant work impact on the division. Since the discovery of CWD in wild deer in 2001, over 18,500 farm-raised deer have been tested, of which 96 deer have been positive for CWD from 7 deer farms, 82 were from one farm. Six of these farms have been depopulated, and the remaining one has been issued a condemnation order. More than 500 deer farms are enrolled in the CWD monitoring program.

Equine

The equine industry is a growing part of the Wisconsin agricultural landscape. DAH requires pre-movement testing of horses for diseases such as Equine Infectious Anemia (EIA). Additionally, disease occurrences in horses in the state are reported to DAH, and outbreaks are monitored. During the biennium, three cases of EIA were reported; all three horses were euthanized. There has been a substantial decline in West Nile Virus in horses due to increased vaccination.

Aquaculture

In the past seven years, the DAH Aquaculture Program has received national attention for its success in developing a state fish health program that helps fish farmers and protects natural resources. The USDA, the US Fish and Wildlife Service, the US Farm Bureau, the American Veterinary Medical Association, and the National Aquatic Animal Task Force have recognized

the successes of the DAH Fish Health Program. Veterinarians from virtually every state have sought the DAH Fish Health Program for training on aquaculture veterinary medicine and advice on development of their state fish health programs and regulations.

A well-crafted system is now in place that registers all fish farms in the state. The fish farm registration form has become the model for registration and license forms throughout the department. Fish farm registration gives the ability to intervene effectively on any fish health issue that may affect private fish farms or public waters. As of 2007, DAH has 2,318 registered fish farms (up from 1,825 in 2004). The registration of fish farms is a critical component of surveillance. DAH obtains surveillance information through the development of a close communication with registered fish farmers. Daily, fish farmers consult the program staff to discuss fish health topics that include fish morbidity and mortalities, water quality, nutrition, and management.

Since 1997, DAH has processed over 950 import permits for fish originating from 26 states and Canada. In 2006 the division reviewed 314 (up from less than 100 per year prior to 2003) fish health certificates. These are the health certificates that certified veterinarians must issue before fish are imported to Wisconsin or stocked into the state's waters.

The division was the first in the nation to develop a program to train private practice veterinarians on the practical aspects in fish health. In September 2007, DAH trained over forty USDA APHIS veterinarians who traveled from 20 states to Wisconsin to be trained by DAH in aquaculture veterinary medicine. DAH has collaborated with the UW-Madison School of Medicine to develop the "Fish Health Medicine Certificate Program" on-line course. DAH has trained over 100 veterinarians since 2000 and maintains a list of aquaculture veterinarians that are trained and certified to perform regulatory services on Wisconsin fish farms and in collaboration with national groups that initiated the development of a national list of aquaculture veterinarians.

Well-trained fish farmers will make Wisconsin's fish disease surveillance efforts stronger. Hands-on training of fish farmers began in 2004 and continues. As with veterinarians, DAH has begun with hands on training on fish farms.

In the spring of 2007 viral hemorrhagic septicemia (VHS) was discovered in the Lake Winnebago water shed along with Lake Michigan and Green Bay. This virus could potentially have a devastating effect on fish populations in the wild and on farms in Wisconsin. The DAH has developed emergency rules to protect the health of farmed and wild populations of fish. The DAH has acquired USDA cooperative agreement funds to increase compliance with fish health regulations and to assist the DNR with surveillance for VHS in the wild.

Humane

In December 1999, DAH began establishing training and certification standards for local humane officers. Annual humane officers training seminars certify potential humane officers for local jurisdictions. Since the training program began in the spring of 2002, over 300 people have been trained, and over 70 humane officers have been appointed by local jurisdictions.

The division offers presentations on animal welfare issues to a variety of audiences and responds to numerous calls and question regarding humane issues. DAH routinely assists local officials with investigations of animal welfare complaints.

The division continues to pursue passage of legislation, which will allow the department to license and inspect pet facilities. The program would require the licensing and regulation of a majority of pet facilities breeding or housing pets in the state. This program was previously scheduled to go into effect in February 2004; however, it was repealed in the 2003 biennial budget bill. The division has sent questionnaires to the other 49 states to gather information on what regulations they have in this area. Other questionnaires have been sent to Wisconsin county officials to gather information on how animal complaints are dealt with locally and the problems encountered with such complaints. This information will be used to again develop a legislative proposal.

Rabies and Public Health

There were 18 rabies-positive submissions to the State Laboratory of Hygiene during the biennium. The division issues and maintains quarantines on premises where these positive animals may have exposed other animals. During the biennium, several rabies informational training courses were conducted. These courses attract individuals employed by public health departments, police departments, and humane societies. The division responded to numerous questions regarding rabies as well as other public health and zoonotic disease issues while working closely with local public health agencies.

Avian Influenza

The division acquired USDA cooperative agreement funds to develop an avian influenza program in Wisconsin. With these funds, DAH hired project staff to perform surveillance at swap meets, upland game bird growers, small backyard flocks, and commercial poultry flocks. Throughout 2006-07, DAH staff had extended contact with the poultry industry. Over 1,700 birds throughout the state have been sampled by this surveillance program with no avian influenza being detected.

Compliance and Inspection Activities

Compliance has focused in the past and is always aware of the illegal importation of animals into Wisconsin. Illegal imports continue to be a source of potential disease introduction into this state. Compliance staff investigates tips on illegal imports as well as periodically monitoring truck traffic with law enforcement. While operating under the department's general concept of progressive enforcement, several cases pertaining to illegal animal movement were prosecuted during the biennium.

Another area of priority is compliance in the farm-raised deer industry. The majority of the violations are for failure to test for Chronic Wasting Disease (CWD). Compliance is presently investigating several farm-raised deer violations, including illegal movement and failure to test for CWD.

Compliance and inspection staff continues to educate all licensed businesses and the general public about animal health rules and regulations aiming towards voluntary compliance. Regular inspection of animal markets, dealers, and farm-raised deer operations takes place. Special emphasis is placed on record keeping, especially by truckers, dealers, and animal markets, to enhance the division's ability to trace animal movements in order to control and eradicate diseases.

DIVISION OF MANAGEMENT SERVICES

ADMINISTRATOR'S OFFICE

The Division of Management Services' Administrator's Office provides a variety of services to the department including:

- Agency representation for statewide enterprise-level initiatives.
- Facilities management and long-term facilities planning.
- General policy research and analysis.
- Geographical Information Services (GIS) coordination for the agency.
- Continuity of Operations and Continuity of Government oversight.

The Administrator's Office performs oversight of the Division activities in addition to special projects assigned by the Office of the Secretary. The Office also has responsibility for the Premises Registration Program, which crosses program divisions, primarily the Divisions of Animal Health and Food Safety.

The Administrator provides oversight of the Agency Continuity of Operations, Continuity of Government, and pandemic planning for the agency.

The division coordinates GIS efforts throughout the agency. The Administrator's Office includes the Agency GIS Coordinator; responsible for leading and general oversight of the agency GIS activities, including setting standards and coordinating with other state agencies, the UW, local governments, and tribes.

The Facilities Designer oversees all building and grounds related activities in the agency, including reconfiguration of existing space, and manages facility related work orders. The position serves as the liaison with DOA facilities management.

BUREAU OF FINANCE

The Bureau of Finance has overall responsibility for the fiscal management of the department, including:

- Preparing DATCP's biennial budget request in cooperation with the Secretary's Office and divisions.
- Helping divisions establish and monitor operating budgets, and coordinating budget operations with the Department of Administration and the Legislative Fiscal Bureau.
- Approving fiscal estimates related to proposed legislation and administrative rules.
- Establishing and maintaining financial systems (including internal controls, pre-audit and post-audit of vouchers, and accounting records), and processing all financial transactions for the department in coordination with the Department of Administration and the State Treasurer.
- Prepare routine accounting reports, including annual GAAP financial statements, semi-annual out-of-state travel report, and monthly cash balance reports.

- Perform post-audits of expenditures to monitor compliance with state rules and regulations.
- Depositing revenues and managing the receipt and expenditure of all funds.
- Provide training to new and existing financial staff throughout the department on financial systems, including WiSMART, DOA FIRST, Access on-line, and Purchase Plus.
- Manage the department's purchasing card program and monitor compliance with its usage.
- Maintain permanent property records for the department.
- Prepare, review, and reconcile federal financial reports.
- Preparing and reviewing contracts in consultation with the divisions and the Office of Legal Counsel, and helping divisions procure goods and services in compliance with state regulations.

BUREAU OF HUMAN RESOURCES

The Bureau of Human Resources provides human resource management services to the department, including reasonable accommodations, employee assistance program, and organizational and management analysis. Other services include:

Staffing

- Employee recruitment strategies.
- Civil service examination and hiring.
- Analyzing workforce demographics and staffing needs.
- Developing and implementing affirmative action plans.

Classification and Compensation

- Evaluating employee classification and compensation.
- Developing and revising class specifications.
- Implementing state pay plan changes.
- Administering the Fair Labor Standards Act.

Payroll

- Processing DATCP payroll transactions (including employee deductions, leave accounting, fringe benefits, worker compensation claims and unemployment compensation claims).
- Preparing payroll and tax reports (to the Department of Administration, the Department of Revenue, and the US Internal Revenue Service).
- Processing insurance premium payments and reports (to the Department of Employee Trust Funds and insurance carriers).

Employment Relations

- Administering equal rights and other employment laws.
- Administering collective bargaining agreements.

- Participating in collective bargaining.
- Administering personnel policies.
- Providing employee assistance and informal complaint resolution.
- Advising on employee discipline.
- Handling personnel cases and contract grievances.

Training

- Assessing training needs.
- Planning and coordinating department-wide employee training.
- Providing human resource training.
- Assessing training effectiveness.

Performance Evaluation

- Assuring that managers evaluate staff performance.
- Assisting in developing performance standards.
- Counseling managers on performance evaluation issues.

Safety and Risk Management

- Developing and managing risk management policies and activities.
- Participating in internal and external emergency response committees.
- Assessing current emergency response plans.
- Administering the Workers Compensation Program.

Flexible Work Options

- The department's policy of offering employees a choice in selecting their work schedules continued during the 2005-07 biennium. Most employees have the opportunity to select work schedules that alter their starting and ending times.

During the biennium, the bureau worked with the Affirmative Action Advisory Committee (AAAC) to establish a partnership with Glendale Elementary School in Madison. Department employees volunteer their time as mentors to students and assist teachers with classroom projects. In addition, AAAC coordinated a department drive for school supplies that resulted in employees donating 1,000 pounds of school supplies and money to assist students with a successful start to the 2007 fall school semester.

The bureau revised the performance evaluation form to assist supervisors and employees to encourage a more interactive and meaningful dialogue when reviewing the past year's performance and to establish core competencies that are essential to be successful in their position. Bureau staff continually looks at different ways to announce, test, and attract applicants for department positions, recognizing that the workforce is changing. The bureau continues to work with line divisions with workforce planning.

The Payroll Section coordinated the successful implementation of PTAWeb (Payroll Time and Attendance software system) in the department. Payroll trains new employees to use PTA Web.

The training officer worked with the IT staff to develop an electronic training registration system. In addition the Training Officer has organized and offered key training opportunities to department employees.

The bureau continues to work on establishing a stronger labor/management relationship. The bureau has a representative on the WPEC labor/management cooperation program.

In summary, the bureau continues to build a strong partnership with line divisions as we continue to face a changing workforce, training needs, risk management considerations, and requests for employee assistance to address personal/family situations.

BUREAU OF INFORMATION TECHNOLOGY SERVICES

The Bureau of Information Technology Services (BITS) provides information technology services to the department by:

- Working with program divisions and Office of the Secretary to identify automation priorities for the improvement of program functions and enhanced capability through the use of automated solutions and technology.
- Developing and maintaining applications and databases for DATCP programs.
- Developing and maintaining the agency Internet/intranet Web sites for public information dissemination and internal communications including online licensing capability.
- Providing voice and data telecommunications services for local and remote offices and field staff in home offices.
- Developing and implementing information technology (IT) initiatives based on the business needs of the agency and the state enterprise.
- Supervising the procurement, installation, and support of IT, including hardware and software and network infrastructure.
- Supervising the management of DATCP documents, records, and forms in both printed and electronic format.
- Providing graphic design services.
- Providing mailing, shipping, receiving, and printing services.
- Providing motor pool services for DATCP and a DOA Satellite remote motor pool service for all state employees.

During the 2005-07 biennium, BITS continued to implement DATCP's IT plan and objectives. Accomplishments that resulted from implementation of the plan include:

- Worked with program divisions, the Office of Secretary, and IT staff to implement an updated program business requirements identification, resource identification and prioritization, and approval process to identify the automation priority efforts of the department.

- Completed the initial phase of implementing the common customer database and the licensing, compliance, inspection, and tracking system.
- Continued working with business areas to enhance their use of the common customer data base and licensing system through standards, productivity controls, and training to enable business areas to maximize their use and independent self reliance with the common system.
- Researched and implemented an initial offering of on-line license renewals to meet public demand for on-line services.
- Finalized the migration and conversion of DATCP applications from an unsupported DEC computer system and software to a stable, industry standard computer environment.
- Upgraded the PACS (Pesticide Applicator Certification) application, which included added benefits to the public where applicants have an improved understanding of their certification score.
- Continued to use cost effective enterprise services as appropriate, including use of the state's centralized help desk call center, utilizing the DOA centralized IT inventory database, and contracting for DET managed Web hosting services. In 2007 DATCP converted to the state enterprise e-mail system. Despite increased costs, the enterprise e-mail system provides enhanced services.
- Continued to work with DOA's Division of Enterprise Technology (DET) on the Shared Information Services (SIS) initiative project and planning efforts. Assisted DET in their response to the Legislative Audit Bureau's IT Audit.
- Submitted Agency IT plan to DOA according to new guidelines and deadline.
- Maintained and continued to enhance stringent production control standards to improve data integrity, network security, and application quality.
- Enhanced and maintained network and system monitoring tools to provide proactive support for hardware/software/security problems before there is an impact network performance.
- Researched and implemented network connectivity solutions to the Wisconsin Veterinarian Diagnostic Laboratory (WVDL), to the State Emergency Management Center, to the Animal Health Mobile Network for GIS connectivity for emergency government, and health response preparedness.
- Expanded wireless and broadband capability within DATCP headquarters, regional and remote offices, and field inspector offices to meet business area performance requirements.
- Researched and implemented a pilot project to improve remote access capability for field staff access to agency applications to address business requirements.
- Upgraded network, firewall, servers, electronic storage, office software, software updates and patches, security and antivirus tools for increased capacity and reliability to meet business area performance requirements. Includes upgrades and support for the agency GIS applications and structure.
- Redesigned the department's Internet and intranet sites to provide easier and faster access for the public and internal staff to DATCP information.

- Designed a new identity marketing package for Something Special from Wisconsin (SSfW) to enhance the credibility of this Agricultural Development program.
- Established a DOA satellite motor pool at DATCP which serves all state employees.
- Researched and started a project to implement a centralized digital library of photos, graphics, and images for use within DATCP to aid the business programs in the publication and presentation of services.
- Continued Continuity of Operations/Continuity of Government/recovery planning, piloting, and testing of agency plans for disaster recovery.
- Researched and implemented office support systems benefiting internal operations of the agency, including the state's Payroll Time and Attendance system (PTA Web) and a new financial budget and expenditure tracking system.

The bureau maintains its focus on ensuring the department's business needs drive technology enhancements. An enhanced planning and project management process within the business areas enables the business areas and BITS to strengthen its planning and prioritization of valuable resources. BITS continually assesses its agency customer service and the means to improve services. The bureau is committed to making use of enterprise technologies and services where possible and establishing interagency liaisons when it is mutually beneficial to DATCP and its partners.

BUREAU OF LABORATORY SERVICES

The Bureau of Laboratory Services is the State's official laboratory supporting DATCP regulatory programs. Testing is done in support of several statewide programs that pertain to animal feed, fertilizers, pesticide misuse, agricultural chemical spills, agricultural chemical cleanup, protection of groundwater from agricultural chemicals, food safety, and enforcement of the Grade A Pasteurized Milk Ordinance.

- The laboratory is Wisconsin's regulatory dairy testing lab supporting interstate shipment of grade A products by the dairy industry.
- The laboratory is Wisconsin's regulatory testing lab supporting the state inspection of meat plants.
- The laboratory is the state's emergency response food testing laboratory in bacterial illness outbreak situations.
- The laboratory provides testing to aid in the prevention of contamination of groundwater and surface water from agricultural chemicals. Approximately 600 samples are analyzed each year for a variety of pesticides, nutrients, and pesticide metabolites.
- The laboratory analyzes several hundred samples annually taken in support of the agricultural clean-up program.
- The laboratory analyzes samples taken in support of the rapid response spills program.
- The laboratory provides priority testing as an integral part of the agency's emergency response team.

Highlights for the biennium include:

- The bureau detected and confirmed the presence of *E coli* O157:H7 in spinach samples during the state response to a national food borne disease outbreak in the fall of 2006. The work of the bureau is a critical component in maintaining the state's record as the nation's best in diagnosing the cause of food illnesses.
- The bureau attained membership in the national laboratory Food Emergency Response Network (FERN).
- The bureau developed test methodology during the melamine in feed and food emergency response that allowed for the rapid testing of implicated products.
- The bureau used cutting edge technology in testing approximately 400 samples as part of a statewide groundwater survey completed by DATCP.

APPENDIX – DEPARTMENT ORGANIZATION CHART

