

State of Wisconsin  
Department of Agriculture, Trade and Consumer Protection

**NOTICE OF HEARING**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (Department) announces that it will hold a public hearing on the proposed permanent rule relating to ATCP 83 Dairy Product Advertising and Labeling. The Department will hold a public hearing at the time and place below.

**Hearing Date and Location:**

Hearing testimony or comments will be taken on a first-come, first-served basis after the opening statements are read into the record. There will be one hearing throughout the state, and the venue is listed below. Written comments will be accepted until January 6, 2020.

Tuesday, December 17, 2019  
Department of Agriculture, Trade and Consumer Protection – Hall of Fame Room 172  
2811 Agriculture Dr.  
Madison, WI 53718  
10:00 a.m.

The Department invites the public to attend the hearing and comment on the proposed rule. Following the public hearing, the hearing record will remain open until January 6, 2020, for additional public comments. Comments may be sent to the Department at the address below, to [Caitlin.Jeidy@wisconsin.gov](mailto:Caitlin.Jeidy@wisconsin.gov), or to <http://docs.legis.wisconsin.gov/code/chr/comment>.

You can obtain a free copy of the hearing draft and related documents, including the economic impact analysis, by contacting the Department using the information below. Copies will also be available at the hearing. To view the hearing draft rules online, go to <http://docs.legis.wisconsin.gov/code/chr/comment>.

**Initial Regulatory Flexibility Analysis**

Under Wis. Admin. Code ch. ATCP 83 (Dairy Product Advertising and Labeling), the Department spells out requirements for labeling and advertising dairy products as being made from milk produced without the use of synthetic bovine somatotropin (also known as recombinant bovine somatotropin, rBST, synthetic bovine growth hormone, recombinant bovine growth hormone, or rBGH). The labeling requirements are to be based upon affidavits from milk producers stating that the milk producers do not use synthetic bovine somatotropin for the production of milk. Affidavits must be renewed and signed before a notary every year. The objective of the proposed rule is to eliminate the annual renewal requirement for a milk producer's affidavit.

Comments or concerns relating to small business may be addressed to DATCP's small business regulatory coordinator Bradford Steine by emailing [Bradford.Steine1@wisconsin.gov](mailto:Bradford.Steine1@wisconsin.gov), or by telephone at (608) 224-5024.

**Accommodations**

Hearing impaired persons may request an interpreter for this hearing. Please make reservations for a hearing interpreter by contacting Caitlin Jeidy using the information below. The hearing facilities are handicap accessible.

**Department Contact:**

Caitlin Jeidy

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