Date published: May 7, 1982

1492 CHAPTER 357

1981 Assembly Bill 238

CHAPTER 357, Laws of 1981 (Vetoed in Part)

Vetoed AN ACT to create (1994) 20.115 (4) (fm) and (fn) and 93.40 to 93.44 of the in Part statutes, relating to creating a dairy promotion program and a commodity promotion program, granting rule-making authority and making appropriations.

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

Vetoed 12.137 (1) Pair and ordered by the department of agriculture of the department of agricing the department of agricing the department of agricing the department of agricing the department of the department of agricing the production of the department of the

SECTION 2. 20.005 (2) (schedule) of the statutes: at the appropriate place, insert the following amounts for the purposes indicated:

1981-82 1982-83

Vetoed (4.) Agriculture, trade and consumer protection, department of

Vetoed (4) AGRICULTURAL ASSISTANCE in Part / Vally promotion marketing GPR B 10,000 10,000 Vetoed (fn) Commodity promotion GPR B 15,000 15,000 in Part

SECTION 3. 20.115 (4) (fm) and (fn) of the statutes are created to read:

20.115 (4) (1) Desire provided in the actual to the actual for the second in Part.

- (fm) Dairy promotion rearketing. Biennially, the amounts in the schedule for the execution of functions under ss. 93.40 (4) and 93.42. Of the amounts bider this paragraph, and more than 50% may be set aside to be used to match things allocated under s. 93.42 by private or public organizations, including dairy promotion corporations, for the promotion of the dairy industry in cooperation with the state.
- (fn) Commodity promotion marketing. Biennially, the amounts in the schedule for the execution of functions under s. 93.44.

SECTION 4. 93.40 to 93.44 of the statutes are created to read:

- 93.40 Dairy promotion. (1) DUTIES. The department shall:
- (a) Promote the sale of Wisconsin dairy products.
- (b) Stimulate, promote, advertise and publicize the dairy industry in this state.
- (c) Create an accurate national and international image of the state dairy industry.
- (d) Encourage all farmers and dairy businesses to participate in available education programs.
- (e) Encourage and cooperate with communities, groups and individuals in the state in pursuing the dairy promotion objectives of the department.
- (f) Coordinate and stimulate the orderly and ecologically sound development of the dairy industry throughout the state.
- (g) Promote the growth of the dairy industry through research, planning and assistance.

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(h) Annually report to the appropriate standing committee in the senate and the assembly as determined by the presiding officer of each house concerning the activities, receipts and disbursements of the department for dairy promotion for the previous fiscal year.

- (2) SALES. The department shall annually formulate for the way the council or vetoed that products and the promotion in Part of the dairy industry of the state for the ensuing year, and shall implement the plan. The department shall cooperate with farmers, dairy businesses and organizations to assure coordination with private plans and programs.
 - (3) Services. The department may:
- (a) Collect and disseminate information as to the availability and the economic and nutritional advantages of dairy products.
- (b) Establish, manage and operate permanent or temporary dairy promotion centers to be operated by the department in cooperation with the department of development tourist information centers along major highways into the state.
 - (c) Provide advice and service to persons or groups engaged in the dairy industry.
 - (d) Conduct research into the status and needs of the dairy industry.
- (4) ADVERTISING. The department shall plan and conduct a program of advertising designed to promote the dairy industry. Any contracts engaging a private agency to conduct an advertising or promotion program under this subsection shall reserve to the department the right to terminate the contract if the service is unsatisfactory to the department. The department shall encourage and coordinate the efforts of public and private organizations to publicize the dairy industry.
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(2) Extensive Any public or private organization not organized or incorporated for in Part profit may apply to the department for cooperative advertising funds under this section. Prior to applying for these funds, each prospective applicant shall submit at the time and in the manner provided by departmental rule, a plan and budget specifying the media to be used, the market to be approached, the dairy product or component of the dairy industry to be promoted and the applicant's estimated expenditures and receipts for the various projects within the plan. A the plan is coordinated with the state with planteting wratery ade of Adiguis of Nedz dojdesinkets Bhishuptus although bus in ovortees Nede hooms head of alth horisel entr kabini ebnir eviteradoo

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 - The department may promulgate rules imposing additional requirements to ensure that public funds are efficiently used to promote dairy products and the dairy industry of this state.

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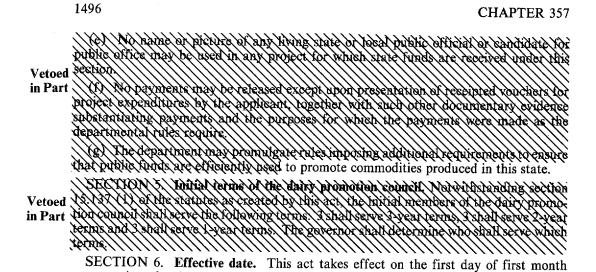
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- 93.44 Cooperative commodity promotion. (1) ADLOCATION FORMULA. The department shall promplished rules allocating exoperating advertising funds equitably among equinodity promotion corporation fails to initiate autilicient projects to exhaust its allocation, the department may distribute the funds to other applicants in a manner it deepic equitable
- (2) Exicultary. Any commodity promotion conportation recognized under ship section.

 (3) They apply to the department for cooperative applicant shall submit, at the time and pit the manner provided by departmental trile, a plan and budget specifying the media to be used, the manner provided by departmental trile, a plan and budget specifying the media to be used, the manner provided by departmental trile, a plan and budget specifying the media to be used, the manner provided and the applicant's estimated expenditures and receipts for the various projects within the plan. If the plan appears feasible, the department shall approve it and the automitting organization shall be builting of apply for cooperative funds under this section.
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