



2005 SENATE BILL 665

March 15, 2006 – Introduced by Senators LASSA and ERPENBACH, cosponsored by Representatives MUSSER, VRUWINK, MOLEPSKE and BERCEAU. Referred to Committee on Agriculture and Insurance.

1 **AN ACT to create** 93.07 (3m) of the statutes; **relating to:** a market development
2 program for agricultural products.

Analysis by the Legislative Reference Bureau

Various provisions in current law require the Department of Agriculture, Trade and Consumer Protection (DATCP) to promote the agricultural products of this state.

This bill requires DATCP to administer a Wisconsin First Program to promote a Wisconsin identity for farm-raised food products through producer directories and other promotions and to encourage state agencies and local governmental units to purchase products directly from producers and specialty food companies in this state.

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

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

3 **SECTION 1.** 93.07 (3m) of the statutes is created to read:
4 93.07 (**3m**) WISCONSIN FIRST PROGRAM. To administer a market development
5 program to do all of the following:

