



MARK MILLER

WISCONSIN STATE SENATOR

P.O. Box 7882 Madison, WI 53707-7882

October 10, 2017

Testimony by Mark Miller

Senate Bill 409

Mr. Chairman and members,

Thank you for holding a public hearing on Senate Bill 409.

Agriculture producers can improve profits by adding value to their product. The apple and pear cider industry has very narrow profit margin and there has been an increase in the popularity of hard apple and pear cider in restaurants and amongst the general public. However, it still is a nascent industry.

Apple and pear cider producers are located throughout the state.

This bill would allow further growth in the hard cider industry in Wisconsin. This bill before you would allow hard apple and pear cider producers to provide, without charge, hard cider samples of other producers in addition to their own. Under current law, these hard cider producers can only provide their own products.

In the interest of advancing the profitability of our apple and pear orchards and to assist the growth of this industry, we ask you to please consider this bill and vote to recommend this bill for passage by the full Senate.

Last year, the Senate Committee on Agriculture, Small Business and Tourism recommended passage of the same proposal on a vote of 9-0.

Thank you.



DALE KOOYENGA

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TO: Senate Committee on Agriculture, Small Business and Tourism
FR: Representative Dale Kooyenga
RE: Senate Bill 409 – cider samples

Thank you for holding a hearing on this bill. Last session Senator Miller and I authored 2015 SB 60/AB 331, bills relating to cider sampling. Senate Bill 60 passed unanimously in the Senate but it did not pass the Assembly; therefore, we have re-introduced the bills again this session.

Senate Bill 409 will enable Wisconsin wineries to provide free of charge taste samples of fermented cider produced by other Wisconsin wineries. Current law limits a cider producer to providing only his or her own cider taste samples.

This law change will help the apple and pear cider industry continue to grow in Wisconsin. Michigan has a robust industry that has sprung up over the last decade because they allow flexibility for these small businesses. Our bill helps moves Wisconsin in that direction.

Sometimes a small issue here in the Capitol can be a big issue when small businesses are just trying to make good things happen.

Thank you for your attention to this legislation. I respectfully ask for your support of Senate Bill 409.

Wisconsin Cider Makers – 14 Total

AepelTreow Winery & Distillery — Burlington
Cider House of Wisconsin — McFarland
Ciderboys Cider Company — Stevens Point
Ela Cider Co. — Waterford
Ferro Farms — Lake Geneva
Forgotten Fire Winery — Marinette
Island Orchard Cider — Ellison Bay
Maiden Rock Winery & Cidery — Stockholm
Mershon's Artisan Cider — Stoughton
Restoration Cider Co. — Madison
The Cider Farm — Mineral Point
Vines & Rushes Winery — Ripon
Von Stiehl Winery — Algoma
White Winter Winery — Iron River

Wisconsin Cider Bars & Restaurants

Lost Valley Cider Co. — Milwaukee