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# We are DATCP

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)



# The Mission



- The mission of DATCP is to serve the citizens of Wisconsin by assuring:
  - The safety and quality of food.
  - Fair business practices for the buyer and seller
  - Efficient use of agricultural resources in a quality environment
  - Consumer protection
  - Healthy animals and plants
  - The vitality of Wisconsin agriculture and commerce

# DATCP Leadership

- Secretary Ben Brancel
- Deputy Secretary Jeff Lyon
- Assistant Deputy Secretary Sandy Chalmers



# The DATCP Board

- About the Board
  - 9-member board of private citizens who establish department policies
  - Members are appointed by the Governor, and confirmed by the Senate for 6-year terms.
  - Board meets to review major policy issues affecting the department.
  - The Board approves all DATCP rules.
  - Board meetings are open to the public.



- Members
  - Chairman Andy Diercks
  - Doug Wolf
  - Mike Dummer
  - John Koepke
  - Miranda Leis
  - Mark Schleitwiler
  - Dennis Badtke
  - Dean Strauss
  - Nicole Hansen

# DATCP Overview



## Seven Divisions:

- **Division of Animal Health** works to protect animal and human health and to prevent the spread of serious diseases.
- **Division of Food Safety** works to protect consumers and assure a safe and wholesome food supply.
- **Division of Agricultural Resource Management** protects the state's land, water and plant resources.
- **Division of Trade and Consumer Protection** is the state's primary consumer protection agency with broad authority to regulate unfair business practices.
- **Division of Agricultural Development** partners with the state's agricultural industry to promote, develop, and diversify Wisconsin agricultural commerce, food and related businesses at home and internationally and provides direct services to farmers.
- **Division of Management Services** provides the agency with finance, information technology, human resources, geographic information systems, laboratory, and facilities management.
- **Office of the Secretary** directs the department, working closely with the Agriculture, Trade and Consumer Protection citizen board and the Governor's office.

# Agricultural Development

Administrator – Daniel Smith



- Works with agribusinesses to develop markets for Wisconsin Ag products both in the U.S. and international markets (International Agribusiness Center)
- Provides marketing information, business development planning and other technical assistance to businesses
- The Wisconsin Farm Center assists farmers in solving farm business problems
- Administers the Grow Wisconsin Dairy 30x20 program for producers and processors
- Administers:
  - The Something Special from Wisconsin <sup>™</sup> program
  - The Alice in Dairyland program
  - Buy Local Buy Wisconsin
  - Farm to School program
- Works with county and district fairs

# Food Enterprise Center -Viroqua

Business incubator for food businesses. DATCP has partnered with staff over the last few years to provide technical, marketing and funding assistance.

- Provided funds to bring together key partners to develop an economic model that brings local food to institutions. Fifth Season Cooperative was born.
- Cooperative received grants to develop a frozen root vegetable blend for distribution in schools and other institutions. Moved more than 40,000 pounds in 2014.
- Wisco Pop recently launched a bottled soda made of Wisconsin-grown ingredients and are marketing their products regionally.
- Other food businesses using local foods in the center include: Fizzleology (creating fermented foods), Nami Chips (creating veggie chips), and a Maple syrup company (aging syrup in whisky barrels).

# Gays Mills

- Gays Mills Community Center and Mercantile Center.
  - Houses the Kickapoo Culinary Center that operates as a business incubator for area food businesses.
  - The Kickapoo Culinary center is also the potential home for a new hazelnut processing facility for Wisconsin hazelnut growers. This project received BLBW grant funding in 2014 and is currently in progress to form the “American Hazelnut Company”.
- DATCP staff also works with Gays Mills area apple orchards on various projects, however, they aren’t necessarily tied to the “moving the downtown” efforts.



# Cashton – Organic Valley

- Many of the DATCP staff work with Organic Valley on various projects. Jerry McGeorge currently serves on the Organic Advisory Council and is the VP of Cooperative Affairs at Organic Valley.
- Organic Valley is a critical piece in why Wisconsin is a national leader in organics.

# Center for Dairy Research

- Funds to CDR to develop an industry-wide Certificate of Dairy Processing program.
  - Provides training to promising dairy plant workers to become the next master cheesemakers or dairy plant managers. The program is targeted to launch fall, 2015.
- Support the TURBO program to help create a technology portfolio, to introduce promising technologies to the Wisconsin and US Dairy Industry.
- Dairyvative Technologies received funds in the first round of Dairy 30x20 Processor Grants.
  - Small operation to further demonstrate the technology for concentrating milk that enables fresh, pasteurized, lactose-free milk to ship without refrigeration. This SEVEN-X technology is expected to reduce the cost of shipping milk by 84 percent.

# Clock Shadow Creamery - Milwaukee

- Milwaukee's first urban cheese factory established with DATCP's assistance
  - To provide consumers and food service establishments with fresh and ethnic dairy products
  - Teach environmentally responsible manufacturing, provide training for urban workers, and help ex-urban farms resist development.
- Designed to help incubate and develop small-scale /artisanal dairy processing.
  - E.g. Purple Door Ice Cream. See <http://www.purpledooricecream.com/>

# Connect with DATCP



Keep in touch with DATCP for the latest on programs and services or updates on agricultural news and events around the state.

-  DATCP website - [datcp.wi.gov](http://datcp.wi.gov)
-  DATCP Facebook - [www.facebook.com/widatcp](http://www.facebook.com/widatcp)
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