



June 21, 2021

Dear Assembly Representatives,

We write to respectfully request your support for Assembly Bill 73, Assembly Bill 74 and, Assembly Bill 75 which have been calendared for Session tomorrow in the Assembly. These proposals are a top priority for Wisconsin's dairy farmers, cheese processors and beef producers.

Assembly Bill 73 and Assembly 74 would prohibit the labeling of food as milk or as a dairy product or ingredient if the food is not made from the milk of a cow or other hooved mammal. Assembly Bill 75 would prohibit labeling plant-based meat alternatives and cell-cultured meat alternatives as "meat" or similar terms, such as "burger," "sausage," or "bacon." This would apply to packaging on products sold in stores, on restaurant menus, and on promotional materials.

The Truth-in-food labeling proposals promote greater transparency and clarity for consumers, as well as fairness for farmers, processors and beef producers who have worked for generations to establish their products' reputations for safety, nutritional quality and enjoyment. The bills will also bring Wisconsin in line with existing but currently unenforced U.S. Food and Drug Administration regulations related to milk and dairy products. While we recognize federal interstate commerce rules requires the support of other states for the proposals to take effect, we consider it vitally important for Wisconsin – America's Dairyland – to take a principled stand and be heard on this issue.

The Assembly Committee on Agriculture advanced these proposals on April 7. All three enjoy bipartisan support. Identical versions of these bills were unanimously approved by the full Assembly in 2020, before the pandemic required the Senate to pause its action.

On behalf of the more than 2,800 dairy farms, dairy processors and over 14,000 beef producers in Wisconsin, we encourage you to act now to protect American consumers and to defend our state's \$105 billion agriculture community.

Sincerely,

Cooperative Network
 Dairy Business Association
 GrassWorks, Inc.
 Professional Dairy Producers of Wisconsin
 Wisconsin Agri-Business Association
 Wisconsin Cattlemen's Association
 Wisconsin Cheese Makers Association

Wisconsin Corn Growers Association
 Wisconsin Dairy Products Association
 Wisconsin Farm Bureau Federation
 Wisconsin Farmers Union
 Wisconsin Pork Association
 Midwest SouthEastern Equipment Dealers Association