



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

DATE: March 7, 2024

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Randy Romanski, Secretary
Michelle Reinen, Administrator, Division of Trade and Consumer Protection

SUBJECT: Division of Trade Protection Highlights of 2023

TO BE PRESENTED BY: Michelle Reinen, Administrator, Division of Trade and Consumer Protection
Michael Domke, Director, Bureau of Consumer Protection
Joseph Smith, Director, Bureau of Weights and Measures
Jeremy McPherson, Director, Bureau of Business Trade Practices
Justin Lien, Laboratory Director – Metrology and Fuel Quality
Greg Baretta, Internal Operations Manager – Storage Tank Regulation

REQUESTED ACTION: No action required. For information only.

BACKGROUND:

2023 Division Highlights: In 2023, the Bureau of Consumer Protection received 10,882 written complaints returning \$3.3 million dollars to Wisconsin consumers; while the Bureau of Weights and Measures conducted over 226, 000 inspections at more than 5,500 locations. This presentation will review the top ten complaint categories of 2023, as well as the consumer confidence data on a variety of weights and measure devices.

BCP Outreach Efforts: The Bureau of Consumer Protection protects Wisconsin consumers and businesses. Because the first line of defense against fraud is information, the Department provides education on Wisconsin's consumer laws and helps the consumer learn how to prevent and protection against fraud. One way the Bureau does this is by giving free presentations to the public. The presentation will outline and describe these efforts.

Weights and Measures Petroleum Program: The Bureau of Weights and Measures is responsible for regulating petroleum and hazardous liquid storage tanks that are both above and below ground. The Department will provide the fundamentals of the petroleum storage tank program, a discussion on the regulation of these tanks, and the program's collaboration with WDNR and EPA.

Agricultural Producer Security Program: The Wisconsin Department of Agriculture, Trade and Consumer Protection administers an agricultural producer security program under Wis. Stat. ch. 126. Chapter 126 is designed to protect agricultural producers in the milk, grain, and vegetable industries from financial defaults by those purchasing the producer's products. The Department will provide an overview of the program.

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Tour of Weights and Measures Lab: The Wisconsin Weights and Measures Laboratories provide weights and measures standard calibration services for city and state regulatory officials, state licensed weights and measures service companies, and businesses and maintains the State of Wisconsin's standards of mass and volume. The Lab also tests fuel sold in Wisconsin to ensure it meets the specifications and octane ratings required under Wisconsin law. The Board will tour the Wisconsin Weights and Measures Laboratory, located at 3601 Galleon Run in Madison.