



State of Wisconsin
2025 - 2026 LEGISLATURE

LRB-1802/P2

JAM:cdc

DOA:.....Hutter, BB0454 - Truth-in-labeling in milk products

FOR 2025-2027 BUDGET -- NOT READY FOR INTRODUCTION

AN ACT ...; relating to: the budget.

Analysis by the Legislative Reference Bureau

AGRICULTURE

Labeling a food product as a type of milk

Under this bill, no person may label a food product as, or sell or offer for sale a food product that is labeled as, any type of milk unless the food product is cow's milk, hooved or camelid mammals' milk, or a type of dairy milk that meets certain specifications under federal law. The bill also requires DATCP to promulgate rules to implement the prohibition in the bill.

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:

SECTION 1. 97.26 of the statutes is created to read:

97.26 Labeling of food product as milk. (1) PROHIBITION. No person may label a food product as, or sell or offer for sale a food product that is labeled as, any type of "milk" unless the food product is at least one of the following:

- (a) Milk, lowfat milk, skim milk, or nonfat dry milk.
- (b) A product described in [21 CFR 131.110](#) to [131.147](#).
- (c) Hooved or camelid mammals' milk, as defined in s. 97.20 (1) (fm).

(2) RULES. The department shall promulgate rules to implement this section.

(END)