



# MARK MILLER

## WISCONSIN STATE SENATOR

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

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Testimony by Mark Miller

Assembly Bill 331

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

We have circulated a map of some of the apple cider producers in Wisconsin. As you can see these 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 cider producers to provide, without charge, hard cider samples of other producer in addition to their own. Under current law, these hard apple cider producers can only provide their own products.

In the interest of advancing the profitability of our apple 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 Assembly.

Senate Committee on Agriculture, Small Business and Tourism recommended passage of the companion bill, Senate Bill 60, on a vote of 9-0.

Thank you.



65 Vines, 1105 Coulee Trail, Roberts  
 AepfelTrew Winery, 1072 288th Ave, Burlington  
 Bayfield Winery, 86565 County Road J, Bayfield  
 Captain's Walk Winery, 345 S Adams St, Green Bay  
 CiderBoys, 2617 Water St, Stevens Point  
 The Cider Farm, Mineral Point  
 Cider House of Wisconsin, 4259 Mahoney Rd, McFarland  
 Ela Cider Co, Rochester  
 Island Orchard, 12040 Garrett Bay Rd, Ellison Bay  
 Maiden Rock Winery & Cidery, W12266 King Ln, Stockholm  
 Merchon's Artisan Cider, 280 Business Park Circle #7, Stoughton  
 Shepard's Hard Cider, 15662 County Highway I, Viola  
 White Winter Winery, 6832A Lea St, Iron River  
 Wiley Cider, Ripon  
 Zydeco Cyder Company, 15662 County Highway I, Viola