



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**  
Ben Brancel, Secretary

**DATE:** November 19, 2014

**TO:** Board of Agriculture, Trade and Consumer Protection

**FROM:** Ben Brancel, Secretary *Ben Brancel*  
Steve Ingham, Administrator, Division of Food Safety *Steve Ingham*

**SUBJECT: Report on Division of Food Safety 2011 – 2014 Strategic Plan**

**PRESENTED BY:** Steve Ingham, Division of Food Safety

**REQUESTED ACTION:**

At the November 19, 2014 Board meeting, the Division of Food Safety will report on progress made toward meeting the goals and objectives of its 2011 – 2014 Strategic Plan.

The goals of the Strategic Plan were to: 1) Provide accessible and easily understood information on licensing, fees, resources and regulations to new and existing food businesses that may be regulated by the Division, 2) Meet all federal food and meat regulatory standards needed for full integration of the Division in a national food safety regulatory system, and 3) Improve the efficiency and effectiveness of food safety regulatory activities.

Across these three goals, seven supporting objectives were identified. This report will highlight how the Division fully met three objectives, replaced one objective and met the new one, made significant progress toward two objectives, and put one objective on hold, pending publication of the final FDA rules implementing the Food Safety Modernization Act. Highlights include the Division's new process for answering licensing-related questions, achievement of full compliance with the FDA Manufactured Food Regulatory Program Standards, launching of the Cooperative Interstate Shipment program for qualifying state-inspected meat establishments, and promoting Food Bureau field-level workforce specialization.

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