

WHEREAS; all Wisconsinites are involved in the production and consumption of goods and services, and safe, trustworthy, and fair commercial activity is essential to the continued growth and improvement of the state's economy and quality of life; and

WHEREAS; the mission of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is to partner with the people of Wisconsin to grow the economy by promoting healthy plants and animals, quality food, sound use of land and water resources, and a fair marketplace; and

WHEREAS; as Wisconsin's primary consumer protection agency, DATCP is tasked with regulating unfair and deceptive business practices, mediating and investigating consumer complaints, and providing information, resources, and assistance to Wisconsinites facing a variety of complex consumer issues; and

WHEREAS; each year, DATCP's Bureau of Consumer Protection responds to tens of thousands of consumer complaints and inquiries, returns millions of dollars to wronged consumers, and provides free informational presentations to thousands of individuals across Wisconsin; and

WHEREAS; in 2023, concerns surrounding landlord-tenant relations, telemarketing, home improvement, telecommunications regulations, and identity theft accounted for more than half of all consumer complaints filed with DATCP's Bureau of Consumer Protection; and

WHEREAS; free services and resources offered to the public by DATCP's Bureau of Consumer Protection include the Consumer Protection Hotline, which assists individuals and businesses with common consumer issues, the Wisconsin Do Not Call Registry, which reduces unwanted telephone and text solicitations, the Landlord Tenant Guide, which provides information on the rights and responsibilities of housing providers and renters, and the Consumer Guide, which acts as a trusted source of information on consumer issues and scams that Wisconsin residents face every day; and

WHEREAS; DATCP's Bureau of Consumer Protection is an official partner of the Federal Trade Commission's National Consumer Protection Week campaign; and

WHEREAS; this week, the state of Wisconsin joins DATCP, in partnership with other state agencies, in educating the public about everyday consumer issues and encouraging individuals and businesses across the state to know their consumer rights, avoid frauds and scams, and become aware of the resources made freely available to them by the Bureau of Consumer Protection;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim March 3 through 9 2024 as

NATIONAL CONSUMER PROTECTION WEEK

throughout the State of Wisconsin and I commend this observance
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 19th day of February 2024.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State