

STATE OF WISCONSIN DEPARTMENT OF NATURAL RESOURCES  
PUBLIC NOTICE OF INTENT TO REISSUE A WISCONSIN POLLUTANT DISCHARGE ELIMINATION  
SYSTEM (WPDES) PERMIT No. WI-0004316-09-0

Permittee: Jacob Leinenkugel Brewing Facility, LLC, 1 Jefferson Avenue, Chippewa Falls, WI 54729

Facility Where Discharge Occurs: Jacob Leinenkugel Brewing Facility, LLC Mill, 1 Jefferson Avenue, Chippewa Falls, WI

Receiving Water and Location: Duncan Creek in the Duncan Creek Watershed of the Lower Chippewa River Basin located in Chippewa County

Brief Facility Description and Summary of Proposed Changes: The facility produces beer using various ingredients and the bottled and can beer are cooled with water in a pasteurizer. The facility discharges the contact cooling water from this process at a flow between 80 – 120 gallons/minute, 8-16 hours/day, 250 days a year to Duncan Creek. An average discharge flow from this facility in 2007 was approximately 68,400 gallons/day. Major operational changes proposed for this permit reissuance include replacing a pasteurizer with a more efficient model that will use less water for cooling. A major change in this permit is the inclusion of Outfall 002 for land application of industrial wastewater from the brewing process.

Permit Drafter: Angela Parkhurst, DNR, WCR Headquarters, 1300 W. Clairemont Ave., Eau Claire, WI 54702, (715) 839-3836, [angela.parkhurst@wisconsin.gov](mailto:angela.parkhurst@wisconsin.gov)

Basin Engineer: Stephen Thon, DNR, DNR, 1300 W. Clairemont Ave., Eau Claire, WI 54702, (715) 839-3776, [stephen.thon@wisconsin.gov](mailto:stephen.thon@wisconsin.gov)

The Department has tentatively decided that the above specified WPDES permit should be reissued.

Limitations and conditions which the Department believes adequately protect the receiving water are included in the proposed permit. Land application of waste shall be done in accordance with permit conditions and applicable codes. All land application sites shall be approved prior to their use. To receive a list of approved sites, or to be notified of potential approvals, contact the basin engineer.

Persons wishing to comment on or object to the proposed permit action, or to request a public hearing, may write to the Department of Natural Resources at the permit drafter's address. All comments or suggestions received no later than 30 days after the publication date of this public notice will be considered along with other information on file in making a final decision regarding the permit. Anyone providing comments in response to this public notice will receive a notification of the Department's final decision when the permit is issued. Where designated as a reviewable surface water discharge permit, the U.S. Environmental Protection Agency is allowed up to 90 days to submit comments or objections regarding this permit determination. If no comments are received on the proposed permit from anyone, including U.S. EPA, the permit will be issued as proposed.

The Department may schedule a public informational hearing if requested by any person and shall schedule a public informational hearing if a petition requesting a hearing is received from 5 or more persons or if response to this notice indicates significant public interest pursuant to s. 283.49, Stats. Requests for a public informational hearing shall state the following: the name and address of the person(s) requesting the hearing; the interest in the proposed permit of the person(s) requesting the hearing; the reasons for the request; and the issues proposed to be considered at the hearing.

Information on file for this permit action, including the draft permit and permit information form (if required), may be inspected and copied at the permit drafter's or basin engineer's office, Monday through Friday (except holidays), between 9:00 a.m. and 3:30 p.m. Please call the permit drafter or basin engineer for directions to their office location, if necessary. Information on this permit action may also be obtained by calling the permit drafter at (715) 839-3836 or by writing to the Department. Reasonable costs (usually 20 cents per page) will be charged for copies of information in the file other than the public notice and permit information form. Permit information is also available on the internet at: <http://dnr.wi.gov/org/water/wm/ww>. Pursuant to the Americans with Disabilities Act, reasonable accommodation, including the provision of informational material in an alternative format, will be made to qualified individuals upon request.

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Date Notice Issued: October 23, 2009