



State of Wisconsin
Governor Scott Walker

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

To: Wisconsin Honey Producers

From: Peter Haase, Bureau Director
Food Safety and Inspection

Subject: Application for use of Wisconsin Certified Honey Label (ATCP 87.017)

Wis. Stats. §100.187(2)(a) and Wis. Adm. Code §ATCP 87.017(1) prohibits any person from representing a product as “Wisconsin Certified Honey” unless the product meets the honey standard in ATCP 87.015, the honey is produced and collected from hives entirely located in Wisconsin, and the producer receives approval from WDATCP to produce, label, sell, advertise or distribute a product signified as “Wisconsin Certified Honey”.

APPLICATION FOR APPROVAL TO USE LABEL

Application process for approval:

- 1) **Complete and sign the application form.** By signing the application form, you are certifying that any honey produced, labeled, sold, offered, advertised, or distributed by the applicant as “Wisconsin Certified Honey” was collected from hives located in Wisconsin and meets the requirements of ATCP 87.015, the honey standard, and ATCP 87.017, Wisconsin Certified Honey. Signing the form further certifies that the honey tested as part of the application process was a representative sample of honey collected from the honeybee hives that will be used to produce “Wisconsin Certified Honey” under this approval. This representative sample reflects the composition and quality of honey the applicant plans to produce, label, sell, advertise, or distribute as “Wisconsin Certified Honey”.
- 2) **Attach laboratory test results to the application form.** WDATCP requires laboratory testing results for the following four tests to demonstrate that the honey meets standards outlined in ATCP 87.015: a) Moisture Content, b) Fructose and Glucose Content, c) Sucrose Content, and d) Stable Carbon Isotope Ratio Analysis. Submit a copy of laboratory document(s) which must include the following: test results, testing date, laboratory’s interpretation of test results, testing methods used by the laboratory, name and address of the applicant submitting the honey sample for testing; and name, address of the testing laboratory.
- 3) **Attach check and submit the application.** Return the signed application form, required laboratory documents, and a check made payable to WDATCP for \$50.00 to:

Wisconsin Department of Agriculture, Trade and Consumer Protection
P.O. Box 93586
Milwaukee, WI 53293-0586

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APPLICATION REVIEW

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) will review the application, including the test results and methods, and either grant or deny the application within 30 days of receipt of the application documents. You will receive written notice of WDATCP's decision. Incomplete applications will be returned. Approvals will expire on December 31st of odd-numbered years. You may not label honey as "Wisconsin Certified Honey" before the effective date of the approval to use the label. Approval fees will not be prorated.

ATCP 87.015, Honey Standard, states that no person may represent, directly or by implication in connection with the sale, offering for sale, or advertising or distributing for sale of any product, that the product is "honey" unless the product meets the criteria for "honey" described in Part 8 One, Section 3.1 through Part One, Section 4.2 of the *Codex Alimentarius*, number 12-1981 (revised 2001) adopted by the United Nations food and agriculture organization and the World Health Organization. Copies of the *Codex Alimentarius*, number 12-1981 (revised 2001) are on file with the department and the Legislative Reference Bureau.