



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

TO: New Commercial Feed Manufacturers, Labelers and Distributors
FROM: Commercial Feed Program, Bureau of Agrichemical Management
SUBJECT: New Commercial Feed License Application

Thank you for your interest in becoming a Wisconsin-licensed commercial feed manufacturer, labeler, and/or distributor.

An Annual Wisconsin Commercial Feed License is Required to:

Manufacture or distribute commercial feed, including dog and cat food and treats, or feed ingredients in or into Wisconsin. "Manufacture" means to mix, blend, process, package or label commercial feed. A person paid by the final retail purchaser of a mill-formulated feed to provide specifications for that feed is engaged in manufacturing, labeling, or distributing a commercial feed.

- In-state manufacturers or distributors – one license and fee for each Wisconsin site with manufacturing, labeling, or distribution activity.
- Out-of-state manufacturers, distributors or labelers with no established place of business in Wisconsin – one license and fee covers all out-of-state sites.
- Out-of-state business with one or multiple sites in Wisconsin with manufacturing, labeling, or distribution activity – one license and fee for each Wisconsin site, plus one license and fee for all out-of-state sites.
- Nutritionists that label feed or manufacture feed, including premixes – one license and fee.

No license is required for entities distributing only:

- Packaged commercial feed in the original package(s) of a Wisconsin licensee, with that licensee's original label, this is considered "retail sales".
- Bulk commercial feed in the form received from, and as labeled by, a Wisconsin licensee.
- Feeds custom-mixed at the request of the final purchaser at retail, using commercial feeds obtained from Wisconsin-licensed suppliers.
- Nutritionists that only formulate feed, and do not label feed or manufacture feed.

Apply for a License Online, or by USPS Mail

- Online application and payment option via <https://mydatcp3.wi.gov/>
 - If you are a representative, or have a representative, that will be completing the license applications on behalf of the license holder, contact the department at datcpfeedlicense@wisconsin.gov or (608) 224-4537 so we can provide you online access.
- Paper option. Download an application form, mail the completed print form and fee. Forms available at: https://datcp.wi.gov/Pages/Programs_Services/CommercialFeedLicensingFormsandTonnageReporting.aspx.

Change in Ownership

Feed licenses are non-transferrable. A change in ownership requires the new owner to complete and submit a new commercial feed license application and license fees. A new license number will be issued. The current licensee is required to send in a completed tonnage report and fee, even if sales/distributions totaled zero. Indicate "CANCEL LICENSE" on the license renewal form for the former owner.

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Name Changes

If the business name changed, but the ownership has not, please indicate the name change on the license renewal form. A new license number will be issued and the records amended.

Tonnage Reporting

Annual inspection fees are due on commercial feeds and feed ingredients that a licensee is the first to distribute into Wisconsin. Fees are \$50.00 or \$0.25 per ton of feed distributed, whichever is greater. If a feedstuff is not considered commercial feed (e.g. hay, unmixed whole corn, etc.), it does not need to be reported. Any commercial feed first distributed in or into Wisconsin by a third party is reportable by that entity, and not the recipient.

Feed and Feed Ingredient Labels

Submit copies of feed and feed ingredient labels your firm intends to label and distribute in Wisconsin via the MyDATCP licensing portal, hardcopy or email attachment. The Department *cannot* accept external storage devices such as jump drives, FTP drop boxes, or CD/DVDs. At renewal each year, please submit copies of all recently added or recently revised feed and feed ingredient labels your firm intends to label and distribute in Wisconsin. Label requirements are outlined in Wis. Stat. § 94.72(2) and the following sections of the Wis. Admin. Code:

- Commercial feeds, Subchapter III of Wis. Admin. Code ch. ATCP 42,
- Custom-mixed feeds, Subchapter IV of Wis. Admin. Code ch. ATCP 42, and
- Pet (dog and cat) food and treats, Subchapter V of Wis. Admin. Code ch. ATCP 42.

Inspections

The Feed Program strives to establish and maintain consumer and manufacturer confidence in animal feeds – livestock feed, pet food, and feed ingredients – through inspections. Inspections include:

- Confirmation of feed manufacturer, labeler and distributor licensure;
- Assessment of facility good manufacturing practices in and around buildings of manufacture and storage;
- Evaluation of recordkeeping procedures to ensure recalls can occur, if necessary; and
- Review of label and labeling content to ensure a feed can be purchased and used safely and effectively by the end-user.

Specific requirements for commercial feed manufacture, labeling and distribution are found in Wis. Stat. § 94.72 and Wis. Admin. Code ch. ATCP 42.

Sampling

The Feed Program collects surveillance samples of commercial feed distributed in Wisconsin to assist with protecting the human food chain and animal owners/producers against fraud and deception, and to support a fair and honest feed commerce environment. Samples collected are analyzed in an accredited State laboratory, and the analysis results are compared to nutrient guarantees presented on the feed label. The feed composition is expected to be consistent with the label guarantee. State commercial feed law requires specific guarantees to be present on feed labels that are intended for consumption by specific species of animals. Learn more about required label guarantees in Wis. Admin. Code §§ ATCP 42.12 & 42.14.

Resources Available at https://datcp.wi.gov/Pages/Programs_Services/LivestockFeedPetFood.aspx

Contact

- Licensing and tonnage questions (608) 224-4537 or email datcpfeedlicense@wisconsin.gov
- Label, inspection, or sampling questions (608) 224-4539 or email datcpfeed@wisconsin.gov