



State of Wisconsin  
Governor Tony Evers

**Department of Agriculture, Trade and Consumer Protection**  
Bradley M. Pfaff, Secretary

May 1, 2019

Dear Potential Licensee:

All entities that participate in any of the activities listed below are required to be licensed by the Department of Agriculture, Trade and Consumer Protection (DATCP). The Dog Seller and Dog Facility Operator license year is a 12-month period ending on September 30.

Licenses are required if you do any of the following, as defined in state law (Wis. Admin. Code § ATCP 16):

- *Operate an “animal control facility.”* An animal control facility means a facility in this state, for the care of animals operated under a contract with a county, town, or municipality under state law [Wis. Stat. § 173.15(1)]. (The facility may also sell dogs. The facility is not considered a dog dealer.).
- *Operate an “animal shelter.”* An animal shelter means a facility in this state that is operated for the purpose of providing for and promoting the welfare, protection, and humane treatment of animals, that is used to shelter at least 25 dogs in a year, and that is operated by a humane society, animal welfare society, animal rescue group, or other nonprofit group (The shelter may also sell dogs. The shelter is not considered a dog dealer.).
- *Operate as a “dog breeder.”* A dog breeder means a person who in any year sells at least 25 dogs, from more than three litters, which that person has bred and raised in this state.
- *Operate a “dog breeding facility.”* A dog breeding facility means a place in this state where dogs are bred and raised and from which at least 25 dogs from more than three litters are sold in a year.
- *Operate as a “dog dealer.”* A dog dealer means any of the following persons, other than an out-of-state dog dealer:
  - A person who in any license year sells in this state at least 25 dogs that the person owns but has not bred and raised.
  - A person, other than an auctioneer or auction company registered under state law (Wis. Stat. § 480), who in any license year brokers or arranges the sale in this state of at least 25 dogs that are under that person’s custody or control (but that the person does not own and has not bred or raised).
  - An auctioneer or auction company registered under state law (Wis. Stat. § 480), which operates one or more auctions in this state in which a combined total of 50 or more dogs are sold or offered for sale in any license year.
- *Operate in this state as an “out-of-state dog dealer.”* An out-of-state dog dealer means a non-resident person who in a year imports at least 25 dogs for sale in this state, regardless of whether the dogs were bred or raised by that person.

If you meet any of the definitions on page 1, please complete the enclosed application and submit it along with the appropriate fees to:

DATCP

Attn: Dog Seller License Coordinator

P.O. Box 8911

Madison, WI 53708-8911

You will receive notification within 30 business days of DATCP receiving your complete application. An animal health inspector will contact you to schedule a pre-licensing inspection. The inspector will verify the dogs are being kept in compliance with the standards of care established in state law (Wis. Admin. Code § ATCP 16), and then your license to operate will be issued.

You must display a copy of your license in a prominent place at each location listed on the license, along with the completed inspection report for that location.

If you have questions regarding this please call 608-224-4889.

Sincerely,

Darlene Konkle, DVM, MS, DACVIM

Assistant State Veterinarian

Division of Animal Health

*Agriculture generates \$88 billion for Wisconsin*

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