



State of Wisconsin
Governor Scott Walker

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

May 1, 2016

Dear Potential Licensee:

All entities that participate in any of the activities listed below are required to be licensed by DATCP - DAH. 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 ch. ATCP 16, Wis. Adm. Code:

- *Operate an “animal control facility.”* An “animal control facility” means a facility in this state, for the care of animals, which is operated under a contract with a county, town or municipality under s. 173.15(1), Stats. *(It may also sell dogs. It 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. *(It may also sell dogs. It 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 3 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 3 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 Ch. 480, Wis. Stats., 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 Ch. 480, Wis. Stats., 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.

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

WI - DATCP

ATTN: Dog Seller License Coordinator

PO Box 8911

Madison, WI 53708-8911

Within 30 business days of receiving your complete application for licensure and the required fees, you will be notified that it has been received and processed. You will also be notified that an Animal Health inspector will contact you to schedule a pre-licensing inspection. Once an inspection is completed that verifies the dogs that you keep are being kept in compliance with the standards of care established in ch. ATCP 16, Wis. Adm. Code, your license to operate will be issued.

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

If you have questions regarding this please contact Gena Goldade at 608-224-4889 or Gena.Goldade@wisconsin.gov .

Sincerely,

Darlene Konkle, DVM, MS, DACVIM

Assistant State Veterinarian

Division of Animal Health