



State of Wisconsin  
Governor Tony Evers

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

## **Instructions for Submission of New Pesticide Products to Wisconsin for Registration**

All pesticide products sold or distributed in Wisconsin must be 1) registered with the U.S. Environmental Protection Agency (EPA), 2) specifically exempted from EPA registration (for example: Section 18's or 25b's), or 3) registered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) under Wis. Admin Code § ATCP 29.72 to meet a special local need in Wisconsin (Wis. Admin Code § ATCP 29.05). In addition, no person may sell or distribute any pesticide in Wisconsin without first obtaining an annual license from WDATCP and registering each pesticide product (Wis. Admin Code § ATCP 29.10, Wis. Stat. § 94.68.). It is the responsibility of the person or firm whose name and address appears on the pesticide product label to obtain this license and register each product.

### **Please read these instructions thoroughly before completing the forms.**

At least 15 days prior to selling or distributing a new pesticide product in the state of Wisconsin, you must submit a completed Wisconsin Pesticide Manufacturer and Labeler License Application (ARM-ACM-148), a New Pesticide Product Registration Form (ARM-ACM-230) and other requested information.

#### **INSTRUCTIONS:**

1. Determine the new product(s) to be sold or distributed in Wisconsin during the current license year that bear your firm's name and address on the label(s).
2. Pesticide products that have a different EPA Registration number, different brand name or different manufacturer/labeler name must be registered as separate pesticide products.
3. Complete the Wisconsin Pesticide Manufacturer and Labeler License Application (new license applicants only) and the New Pesticide Product Registration Form.
4. PRIMARY PRODUCERS are required to pay a \$150 Well Compensation fee. A "Primary Producer" is defined in Wis. Stat. § 94.681(1)(e), as a person who manufactures an active ingredient that is used to manufacture or produce a pesticide. This fee is required, regardless of whether the active ingredient is brought into Wisconsin. This fee is charged only once annually at the time of license renewals. For new product submissions received outside of the renewal period, this fee is only required for Primary Producers applying for their Wisconsin Pesticide Manufacturer and Labeler License for the first time.
5. You must submit a copy of the label(s) for all pesticide products to be distributed in Wisconsin. Please submit labels as text-searchable pdf documents (not scanned copies) via ALSTAR or by email to:

[DATCPpesticideRegistration@Wisconsin.gov](mailto:DATCPpesticideRegistration@Wisconsin.gov)

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6. No license is required of persons engaged only in “the sale of pesticides or active ingredients to licensed manufacturers for use as a basic ingredient in the manufacture or formulation of another pesticide or for further processing, packaging or labeling” [Wis. Stat. § 94.68(1)(b)]. Additionally, products labeled ‘For Manufacturing Use Only’ and technical-grade products do not need to be registered, provided that their labels do not allow for end-uses of the product beyond formulation of other pesticide products.
7. Make checks payable to Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP is acceptable).

In summary, you must submit the following to the Department:

1. A completed Wisconsin Pesticide Manufacturer and Labeler License Application (form ARM-ACM-148; new license applicants only).
2. A completed New Pesticide Product Registration Form (form ARM-ACM-230). Multiple products may be listed on the same form.
3. One copy (text-searchable pdf file) of a product label for each pesticide to be registered in Wisconsin.
4. A check for the total amount due. The check should be payable, in U.S. dollars, to the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP is acceptable).

Please submit these materials to:

Mailing address

WDATCP  
LOCKBOX 93598  
MILWAUKEE, WI 53293-0598

Physical address (for courier services)

WDATCP - LOCKBOX 93598  
C/O US BANK  
777 E. WISCONSIN AVE.  
MILWAUKEE, WI 53202

Your firm will receive confirmation via email that new pesticide products have been registered. New license applicants will also receive a 'Pesticide Manufacturer and Labeler License' certificate. This license authorizes the sale, distribution, shipment, and use in Wisconsin of the pesticide product(s) that are indicated on the New Pesticide Product Registration Form. These products must bear the licensee's name and address on the label, and must be in compliance with all other applicable provisions of state and federal laws. The license and product registration(s) are valid through **December 31 of the current license year.**

Licenses or product registrations may be revoked, suspended, or denied if the licensee fails to comply with applicable laws. Failure to submit the proper fees and information specified to the correct location may result in delays in product registration or additional monetary penalties as provided by statute and can result in license suspension or revocation.

Submit any new or amended labeling for any product(s) distributed in Wisconsin as it becomes available. Promptly notify the Department if the name or address of your firm changes.

Please notify the Department promptly, if your firm is involved in a merger, bankruptcy, or other transaction, which could alter its legal status or its activities as a pesticide manufacturer or labeler to determine any effects on the validity of the license or the activities authorized by the license. The Department may not refund a fee or surcharge, after the Department issues a license under Wis. Stat. § 94.68 to the person who paid the fee or surcharge, unless the fee or surcharge was not properly charged or collected [Wis. Stat. § 94.681(8)].

Any questions, please contact:

Pesticide Product Registrar  
(608) 224-4536  
[DATCPPesticideRegistration@Wisconsin.gov](mailto:DATCPPesticideRegistration@Wisconsin.gov)