

Direct Marketing Meat and Poultry

Poultry Requirements

The following guidance applies to chickens, ducks, geese, guinea hens, ratites, squab, and turkeys:

LESS THAN 1,000 BIRDS PER YEAR

Sold at the Producer's Premises	Sold at a Farmers' Market, Special Event, or Door-to-Door	Wholesale to Retail Establishments
<ul style="list-style-type: none"> Birds are healthy Producer can slaughter and sell birds they have raised on their premises without inspection or a license. Producer maintains custody of birds until sold from their premises or distributed through a Community Supported Agriculture (CSA) Birds can only be sold directly to the consumer in person, by phone or internet, within the state of Wisconsin Birds are labeled "NOT INSPECTED" along with the name and address of the producer 	<ul style="list-style-type: none"> Bird-by-bird inspection required at a state or US Department of Agriculture (USDA)-inspected meat establishment Birds are fully labeled and include the mark of inspection* A mobile or transient retail food license is required to sell birds at farmers markets or special events, and local ordinances may also apply 	<ul style="list-style-type: none"> Bird-by-bird inspection required at a state or USDA- inspected meat establishment Birds are fully labeled and include the mark of inspection* Meat distributor registration is required A retail food license is required if birds are warehoused prior to distribution.

MORE THAN 1,000 BIRDS PER YEAR

Sold at the Producer's Premises	Sold at a Farmers' Market, Special Event, or Door-to-Door	Wholesale to Retail Establishments
<ul style="list-style-type: none"> Bird-by-bird inspection required at a state or USDA- inspected meat establishment Birds are fully labeled including the mark of inspection* A retail food establishment license is required 	<ul style="list-style-type: none"> Bird-by-bird inspection required at a state or USDA- inspected meat establishment Birds are fully labeled including the mark of inspection* A mobile or transient retail food license is required to sell birds at farmers markets or special events, and local ordinances may also apply 	<ul style="list-style-type: none"> Bird-by-bird inspection required at a state or USDA- inspected meat establishment Birds are fully labeled including the mark of inspection* Meat distributor registration is required A retail food license is required if birds are warehoused prior to distribution

* Wis. Admin. Code § ATCP 55.10

Note: If the product is to be sold over state lines (interstate), the meat or poultry products must have been produced under USDA inspection or at a state-inspected meat establishment participating in the Cooperative Interstate Shipment Program.

Livestock Requirements

The following guidance applies to alpacas, bison, cattle, goats, llamas, rabbits, sheep, and swine:

All meat derived from livestock sold to consumers must be slaughtered and processed at a state or USDA-inspected meat establishment.**

The products must be properly labeled at the meat establishment. The label must include the following:

- Name of the product, e.g. Beef T-bone Steak, Ground Bison, Pork Spare Ribs
- List of ingredients if more than one ingredient, such as sausage
- Name and address of the packer, distributor, or processor
- Marks of inspection (USDA or WI inspection legend)
- Non-shelf stable products must contain a handling statement, such as “Keep Refrigerated” or “Keep Frozen”
- Raw and uncooked products must have safe handling instructions for consumers
- Net weight statement (for random weight products, the net weight as determined by a [certified scale](#) must be declared on the label by either the meat establishment or the retail food establishment)

****Same applies to captive game animals**

Sold at the Producer’s Premises	Sold at a Farmers’ Market, Special Event, or Door-to-Door	Wholesale to Retail Establishments
<ul style="list-style-type: none"> • A retail food establishment license is required • The freezer must be located in a clean and neat area separate from living quarters, must maintain the meat in a frozen state, and be used exclusively to store meat sold to consumers 	<ul style="list-style-type: none"> • A mobile or transient retail food license is required to sell meat products at farmers’ markets or special events • A mobile retail license is required to sell door-to-door, and local ordinances may also apply 	<ul style="list-style-type: none"> • Meat distributor registration is required • A retail food license is required if meat is warehoused prior to distribution

Note: Meat slaughtered by the producer, a registered mobile slaughterer, or without inspection at a meat establishment (custom exempt) cannot be sold in commerce.

For questions regarding retail food establishment licensing or to obtain an application form, contact Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Licensing Specialists at (608) 224-4923, email datcpdfsrlicensing@wisconsin.gov, or complete an [online form](#).

For other general questions, contact DATCP Retail Food Specialists at datcpdfsrretail@wisconsin.gov.

For questions regarding meat inspection, or to obtain a meat establishment license or meat distributor registration, contact Meat and Poultry Licensing at (608) 224-4694 or email meatpoultrylicensing@wi.gov.