



Exporting Wisconsin Pet Food

International Agribusiness Center

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

January 2022

DOG AND CAT FOOD EXPORTS

2020 Wisconsin Exports: \$94.09 million

Top Export Markets:

1 – Canada (61.10%)	\$57.49 million
2 – Hong Kong (19.31%)	\$18.17 million
3 – Australia (10.51%)	\$9.89 million
4 – Japan (4.64%)	\$4.36 million
5 – Republic of Korea (1.87%)	\$1.76 million

2020 U.S. Exports: \$1.725 billion

Top Export Markets:

1 – Canada (49.40%)	\$851.93 million
2 – Japan (6.92%)	\$119.32 million
3 – Mexico (5.94%)	\$102.39 million
4 – Australia (4.79%)	\$82.67 million
5 – Hong Kong (3.98%)	\$68.60 million

HS Code for Dog and Cat Food: 230910



DOG AND CAT FOOD EXPORTS

Wisconsin Export Growth 2019-2020: 16.94%

Top Export Growth:

1 – Taiwan	5,632.58%
2 – China	1,900.56%
3 – United Arab Emirates	153.77%
4 – Republic of Korea	125.30%
5 – Hong Kong	83.52%

United States Export Growth 2019-2020: 5.79%

Top Export Markets:

1 – France	456.40%
2 – Finland	443.37%
3 – Bangladesh	330.59%
4 – Palau	217.98%
5 – China	190.35%

HS Code for Dog and Cat Food: 230910



REGULATION OF PET FOOD

The Food and Drug Administration (FDA) regulates the manufacture of cat food, dog food and dog treats or snacks. To learn more about the FDA's regulations visit the [pet food section of the FDA website](#).

The Association of American Feed Control Officials (AAFCO) establishes the nutritional standards for complete and balanced pet food in accordance with state and U.S. government regulations. For more information on the different state and national regulations visit the [AAFCO website](#).



COMMERCIAL FEED LICENSING – PET FOOD

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) licenses commercial feed manufacturing and distribution. This includes pet food – dog and cat food including homemade pet treats, livestock feeds and feed ingredients. Regulation protects the human food chain and animal health, protects consumers against fraud, and provides businesses with an even playing field.

Any manufacturer, labeler, or distributor of commercial feed (including dog and cat food and treats). Also, any entity moving feed or feed ingredients in or into Wisconsin needs a commercial feed license.

[Commercial Feed License Application](#)



EXPORT DOCUMENTATION FOR PET FOOD

The Agricultural Chemical Bureau of DATCP provides notarized Export Certificates of Free Sale for the following products: livestock feeds, some pet foods, feed additives, feed ingredients, fertilizer, soil or plant additives.

CONTACT: datcpfeedexport@wisconsin.gov

TO APPLY: [Certificate of Free Sale](#)

Note: Any animal feeds exported to the European Union must be inspected by APHIS/USDA



EXPORT DOCUMENTATION – ANIMAL AND PLANT HEALTH INSPECTION SERVICE (APHIS)

If the pet food product being exported contains ingredients of animal origin you must obtain export documentation for the Animal and Plant Health Inspection Service. (APHIS)

The primary role of APHIS in the certification of animal products for export is to provide certification about the animal health status of the region of origin of the product.

Exporters are advised that the forms linked below are to be submitted to the endorsing office electronically after preparation.

[VS Combined Form I6-4 and I6-4A](#)



APHIS INTERNATIONAL EXPORT REGULATIONS FOR ANIMAL PRODUCTS

International Regulations by Country:

[Canada](#)

[Hong Kong](#)

[Australia](#)

[Japan](#)

[Korea](#)

[Taiwan](#)



EXPORTING PET FOOD TO CHINA

The implementation of the U.S.-China Economic and Trade Agreement resulted in several changes to the process of importing U.S.-origin pet food into China. Pet food products need to be licensed by China's Ministry of Agriculture and Rural Affairs and facilities need to be approved by the General Administration of Customs. There were new market access changes, especially to the use of animal-based feed ingredients. Another significant change is that China has committed to complete import licensing and facility registration within specific time frames.

Full GAIN Report: [US-China Economic and Trade Agreement Brings Welcome Changes for US Pet Food Exporters](#)



DEVELOPING AN EXPORT STRATEGY

Our staff can help you assess your company's export readiness



Develop an export plan that includes

- ✓ Realistic objectives and measurable goals
- ✓ A marketing component
- ✓ Action steps for executing export of product
- ✓ Export budget

Find a sample export plan here, <https://www.trade.gov/sample-export-plan>

ExporTech™ is a proven export strategy development program where companies develop a customized export plan. This program is offered by Wisconsin Manufacturing Extension Partnership and UW Stout Manufacturing Outreach Center. *See resources page for additional sample export plan resources



IDENTIFY TOP MARKETS FOR COMPETITIVE ADVANTAGE

Accurate, up-to-date market intelligence is essential to identify countries with the most potential for your product(s)



SCREEN POTENTIAL
MARKET OPPORTUNITIES



ASSESS AND SELECT
THE TOP MARKETS



DEVELOP YOUR STRATEGY
AND MARKET ENTRY
PLAN



INDUSTRY AND PRODUCT CLASSIFICATION

Every product has a unique classification number, known as a harmonized system code, HS Code.

A HS Code is the standard numerical method that is used globally across international trade in order to accurately identify traded products at a basic 6-digit level and 8 or 10-digit levels for country-specific definitions.

A HS code is used by customs authorities in every part of the world in order to allocate the correct rate of duty and tax for each product.



IDENTIFY MARKET ENTRY REQUIREMENTS

Determine the import requirements for your products as each country has different market entry requirements including import quotas, licensing, labeling and tariffs.

Resources:

- [USDA's Food and Agricultural Import and Regulations Standards Reports \(FAIRS\)](#)
- [Global Agricultural Information Network \(GAIN\)](#)
- [Animal and Plant Health Inspection Service \(APHIS\)](#)
- [Association of American Feed Control Officials \(AAFCO\)](#)



PREPARING EXPORT DOCUMENTATION

Proper documentation is crucial for exporting pet food products. Be sure that documents are complete and accurate.

Please refer to the [APHIS Import/Export website](#) for country-specific documentation requirements.

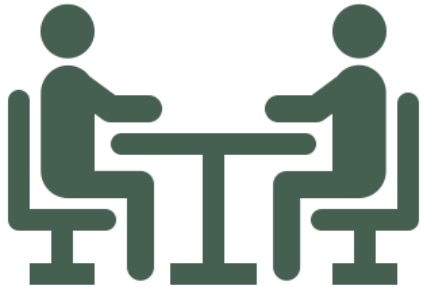
Also, DATCP offers an [Export Certificate Guidelines document](#) that outlines certificates issued by federal and state agencies.

Watch the [Food Export Webinar on Export Documentation](#) for more information.



FINDING QUALIFIED FOREIGN BUYERS & HOW TO PREPARE FOR MEETINGS

There are a multitude of avenues to meet foreign buyers that are appropriate for your product(s). Consider the following:



- [Food Export Midwest](#)
- [USDA International and Domestic Trade Shows](#)
- [DATCP International Agribusiness Center Calendar](#)
- [WEDC Global Trade Ventures](#)



FOLLOW-UP WITH BUYERS

It's important to follow up with buyers. To be successful in developing trade relationships be sure to:

- Correspond quickly after meeting buyer(s)
- Provide information requested (accurate pricing, quoting of products and shipment)
- Provide your contact information (email, phone number, website)
- Follow up on the follow up



INCREASE MARKET SHARE WITH BRANDED PROGRAM FOOD EXPORT MIDWEST

Access Food Export Midwest Branded Program funds available to companies headquartered in the Midwest or Northeast regions of the U.S. who meeting SBA guidelines of a small business and promote brand name products with at least 50% U.S. agricultural content by weight interested in promoting product sales by increasing their international marketing efforts. Funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA).

Partial reimbursement (up to 50 percent) of approved activities such as:



- International web site development
- Development, translation & distribution of promotional materials
- Participation in foreign trade shows and exhibitions
- And much more

Learn more by contacting info@foodexport.org



INCREASE MARKET SHARE WITH INTERNATIONAL GRANT FROM WEDC

The Wisconsin Economic Development Corporation (WEDC) offers an International Market Access Grant (IMAG) that provides funding to support a company's specific export development and deployment strategy with WEDC's international staff providing technical assistance.

More information can be found here, <https://wedc.org/programs-and-resources/global-business-development-program/>



LEARN MORE ABOUT EXPORTING WITH FOOD EXPORT PROGRAMS

Food Export Midwest has a variety of FREE online training from industry experts. Recorded webinars and videos provide up-to-date exporter intelligence for companies looking to grow their export business. Topics include:

- Buyers Meetings & Market Research
- Trade Agreements
- Pricing & Payments
- Shipping & Export Documentation
- Region & Industry Insights
- Branded Program Training

Find the upcoming and past webinars on the [Food Export Website](#)



RESOURCES PAGE

[Food Export Midwest](#) – view resources, events and branded program funds

[DATCP International Agribusiness Center](#) – [export certificate guidelines](#)

[Global Agricultural Information Network \(GAIN\)](#) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more

[USDA Foreign Agricultural Service \(FAS\)](#) – export data, world market reports, foreign buyer trade leads, import and regulation standards reports

[Starting a Pet Food or Treat Business](#) – answers to common questions about pet food businesses

[Certificate of Free Sale Application](#) – needed if exporting a product

[International Trade Administration](#) – sample export plans

[Wisconsin Economic Development Center \(WEDC\)](#) – ExporTech™, export strategy development program

- Eastern Wisconsin: [ExporTech™ | WMEP Manufacturing Solutions](#) Western Wisconsin: [ExporTech™](#)

[University of Wisconsin - Stout \(uwstout.edu\)](#)



QUESTIONS?

The International Agribusiness Center Team Is Ready to Help.



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https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx

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