

What is Commerical Feed?

"Commercial feed" means any feed, including any custom-mixed or mill-formulated feed, that is sold or bartered, or offered for sale or barter. Feed examples include pet treats/food, bird seed, mineral blocks, fish food, and livestock feed.



To distribute commercial feed products in Wisconsin, a license is required.



For More Information

Online:

DATCP Home Livestock Feed and Pet Food
datcp.wi.gov

Email:

datcpfeed@wisconsin.gov

Phone:

(608) 224-4539



Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

Division of Agricultural Resource Management
2811 Agriculture Drive, PO Box 8911
Madison, WI 53708
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Homemade Pet Treats and Other Commercial Feed Products

Thinking about offering homemade pet treats, smoked bones, or other commercial feed products to the public?

You may need a Commercial Feed License



Wisconsin Department of Agriculture, Trade and Consumer Protection
Division of Agricultural Resource Management - Feed Program

Regulated Feed Examples

- Pet treats/food
- Bird seed
- Mineral blocks
- Smoked bones
- Fish food
- Livestock feed



Unregulated Feed Examples

- Unmixed whole seeds or grains identified in United States grain standards;
- Unmixed ground corn, wheat, rye, barley, oats, buckwheat, flaxseed, kafir, milo, or other unmixed ground seeds or grain;
- Whole hays, straws, cottonseed hulls, stover, and silage, when unmixed with other materials;
- Meat and other portions of animal carcasses in their raw or natural state without further processing, except freezing or denaturing.



How to Get Licensed

There are some requirements to get a commercial feed license. These requirements include:

Labeling: A commercial feed license does involve some labeling requirements. These may vary depending on the specific products you plan to distribute. Basic pet food labeling guidance can be found on the next panel.

Reporting Tonnage: Commercial feed licensees must report how much feed they distribute in Wisconsin each year. We will work with you to determine the best method for estimating your annual tonnage.

Inspections: Feed license holders can expect to have an inspection take place at their facilities about once every five years. Good manufacturing processes (GMPs) require that the products be stored in a way that prevents adulteration.

About Commercial Feed Licenses

- License year is March 1 through February 28
- License fee: \$25
- Tonnage fees: \$50 or \$0.25 per ton of feed distributed in or into Wisconsin, whichever is greater.

Are you a new applicant in need of a Commercial Feed License?

Scan the QR code to the right to fill out the online application.



Pet Food Labeling

Pet food labels give the consumer basic information about the ingredients, nutritional value, and the type(s) of animals for which the product is intended. Using the label, consumers can compare different animal feeds (pet foods) that are available to decide which product will best suit their animal's needs.

Every label is required to have specific items, including:

- The words "dog food" or "cat food" or "dog treat" or "cat treat," on the principal display panel of the product.
- The product name and the brand name, if any.
- A guaranteed analysis.
- An ingredient statement.
- Drug (medication) information, if the feed contains one or more drug(s). Please contact the Feed Program directly if you have questions about medicated dog or cat food.
- A statement of nutritional adequacy, if required.
- The name and principal mailing address of the manufacturer responsible for distributing the food.
- A declaration of net quantity on the principal display panel, in both metric and inch-pound ("U.S.") units.
- Feed instructions, if required.

Scan the QR code to the right to access DATCP's Labeling Guide for Pet Food.

