

WLIC



WISCONSIN LIVESTOCK
IDENTIFICATION CONSORTIUM

Wisconsin Association of Fairs District Meeting October 2023



WLIC



WISCONSIN LIVESTOCK
IDENTIFICATION CONSORTIUM

Wisconsin Livestock Identification Consortium

is a private non-profit organization working to protect animal health and prevent the spread of disease through livestock and premises identification and traceability.





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A Brief History

- Founded in 2001 through a partnership between CRI, Cooperative Network and the Wisconsin Farm Bureau.
- Foot & Mouth Disease Outbreak in the United Kingdom in 2001
- The crisis in the UK led to more than 6 million cows and sheep being killed
- In 2002, PDPW became a Charter member of WLIC.
- In 2003, WLIC was established as a nonprofit with three areas of responsibility





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WLIC's Responsibility

- Three Areas:
 - Premises ID
 - Animal ID
 - Animal Traceability
- Original funding for WLIC came from a grant funded by the USDA and APHIS
- Tasked with developing a state-based model for livestock premises registration and traceability.





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The Cow That Stole Christmas

- On Dec. 24, 2003, five tons of raw beef were recalled by a Washington State Meat Inspector – may have been exposed to tissues containing the infectious agent causing mad cow disease. The day before a cow in Washington State had been identified as the first U.S. animal with the disease.
- Regardless of reassurances that there posed any health risk, several countries suspended U.S. beef imports.





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From Then On

- In early 2004, Wisconsin legislature passed a law mandating premises registration.
- Today, WLIC works in stride with the Wisconsin Department of Agriculture, Trade and Consumer Protection, renewing and registering premises as they come into the office. Every three years, all livestock premises are renewed to ensure the database records are up-to-date.





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Why WLIC?

- WLIC is not a government agency, and therefore, the data managed by WLIC is protected against the Public Information Act.
- Producer data is further protected by
 - Wis. Stat. 95.51 and Administrative Code ATPC 17.03 – *“premises registration information received by the department or its contract agent under s. ATCP 17.02 is confidential and may not be disclosed to any other person or agency.”*
 - WLIC’s contract with DATCP restricts access to the database and disclosure of data



Industry Support Makes the Difference

- ABS Global, Inc.
- AgCountry Farm Credit Services
- DeWitt, LLP
- FarmFirst Dairy Cooperative
- I.D.ology
- Johnsonville Sausage LLC
- Nicolet National Bank
- Semex USA
- Wisconsin Beef Council
- Wisconsin Cattlemen's Association
- Wisconsin Farm Bureau Federation
- Wisconsin Pork Association
- Wisconsin Veterinary Medical Association
- World Dairy Expo



Gold



Dairy Farmers of Wisconsin (DFW)



Professional Dairy Producers of Wisconsin (PDPW)

Silver & Bronze



Livestock Intelligence

Allflex Livestock Intelligence



Compeer Financial



Equity Cooperative Livestock Sales Association



Who Needs to Register Their Premises

Simple Answer: Livestock Owners

What constitutes as livestock?

- Beef Cattle
- Dairy Cattle
- Bison
- South American Camelids (includes llamas and alpacas)
- Captive Cervids (includes deer, elk, moose, caribou, reindeer, and the subfamily musk deer)
- Pigs
- Goats
- Sheep
- Chickens – even if it's just one!
- Poultry, Captive Gamebirds, Ratites
- Horses (includes horses, mules and donkeys)
- Fish (Fish Farms)

Animals That Are NOT Registered:

- Rabbits
- Guinea Pigs
- Mice
- Mink
- Opossums
- Dogs
- Cats



How to Register Livestock Premises

- **Register online!**
Complete the online form and receive your premises ID within 1-3 business days.
- You can also go online, print the form, complete and mail it in.
- Call WLIC at 888-808-1910.



What Information Is Needed to Register Livestock Premises

- Primary contact information - Name, Address, City Zip
 - For both the premises address (the address livestock are located) and the mailing address.
 - This should always be the premises owner, not youth exhibitors.
- Alternate contact (optional)
- Farm or Business Name
- Cell Phone
- Email
- Livestock species on premises – this includes ALL livestock species, not just ones intended for shows

Wisconsin Department of Agriculture, Trade and Consumer Protection
Livestock Premises Registration (c/o WLIC)
4726 E Towne Blvd. Suite 210
Madison, WI 53704
Fax: 608-848-4702

Livestock Premises Registration Application

(S. 95.51, Wis. Stats. and ch. ATCP 17, Wis. Adm. Code)

Please return completed form to the address listed above.

A. Registrant and mailing information If registrant is a business, provide the legal name of that business.	
NAME OF INDIVIDUAL (first name, middle initial, last name) * OR LEGAL NAME OF BUSINESS (or other legal entity) *	REGISTRANT PHONE* () -
ALL TRADE OR OTHER NAMES*, if any (a/b/c or "doing business as")	COUNTY*
MAILING ADDRESS	CITY/VILLAGE/TOWN* STATE* ZIP*
*Registrant type: check one: <input type="checkbox"/> Individual (includes a pet owner or "hobby farm") <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Cooperative <input type="checkbox"/> Limited Liability Company (LLC) <input type="checkbox"/> State or local government entity <input type="checkbox"/> Tribal entity <input type="checkbox"/> Trust <input type="checkbox"/> Estate <input type="checkbox"/> Limited Liability Partnership (LLP)	
B. Livestock premises address* If the location does not have an address, see instruction sheet.	
PREMISES DESCRIPTION: (Examples: "milking barn" or "pasture")	
PREMISES ADDRESS: Check here if same as mailing address in Section A and skip to Section C <input type="checkbox"/> COUNTY	
CITY/VILLAGE/TOWN STATE* WI ZIP*	
TOWNSHIP NUMBER (1 - 53N)	RANGE NUMBER (20W - 30E)
SECTION NUMBER (1-36)	% SECTION
GEOGRAPHIC COORDINATES West (Longitude) (must be between 86.000 and 94.000)	
GEOGRAPHIC COORDINATES North (Latitude) (must be between 42.000 and 48.000)	
C. Livestock premises type* Check ONE that best applies. If your premises has more than one type of operation, see instruction sheet.	
<input type="checkbox"/> Farm or production unit (includes hobby farm) <input type="checkbox"/> Livestock exhibition <input type="checkbox"/> Clinic <input type="checkbox"/> Market or livestock collection point <input type="checkbox"/> Rendering or carcass collection point	
<input type="checkbox"/> Slaughter establishment <input type="checkbox"/> Tagging site <input type="checkbox"/> Laboratory <input type="checkbox"/> Quarantine facility <input type="checkbox"/> Non-producer participant (See instruction sheet for definition and examples)	
D. Types of livestock or livestock carcasses on premises* Check ALL that apply.	
Bovine - please specify: <input type="checkbox"/> Fish (includes all fish kept at a fish farm requiring registration under s. ATCP 10.61)	
<input type="checkbox"/> Beef Cattle <input type="checkbox"/> Goats	
<input type="checkbox"/> Dairy Cattle <input type="checkbox"/> Sheep	
<input type="checkbox"/> Bison <input type="checkbox"/> Swine	
<input type="checkbox"/> Camelids (includes llamas and alpacas) <input type="checkbox"/> Equine (includes horses, mules and donkeys)	
<input type="checkbox"/> Captive cervids (includes deer, elk, moose, caribou, reindeer, and the subfamily musk deer) <input type="checkbox"/> Poultry (includes domesticated fowl like chickens, turkeys, geese, ducks, guinea fowl, squab, ratites like rheas, ostriches, emus, cassowaries, kiwi, and captive game birds like pheasants, quail, wild turkeys, migratory wildfowl, pigeons, and exotic birds raised for hunting, which are raised in captivity)	

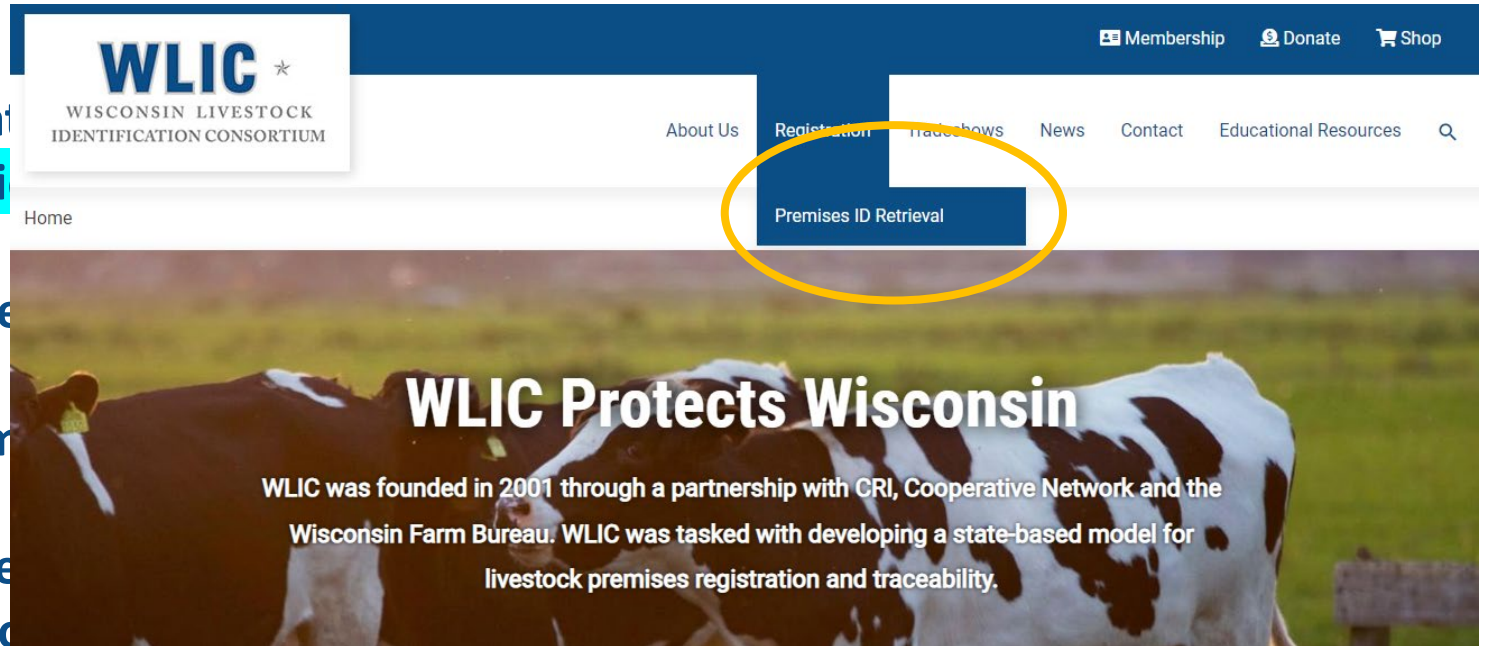
All information with an asterisk (*) is required.
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Registering Livestock Premises

- All WI premises registrations begin with '00' and are 7 alphanumerical characters total. Ex: 00AT92Z
- Online premises registration is available 24/7, 365 days a year, 7 days a week, 24 hours a day. Confirmation is sent via email within 2 business days.
- Letters are sent every week to all registered premises.
- If confirmation of a premises registration is not received within 2 business days, owners can:
 - Use our online retrieval system to check the status of their registration.
 - Text 915-800-7736 for more information.



Important Details for Premises Registration

- Premises are renewed every three years
 - Ensures premises data stays up-to-date and relevant.
- Annual Renewal is Not Necessary
 - Every renewal cycle is fine!
 - Next renewal is in 2025.
- Updates should be made to premises when:
 - Change in contact information
 - Change in premises owner
 - If premises was sold, no longer have livestock on the premises
 - Change in livestock (adding or removing livestock species from premises)
- **Reminder: Contact information is never shared. The information is strictly for the Dept of Agriculture**



Wisconsin Premises Registration Statistics

- 96,325 premises have been entered in database since 2004
- 2022 was a renewal year! +34,348 premises were renewed in 2022.
- 427 premises marked sold since 2022.
- WLIC is working in stride with DATCP to ensure everyone with livestock in the state of Wisconsin knows the importance of getting registered.
- Our goal is to achieve 100% livestock premises registration in Wisconsin. To accomplish this for the safety of our livestock industry, we need everyone's help!



Communications & Outreach

- **Tradeshows**

- In-person

- PDPW Business Conference
 - World Dairy Expo

- **Membership In**

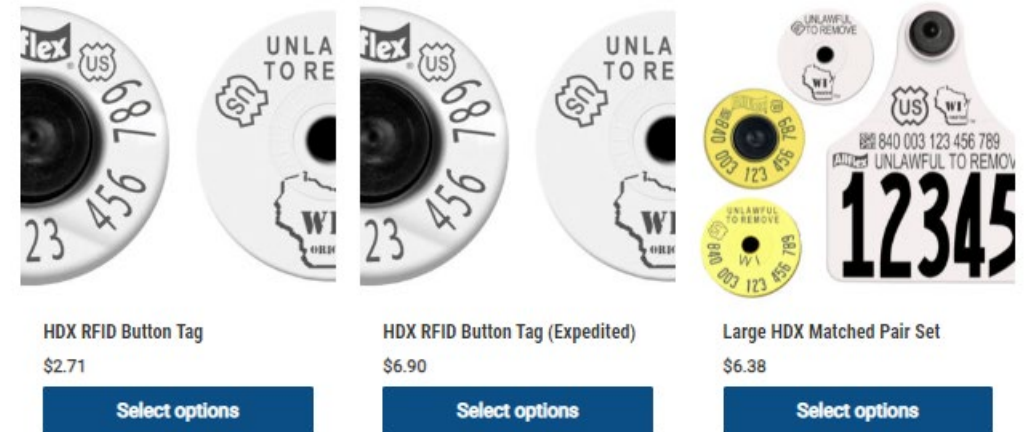
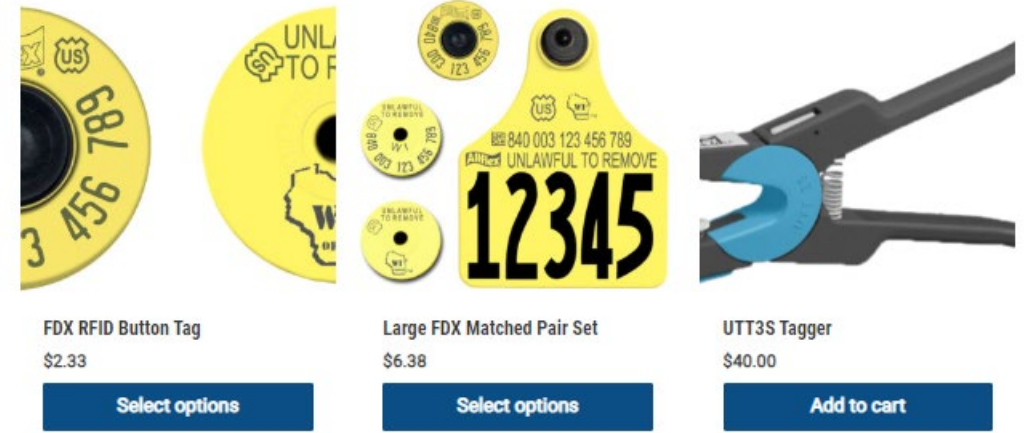
- NIAA Conference

- **Traceability Video**



WLIC's Online Tag Store

- Purchases Help Support our Organization and Mission
- WLIC's Online Store Includes:
 - Livestock Ear Tags
 - Taggers
 - RFID Wand Readers
- Take Checks as well as credit card online



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Questions?

Thank you!



Five Reasons to Register Your Livestock

- **It's the law.** Premises registration is mandatory in Wisconsin.
- **It's free.** You will not be charged a fee for livestock registration.
- **It's easy.** You can register online at wiid.org, by phone 1.888.808.1910 or by using a paper form from DATCP or WLIC.
- **It protects you and your animals.** Registration allows for owner notifications and faster traces during animal disease or animal-borne human disease outbreaks. Knowing where susceptible animals are kept helps control the disease more quickly.
- **It's confidential.** Your information is not released unless laws require it to be made available. DATCP can only disclose information if necessary to prevent or control disease, or to protect human health.



WLIC Team

Hannah Isabell

Office Manager

- Oversees needs of the office
- Handles customer questions
- Manages Online Tag Store

Christina Lorino

Database Manager

- Manages database updates, develops queries, reviews data
- Develops system protocols to ensure quality and accurate data



Who Needs to Register Their Premises

Simple Answer: Livestock Owners

This includes owners with 1 backyard chicken.

- Veterinarian offices, and other animal health officials
- Livestock markets, truckers
- Anyone who sells ear tags, including WLIC
- Animal testing labs
- Slaughterhouses
- Pond owners, even if there are no fish
- That country store that showcases reindeer for the Christmas season
- All fairs, expos, circuses

Animals Not Needing a Premises Registration:

- Rabbits
- Mice
- Mink
- Opossums
- Dogs

