

Chapter ATCP 14

LIVESTOCK BRANDING

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Note: Chapter Ag 14 was renumbered ch. ATCP 14 under s. 13.93 (2m) (b) 1., Stats., [Register, April, 1993, No. 448](#).

ATCP 14.01 Definitions. The following terms, as defined, shall apply in the interpretation and enforcement of these rules:

(1) "Department" means the state of Wisconsin department of agriculture, trade and consumer protection.

(2) "Person" means any individual, partnership, corporation, association or other business entity.

(3) "Farrell system" means a numbering system using symbols other than Arabic or Roman numerals.

(4) "Brand" means an identification mark as defined in s. 95.11 (1) (a), Stats.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75; correction in (1) made under s. 13.93 (2m) (b) 6., Stats., [Register, February, 1996, No. 482](#).

ATCP 14.02 Application for recording of brands.

(1) Applications for the recording of a brand shall be made on forms provided by the department and shall include:

(a) The applicant's name and address

(b) A facsimile of the desired brand.

(c) The site location for the brand as authorized under s. [ATCP 14.06 \(2\) and \(3\)](#).

(d) The signature of the applicant.

(2) The application shall be accompanied by an initial recording fee of \$20. Failure to remit the recording fee or comply with requirements of sub. (1) shall be cause for the return of the application to the applicant.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75.

ATCP 14.03 Expiration and renewal of recorded brands. (1) All recorded brands shall expire on December 31, 1984, and every 10th year thereafter, unless application for renewal of the recorded brand is received prior to expiration date.

(2) Applications for renewal of a recorded brand shall be made on forms provided by the department and be accompanied by a renewal fee of \$10.

(3) Recorded brands shall be declared abandoned if application for renewal is not received by the department within 90 days after expiration date of the period for which the brand was recorded.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75.

ATCP 14.04 Disease control identification. No person shall apply a brand to livestock which would alter, deface or obliterate any markings used to identify animals for purposes of disease control.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75.

ATCP 14.05 Brand identification. Recorded brands may be applied to livestock only by means of a hot brand, freeze brand, and permanent tattoo method. Recorded brands, as applied to livestock shall be of a size and applied in such a manner as to be clearly readable and identifiable.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75.

ATCP 14.06 Brand site. (1) The location of a brand on livestock is an integral part of a brand, and if a single brand is

recorded for use on both cattle and horses, it may be recorded for use at a common site location. If the same brand is to be used at a different location on livestock, an additional fee shall be required.

(2) Brands for the branding of cattle may be recorded only for application at one of the following sites:

(a) Right ear.

(b) Left ear.

(c) Right side of neck.

(d) Left side of neck.

(e) Right side of shoulder.

(f) Left side of shoulder.

(g) Right rib cage.

(h) Left rib cage.

(i) Right hip.

(j) Left hip.

(3) Brands for the branding of horses may be recorded only for application at one of the following sites:

(a) Right side of head.

(b) Left side of head.

(c) Right side of neck.

(d) Left side of neck.

(e) Right shoulder.

(f) Left shoulder.

(g) Right rib cage.

(h) Left rib cage.

(i) Right hip.

(j) Left hip.

(k) Upper lip.

(L) Lower lip.

(m) Forehead.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75.

ATCP 14.07 Brand design. (1) Numbers or numerals shall not be recorded as a brand unless accompanied by additional marking configuration.

(2) Single letters may be recorded as a brand, except for the letters "I" and "O" unless accompanied by additional marking configuration.

(3) If recording of a brand is refused for any reason, the department shall promptly notify the applicant stating reasons for denial.

(4) A configuration or design which can be read as a number through use of the "Farrell system" may not be recorded as a brand.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75.

ATCP 14.08 Livestock brand certificate. No brand shall be effective until approved and recorded and an official brand certificate is issued by the department. The department shall grant or deny a request for an official brand certificate within 20 business days after the request is made to the department, provided that the request is accompanied by all requisite information and documentation, including the proposed brand design.

History: Cr. [Register, March, 1975, No. 231](#), eff. 4-1-75; am. [Register, December, 1985, No. 360](#), eff. 1-1-86.