



The New Jersey Live Bird Marketing System (NJLBMS)

Guidance for opening a Live Bird Market or Poultry Distributorship in New Jersey

New Jersey Live Bird Marketing System

The New Jersey Live Bird Marketing System (NJLBMS) consists of three components: production supplier (P/S) flocks, live bird markets and poultry distributors.

Production supplier (P/S) flock means the backyard flock or farm that is the origin of poultry offered for sale within the live bird marketing system.

Live Bird Market or live bird marketing means any facility that gathers live poultry to be slaughtered and sold onsite. End-stage poultry markets that are not “slaughter-only” markets will require development and approval of special biosecurity safeguards.

Poultry Distributor means any business entity or individual working within the distribution system serving the live bird markets, including, but not limited to, production/supplier flocks, wholesalers, poultry dealers, haulers/truckers and qualified poultry auctions.

Opening a Live Bird Market (LBM)

There has been an increase in the demand for the consumption of fresh poultry especially in urban areas of New Jersey. The New Jersey Department of Agriculture (NJDA) and local Health Departments in recent years have received inquiries with regards to what the regulations and requirements are to open a live bird market.

This document has been developed to assist with the many “channels” that you may encounter during your road ahead. In addition, you will learn what licenses and permits you will need to obtain in order to successfully open your live bird market in the state of New Jersey.

1. **Location** – The first step to opening a LBM is location. Have you selected a store or building?
2. Once you have a desired location in mind, you will need to contact the **zoning/planning department** of that municipality or city. [Click here to search New Jersey municipalities.](#)

A typical question that you will need to ask is if your desired business location or type of operation is “permitted use within the zone”. Explain to the zoning officer the details of your business venture. Remember, it is always a good idea to obtain contact information of whom you spoke to. Keep a record of information you receive. An example would be:

- Whom did you speak to and what agency do they work for?
- What was stated during the conversation?
- Record date and time.

If your desired location is “allowed” by the zoning officer, then you can continue with your efforts. If not, you will need to find another location, possibly in another city.

3. The next step is to contact the **Local Health Department** of that municipality or county. What

are their requirements to operate a live bird market? Every city and/or county is different and may have different regulations.

4. Local Sewage Department - Your inquiry should be about requirements for handling poultry market waste. Does the city require the building to have a grease trap, solid interceptor and backflow prevention valve in a vault? Or, is it acceptable to use city sewer?

5. New Jersey Department of Agriculture (NJDA) – contact the Division of Animal Health – 609-671-6400 and ask what the regulations/requirements are to open a live bird market in NJ. A representative from the Division may recommend a meeting at the location to review the layout and make recommendations regarding best management practices.

The local municipality or city (Zoning/Planning Department) may require you to submit a series of applications. These applications may include, but are not limited to:

- Architectural plans
- Permit Application for Electric
- Permit Application for Building
- Permit Application for Plumbing
- Permit Application for Fire
- Application form to the Department of Health*
- Application form to operate a retail business (City Clerk).
- Application to the Division of Tax Sales & Use Tax
- Application to the Department of Weights and Measures
- Application for the Construction/Certificate of Occupancy
- Application to the Division of Fire Prevention & Safety
- Certificate of Sanitation

- **ServeSafe Certificate** – It is recommended that your employees get “Serve Safe Certified.”

*The local health department may request written procedures of the daily operations that will take place. This may include step by step instructions on bird intake, bird handling, butchering and preparation.

Approval with the NJDA will consist of:

- **LBM Registration Application** form provided by the NJDA.
- Completed **LBM Biosecurity Protocol** that includes annual training of all LBM personnel. This protocol will be developed to how your market will operate. A representative from the NJDA will assist with this document.
- Develop an accurate **Record Keeping System**. This will include invoices that are obtained by registered poultry distributors for all poultry you purchase. Inspectors review these documents during routine inspections of your business.

During the initial meeting with a representative from the NJDA, review of the regulations that pertain to LBMs will be discussed and a copy of the regulations will be provided. [Click here to obtain a copy of N.J.A.C. 2:9 \(Avian Influenza\)](#). This document outlines the required regulations to operate a LBM in the state of NJ (definitions, inspections, record keeping, penalties, etc.)

Another aspect of operating a LBM is complying with the Humane Standards for poultry. [Click here to obtain a copy of N.J.A.C. 2:8 \(Humane Standards\)](#). This document outlines the required regulations for animal keeping, feeding, watering, etc. which will be discussed with a representative from the NJDA. In addition, a Live Bird Market 2

Biosecurity Presentation will be reviewed and discussed. Best management practices will also be provided.

Live Bird Markets may only obtain poultry from registered poultry distributors. This next section outlines the requirements to become a registered poultry distributor within the state of New Jersey.

Becoming a Registered Poultry Distributor

The following information has been developed for individuals or companies that would like to distribute/deliver/haul live poultry to the New Jersey Live Bird Marketing System (NJLBMS). Poultry distributors operating within the NJLBMS may reside in state or out of state. Requirements for approval include but are not limited to:

- Poultry Distributor **Registration Application** form provided by the NJDA.
- A completed Poultry Distributor **Biosecurity Protocol** that includes annual training of all poultry distributor personnel. This document will be developed to how you plan to operate your business and will also include best management practices. A representative from NJDA will assist with this document.
- Develop an accurate **Record Keeping System**. This will include but are not limited to poultry invoices*, health certificates and laboratory reports. These documents are reviewed during required inspections.

*Invoices include receipts from the Production/Supplier flock where the poultry originated from as well as invoices from your company to the LBM that you conduct business with.

Similar to the LBM requirements, you will need to contact the local zoning/planning

department of that particular city or municipality if you plan to open a poultry distributor facility. Inform the zoning officer exactly what you plan to do, that you may have live birds at the facility and that you will be using the facility as a cleaning and disinfection location for vehicles, equipment and crates.

Movement of poultry into the NJLBMS (testing requirements) include:

- **Poultry Inspection Certificate (PIC) or Certificate of Veterinary Inspection (CVI)**. (These documents do not need to be provided to the LBM but rather remain in your possession).
- A copy of the **laboratory results** which shall accompany the PIC. (This document does not need to be provided to the LBM but rather remain in your possession).
- **Poultry Invoice** which shall include the contact information of your company and the full contact information of where you are selling your poultry to. The invoice shall also include the type and quantity of poultry intended for movement as well as a statement of negative avian influenza status.

DATE OF MOVEMENT:		INVOICE #:	
PREMISES OF ORIGIN INFORMATION:		PREMISES OF DESTINATION INFORMATION:	
Name		Name	
Address		Address	
City/State/Zip Code		City/State/Zip Code	
QUANTITY / UNITS	DESCRIPTION- BREED, TYPE and COLOR	PRICE	AMOUNT
SAMPLE			
TOTAL			
By providing this invoice, the distributor certifies that all poultry have tested NEGATIVE for Avian Influenza.			

The PIC and laboratory report will be provided to you by the P/S flock that you purchase poultry from. Depending on the type of PIC they give you will determine the length of time you have to deliver the poultry.

Cleaning and disinfection (C&D) of vehicles and crates used to transport poultry must be completed prior to reuse when moving live poultry. A **Cleaning and Disinfection Logbook** will be provided to you by the NJDA. Maintaining this logbook is required and will be reviewed to ensure that C&D practices were maintained.

If you reside in another state or intend to conduct business in another state (ie. purchasing poultry from Pennsylvania farms) you will need to contact the Department of Agriculture of that state regarding the requirements for hauling live poultry.

[For a copy of N.J.A.C 2:9 \(Avian Influenza\) click here.](#) This document outlines the required regulations to operate a Poultry Distributorship in the state of NJ (definitions, inspections, record keeping, penalties, etc.)

[For a copy of N.J.A.C. 2:3 \(Livestock and Poultry Import\) click here.](#) This document outlines the required paperwork and approved avian influenza tests associated with importing live poultry into the state of NJ.

[For a copy of N.J.A.C. 2:8 \(Humane Treatment\) click here.](#) This document outlines the required regulations for animal keeping, feeding, watering, etc. which will be discussed by a representative from the NJDA.

For further questions and information regarding the New Jersey Live Bird Marketing System please call the Division of Animal Health at 609-671-6400.