



# APPLYING FOR A PA MILK MARKETING BOARD LICENSE

Dealers

PMMB Enforcement and Accounting  
Auditing Team

## Contents

New Dealer Application .....	2
Accessing The Application.....	2
<b>Location:</b> <i>MARS &gt; Licensing</i> .....	2
New Dealer Application Dashboard.....	3
License Year .....	4
Applicant/Business Information .....	4
Out of State Questions.....	4
Places Conducting Business in PA .....	4
Background Check.....	5
Affiliations .....	5
Purchases/Processing/Manufacturing/Sales .....	5
PA Milk Marketing Areas .....	6
Persons Responsible Contact Info.....	6
Dealer Financial Schedule .....	6
Adding Attachments .....	7
Payment .....	8
Certification/Authorization .....	8
Renewal Dealer Application.....	9
<b>Location:</b> <i>MARS &gt; Licensing &gt; Application</i> .....	9
Renew Dealer Application Dashboard .....	9
License Year .....	10
Applicant/Business Information .....	10
Out of State Questions.....	11
Places Conducting Business in PA .....	11
Background Check.....	11
Affiliations .....	12
Purchases/Processing/Manufacturing/Sales .....	12
PA Milk Marketing Areas: .....	12
Persons Responsible Contact Information.....	12
Dealer Financial Schedule .....	13
Adding Attachments .....	13
Payments.....	14
Certification/Authorization .....	14

# New Dealer Application

## Accessing The Application

**Location:** *MARS > Licensing*

1. After logging into MARS, select Licensing, then select Application from the dropdown. Figure 1.

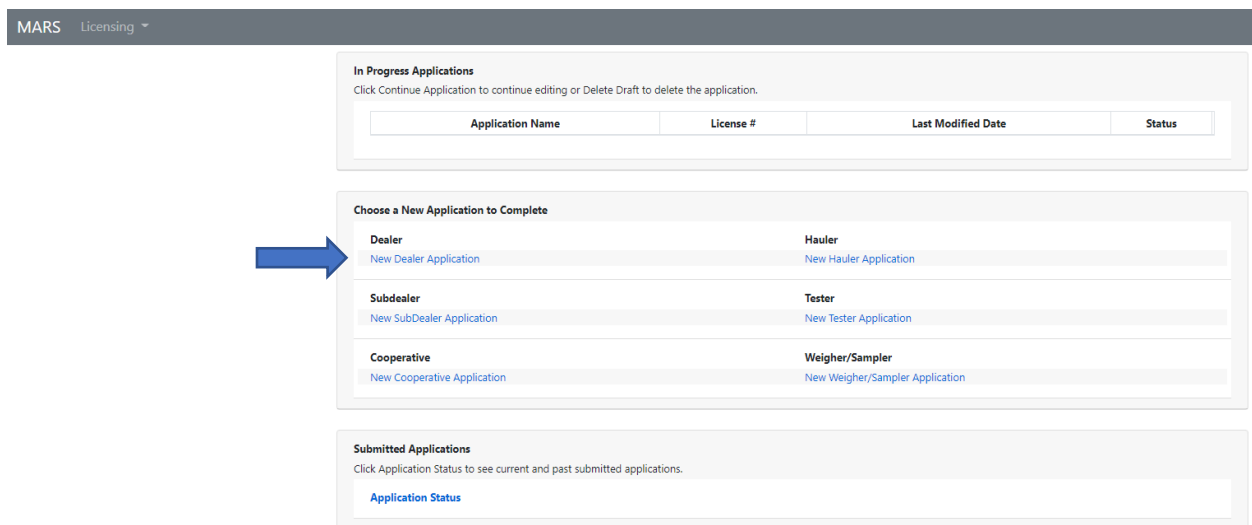
**Important Note:** If you have multiple dealers for which you submit license applications, each must be filed individually.

*Figure1. Navigation to Submit New Dealer Application*



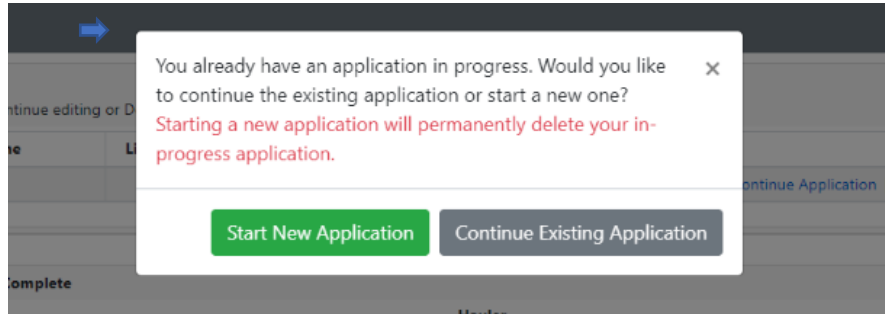
2. Select “New Dealer Application” from the application homepage. Figure 2.

*Figure 2. New Application to Complete*



After **selecting** to process a “New Dealer Application” a pop-up box will appear if an existing application exists. The pop-up box will ask if you want to “Start New Application” (green) or “Continue Existing Application” (gray) Figure 3.

Figure 3. New Dealer Application Pop-up Box



### New Dealer Application Dashboard

3. If you **select** “Start New Application” you will be **directed** to the New Dealer Application dashboard.
  - a. All sections must be completed.
  - b. Staff recommend working left to right, beginning with “License Year” and finishing with “Certification.” Figure 4.
4. If you **select** “Continue Existing Application” you will be **directed** to the Dealer Application dashboard similar to the New Dealer Application dashboard.
  - a. You will see what items are missing/need your attention in order to complete the existing dealer application. Figure 4.

**Important Note:** If you have an existing dealer application and select start a new dealer application then your existing one will be deleted and all information on that application will be deleted.

Figure 4. New Dealer Application Dashboard/Dealer Application Dashboard

New Dealer Application					
Section	Status	Completed	Section	Status	Completed
License Year	Not Started	⊗	PA Milk Marketing Areas	Not Started	⊗
Applicant/Business Information	Not Started	⊗	Persons Responsible Contact Info	Not Started	⊗
Out of State Questions	Not Started	⊗	Dealer Financial Schedule	Not Started	⊗
Places Conducting Business in PA	Not Started	⊗	Attachments	Not Started	⊗
Background Check	Not Started	⊗	Payment	Not Started	⊗
Affiliations	Not Started	⊗	Certification	Not Started	⊗
Purchases/Processing/Manufacturing/Sales	Not Started	⊗			

## License Year

5. **Select** “License Year” from the new Dealer Application dashboard.
  - a. **Select** the license year for the application you are filing.
  - b. **Click** “Mark page as complete” and then the “Next” button.  
Or
  - c. **Click** “Save Progress” and exit to the “Application Home.” Figure 5.

Figure 5. New Dealer Application – License Year

The screenshot shows a web form titled "New Dealer Application - License Year". The form contains a radio button for "License Year" with a dropdown menu showing "July 1, 2022 - June 30, 2023". Below the form, there are buttons for "Application Home", "Save Progress", "Mark page as complete", and "Next". A callout box on the left says "Select radio button for license year". A callout box on the right says "Mark the page as complete and Click the next button".

## Applicant/Business Information

6. All the fields with an asterisk (\*) are **required** to be **filled** before you can move on to the next section.
  - a. Provide us with as much information you can about your business.
  - b. Once finished with all required and other fields, **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - c. **Click** “Save Progress” and exit to the “Application Home.”

## Out of State Questions

**Note:** PA dealers **do not** have to complete this section. **Check** “Does not apply.”

7. Complete this section if you are an out of state dealer seeking a PA Milk Marketing Board license.
  - a. Once finished with all required fields, **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - b. **Click** “Save Progress” and exit to the “Application Home.”

## Places Conducting Business in PA

8. Certain information in the “Places Conducting Business in PA” section is required.
  - a. Required information is generally marked with an asterisk (\*).
    - i. Answer **“Yes”** if your business has a PA address.
    - ii. Answer **“No”** if your business does not have a PA address.

- b. Finish other required fields such as contact person, phone, address, email address, etc.
- c. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
- d. **Click** “Save Progress” and exit to the “Application Home.”

**Important Note:** You can **Click** “Same as license address” to avoid filling out all the information again.

## Background Check

- 9. You are **required** to fill out this section.
  - a. Some “Yes” or “No” answers may lead to additional questions or requests for comments. Usually “Yes” answer will require comments. Figure 5.
  - b. **Click** “Save Progress” and then **Click** “Application Home”  
Or
  - c. **Click** “Mark page as complete and then **Click** the “Next” button.

Figure 5. *New Dealer Application – Background Check*

## Affiliations

- 10. This section consists of a series of “Yes” or “No” response questions.
  - a. Most “Yes” responses will require a comment or explanation in the text box to the right of the screen similar to the “Background Check” section of the application.
  - b. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - c. **Click** “Save Progress” and exit to the “Application Home.”

## Purchases/Processing/Manufacturing/Sales

- 11. **Check** all the sections that apply to your business (producers, cooperatives or others).
  - a. Provide information about those with which you do business in the text box below the item you checked.
    - i. This information includes what you buy, process, and sell and to whom.
    - ii. Instructions are provided to let you know what type of information we require.
  - b. **Click** “Mark page complete” and then **Click** “Next” button.  
Or

- c. **Click** “Save Progress” and exit to the “Application Home.”

**Important Note:** Each section does require different items. You can also save progress at any time; you do not have to complete the entire section to save your progress and come back at a later time.

### PA Milk Marketing Areas

**Important Note:** If you do not sell packaged milk/cream products in PA, **check** “Does not sell in PA.”

12. **Click** all the PA Milk Marketing Areas into which you sell packaged milk/cream products.

13. “Mark page as complete” and **Click** the “Next” button.

Or

14. **Click** “Save progress” and then “Application Home.”

### Persons Responsible Contact Info

14. **Fill out** the person(s) within your company that we should contact as needed.

- a. Provide all contact information and the preferred method of contact (email, phone, mail, etc.).

15. You must complete this section to move forward in the application process.

- a. If possible, provide us with an email address to facilitate communications including sending important documents.

16. Once you complete this section you can either

- a. **Click** “Mark page complete” and then **Click** “Next” button.
- Or
- b. **Click** “Save Progress” and exit to the “Application Home.”

### Dealer Financial Schedule

17. License Fees

- a. **Select** the radio button in Section A that indicated the amount of your annual fixed fee **based on the date you are filing your application.**
- b. Carefully **Read** Section B about monthly fees. Once your license is approved you will be paying a monthly fee for one for a complete calendar year that is based on hundredweights.
  - i. There is a link to the Monthly Fee Calculation Form for your review.

18. Financial Statement

- a. A financial statement or annual report is required and may be attached in the “Attachments” section of your online application.

19. Computation of Dealer Bond

- a. **Check** if bond is required or not.

**Note:** If you have any questions as to whether you are required to have a bond, please contact Fatima Roberge at 717-787-4194.

- b. The table in this section must be completed before you can proceed.

- i. Use anticipated amounts for each month beginning with month you anticipate startup of your business or current month if you are already in business.
- ii. COLUMN A: Enter anticipated dollar value of your purchases from Pennsylvania producers (farmers or cooperatives) **and/or**
- iii. COLUMN B: Enter anticipated dollar value of your purchases from producers (farmers or cooperatives) outside of Pennsylvania.

**Note:** You are able to deduct dollar amount of purchases made from producers in another state for which you were required to post a bond (**Line 2 in Bond Calculation worksheet**). This applies to multiple states where purchases where bonds were required. **Copies of the bonds posted in other states must be attached to this application.**

- c. LINE 2 BOND CALCULATION WORKSHEET: Enter dollar amount of purchases made in other states for which a bond was required to be posted.

20. Once completed, you can **Click** “Save Progress” and then **Click** “Application Home”

Or

21. **Click** “Mark page as complete” and then the “Next” button.

### Adding Attachments

22. Upload attachments/documentation required to support your application.

- a. Instructions are provided above most of the items to explain exactly what we are requiring.
  - i. Partnerships, etc.
  - ii. Information about ownership
  - iii. List of producers milk bought from, if applicable
  - iv. List of cooperatives milk bought from, if applicable
  - v. Financial statement
  - vi. Dealer bond, if required and/or other identified types of surety
  - vii. Other attachments you believe will support your application.
- b. **Click** “Mark page complete” and then **Click** “Next” button.
- Or
- c. **Click** “Save Progress” and exit to the “Application Home.”

Once you complete uploading attachments you will be directed to the “Payment” section. You must complete the Dealer Financial Schedule before being able to submit a payment. **Click** “Previous” to return to complete the Dealer Financial Schedule.



**New Dealer Application - Payment**

Complete all required and applicable fields and click 'Mark page as complete' when it is finished. Click 'Next' to proceed to the next set of application questions or 'Back' to return to a previous page. At any time you may click 'Save Progress' to save your application to complete at a later time.

**Payment**

Complete the Financial Schedule section before entering payment.

Application Home Save Progress Previous Next

If you have any questions regarding your application please contact Fatima Roberge at 717-836-3114 or froberge@pa.gov



If you have completed your statement, **Click** “Next” to move to the Payment section.

## Payment

23. **Click** your method of payment.

- a. “Payment not included” (if payment is not included, **choose** reason.
  - i. Mail a check
  - ii. Paid by another Licensee. State who will pay and their license number.
  - iii. Other (requires an explanation)
- b. If paying by credit/debit card or telecheck, **Click** “Proceed to Payment” and complete all fields.

**Note:** If your online payment is processed a screen will appear to tell you that your transaction has been approved.

- c. **Click** “Go Back to Application” at the bottom left of the screen.
- d. **Click** “Save Progress” and then **Click** “Application Home”  
Or
- e. **Click** “Mark page as complete and then **Click** the “Next” button.

**Note:** This is a new feature provided to MMB license applicants. More information is provided to help you complete your online payment in other sections of this manual.

## Certification/Authorization

21. **Provide** your first and last name.

22. **Provide** your title.

23. **Provide** the date.

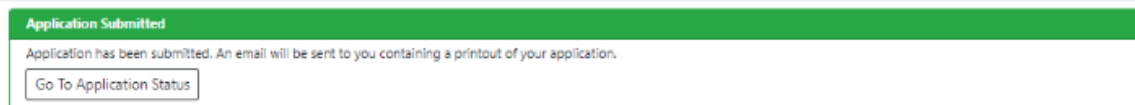
24. **Click** “Save Progress” and then **Click** “Application Home”

Or

25. **Click** “Mark page as complete.” **Click** “Submit Application.”

- a. A pop-u- will appear to confirm you want to submit your application.
- b. **Click** “Yes” to submit your application.
  - i. “Application Submitted” screen appears. Figure 6.
  - ii. Do NOT exit: **Click** “Go to application.”
- c. **Click** “No” to save your progress.

*Figure 6. Application Submitted – New Dealer Application*



7. **Click** “Go to Application Status.”

# Renewal Dealer Application

**Location:** MARS > Licensing > Application

1. After logging onto MARS, **navigate** to the location provided above. You will be directed to the Application Dashboard. Figure 1.

Figure 1. Renewal Dealer Application – Navigation

The screenshot shows the MARS Licensing Application Dashboard. At the top, there is a navigation bar with 'MARS', 'Licensing', and 'Payment'. A dropdown menu is open under 'Licensing', showing 'Application' and 'Application Status'. The main content area is divided into several sections:

- In Progress Applications:** A table with columns for Application Name, License #, Last Modified Date, and Status. One application is listed: 'New Dealer Application' with license #, last modified date 10/14/2022, and status 'Not Submitted'. There are links for 'Continue Application' and 'Delete Draft'.
- Choose a New Application to Complete:** A section with a 'License To Renew' dropdown menu showing '10005150 - ZALMANS DAIRY SERVICE'. Below it, under the heading 'Dealer', there is a link for 'Renewal Dealer Application'.
- Submitted Applications:** A section with a link for 'Application Status'.
- Footer:** A note stating: 'If you have any questions regarding your New or Renewal application completion please contact Fatima Roberge at 717-836-3114 or froberge@pa.gov'.

2. **Select** “Renewal Dealer Application.”

**Important Note:** If you have multiple dealers for which you submit license applications, each must be renewed individually.

- b. **In the section** “Choose a New Application to Complete,” **select** the dealer from the “License to Renew” dropdown menu for which you are submitting the renewal.
- c. **Click** on “Renew Dealer Application” which is found under the heading, “Dealer” in the same section.

## Renew Dealer Application Dashboard

3. Each section needs to be completed and reviewed/approved by PA Milk Marketing Board staff. Figure 2.
  - a. Staff recommend you work left to right, beginning with “License Year” and ending with “Certification.”

Figure 2. Renewal Dealer Application – Homepage

Renewal Dealer Application - 1060800					
Section	Status	Completed	Section	Status	Completed
License Year	Not Started	<input type="radio"/>	PA Milk Marketing Areas	Not Started	<input type="radio"/>
Applicant/Business Information	Not Started	<input type="radio"/>	Persons Responsible Contact Info	Not Started	<input type="radio"/>
Out of State Questions	Not Started	<input type="radio"/>	Dealer Financial Schedule	Not Started	<input type="radio"/>
Places Conducting Business in PA	Not Started	<input type="radio"/>	Attachments	Not Started	<input type="radio"/>
Background Check	Not Started	<input type="radio"/>	Payment	Not Started	<input type="radio"/>
Affiliations	Not Started	<input type="radio"/>	Certification	Not Started	<input type="radio"/>
Purchases/Processing/Manufacturing/Sales	Not Started	<input type="radio"/>			

### License Year

4. **Select** the license year you are renewing.
5. **Click** “Mark page as complete” and then **Click** the “Next” button.  
Or
6. **Click** “Save progress” and then **Click** “Application Home.” Figure 3.

Figure 3. Renewal Dealer Application – License Year

Renewal Dealer Application - License Year

required and applicable fields and click 'Mark page as complete' when it is finished. proceed to the next set of application questions or Back to return to a previous page. You may click Save Progress to save your application to complete at a later time.

License year \*

July 1, 2022 - June 30, 2023

Mark page as complete

If you have any questions regarding your application please contact Fatima Roberge at 717-836-3114 or froberge@pa.gov

### Applicant/Business Information

7. All the fields with an asterisk (\*) are **required** to be **filled** out before you can move on to the next section.
  - a. Provide us with as much information as you can about your business.
  - b. Once finished with all required fields, **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - c. **Click** “Save Progress” and exit to the “Application Home.”

## Out of State Questions

**Note:** PA dealers do not have to complete this section. **Check** “Does not apply.”

8. Complete this section if you are an out of state dealer.
  - a. Once finished with all required fields, **Click** “Mark page complete” and then **Click** “Next” button.
  - Or
  - b. **Click** “Save Progress” and exit to the “Application Home.”

## Places Conducting Business in PA

9. Certain information in the “Places Conducting Business in PA” section is required before you will be able to move forward.
  - a. Required information is generally marked with an asterisk (\*).
    - iii. Answer “Yes” if your business has a PA address.
    - iv. Answer “No” if your business does not have a PA address.
  - b. Finish other required fields such as contact person, phone, address, email address, etc.

**Important Note:** You can **Click** “Same as license address” to avoid filling out all the information again.

- c. **Click** “Mark page complete” and then **Click** “Next” button.
- Or
- d. **Click** “Save Progress” and exit to the “Application Home.”

## Background Check

10. You are **required** to fill out this section.
  - a. Some of the “Yes” or “No” answers you provide may lead to additional questions or requests for comments. Usually any “Yes” answer will require comments. Figure 4.
  - d. **Click** “Save Progress” and then **Click** “Application Home”
  - Or
  - e. **Click** “Mark page as complete and then **Click** the “Next” button.

*Figure 4. Renewal Dealer Application – Background Check*

**New Dealer Application - Background Check**

Complete all required and applicable fields and click 'Mark page as complete' when it is finished. Click Next to proceed to the next set of application questions or Back to return to a previous page. At any time you may click Save Progress to save your application to complete at a later time.

**Background Check**  
Has applicant or any partner, officer or management employee been convicted of a felony, or forfeited bond or collateral in connection with a criminal charge within the last 5 years? \*

Yes  No

If yes, please explain.

Comment area for explanations.

Application Home   Mark page as complete

## Affiliations

14. This section consists of a series of “Yes” or “No” response questions.
  - a. Most “Yes” responses will require a comment or explanation in the text box to the right of the screen *similar to the “Background “Check” of the application.*
  - b. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - c. **Click** “Save Progress” and exit to the “Application Home.

## Purchases/Processing/Manufacturing/Sales

15. **Check** all the sections that apply to your business (producers, cooperatives or others).
  - a. Provide information about those with which you do business in the text box below the item you checked.
    - i. This information includes what you buy, process, and sell and to whom.
    - ii. Instructions are provided to let you know why type of information we require.
  - b. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - c. **Click** “Save Progress” and exit to the “Application Home.”

**Important Note:** Each section does require different items. You can also save progress at any time; you do not have to complete the entire section to save your progress and come back at a later time.

## PA Milk Marketing Areas:

**Important Note:** If you do not sell packaged milk/cream products in PA, **check** “Does not sell in PA.”

16. **Click** all the PA Milk Marketing areas in which you sell packaged milk/cream products.
17. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
18. **Click** “Save Progress” and exit to the “Application Home.”

## Persons Responsible Contact Information

19. **Fill out** the person(s) within your company that we should contact as needed.
  - a. Provide all contact information and the preferred method of contact (email, phone, mail, etc.)
20. You must complete all required fields to move to next section of the renewal application.
  - a. If possible, provide us with an email address to facilitate communications including sending important documents.
21. Once you complete this section you can either
  - a. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
  - b. **Click** “Save Progress” and exit to the “Application Home.”

## Dealer Financial Schedule.

### 22. Review

- a. License Fees

**Note:** As in prior years you will be assessed two fees, the Annual Fixed Fee and a Hundredweight Fee. Information will be provided for your review.

- b. Financial Statement
- c. Computation of Dealer Bond
  - i. If a bond is not required, **Click** “Bond not required.”

**Important Note:** If you are unsure about any of the information required in the financial section,

- **Click** “Save Progress” and then exit to “Application Home.”
- **Call** Fatima Roberge at 717-787-4194.

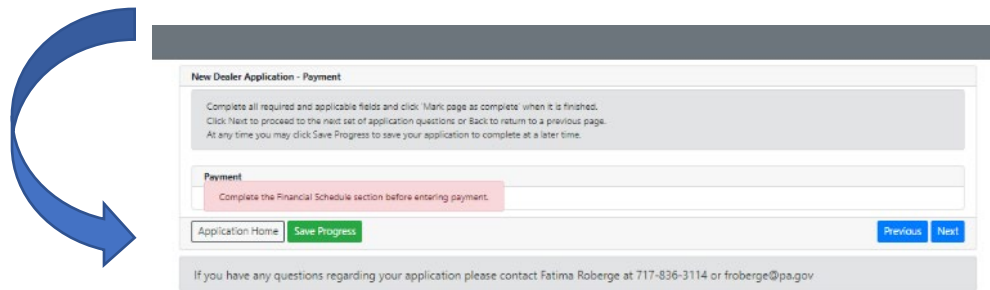
- d. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
- e. **Click** “Save Progress” and exit to the “Application Home.”

## Adding Attachments

### 21. Upload attachments/documentation required to support your application.

- a. Instructions are provided above some of the items to explain exactly what we are requiring.
  - i. Partnerships, etc.
  - ii. Information about ownership
  - iii. List of producers milk bought from, if applicable
  - iv. List of cooperatives milk bought from, if applicable
  - v. Financial statement
  - vi. Dealer bond, if required and/or other identified types of surety
  - vii. Other attachments you believe will support your application.
- b. **Click** “Mark page complete” and then **Click** “Next” button.  
Or
- c. **Click** “Save Progress” and exit to the “Application Home.”

Once you complete uploading attachments you will be directed to the “Payment” section. You must complete the Dealer Financial Schedule before being able to submit a payment. **Click** “Previous” to return to complete the Dealer Financial Schedule.



If you have completed your statement, **Click** “Next” to move to the Payment section.

## Payments

22. **Click** your method of payment.
  - b. “Payment not included” (if payment is not included, **choose** reason.)
    - i. Mail a Check,
    - ii. Paid by another Licensee. State who will pay and their license number.
    - iii. Other. This will require an explanation.
  - c. If paying by credit/debit card or telecheck, **Click** “Proceed to Payment” and complete all fields.

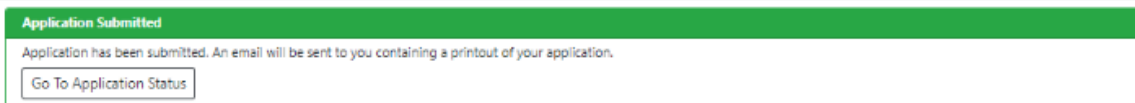
**Note:** If your online payment is processed a screen will appear to tell you that your transaction has been approved.

- c. **Click** “Go Back to Application” at the bottom left of the screen.
- d. **Click** “Save Progress” and then **Click** “Application Home”  
Or
- e. **Click** “Mark page as complete and then **Click** the “Next” button.

## Certification/Authorization

23. **Provide** your first and last name.
24. **Provide** your title.
25. **Provide** the date.
26. **Click** “Save Progress” and then **Click** “Application Home.”  
Or
27. **Click** “Mark page as complete.” **Click** “Submit Application.”
  - a. A pop-u- will appear to confirm you want to submit your application.
  - b. **Click** “Yes” to submit your application.
    - i. “Application Submitted” screen appears. Figure 5.
    - ii. Do NOT exit: **Click** “Go to application.”
  - c. **Click** “No” to save your progress.

*Figure 5. Application Submitted – Dealer Renewal Application*



28. **Click** “Go to Application Status