

**Department of Agriculture, Trade and Consumer Protection - Division of Food Safety (DFS)  
State of Wisconsin Food Regulations Overview for Farmers and Market Gardeners wishing to Direct Market**

| <b>Locally grown food item:</b>   | <b>Producer selling from the farm (retail):</b>  | <b>Producer selling door-to-door or at a farmers market (retail):</b>                      | <b>Producer distributing from the farm to grocery, restaurant, institutions, etc. (wholesale):</b> |
|---|--|--|--|
| <b>Fruits and Vegetables</b><br>For additional information call:<br>Southern Region - 608/224-4700<br>Northern Region - 920/448-5120<br>Northwest Region - 715/839-3844   | A license is not required to sell only raw agricultural products such as uncut fruit and vegetables.<br><br>Though no license is required, food must be handled in a way that assures food safety.   | Same requirements as at left.  | Same requirements as at left.  |
| <b>Maple Syrup</b><br>For additional information call:<br>Southern Region - 608/224-4700<br>Northern Region - 920/448-5120<br>Northwest Region - 715/839-3844   | A license is not required.<br><br>Though no license is required, food must be handled in a way that assures food safety.   | Same requirements as at left.  | A food processing plant license is required.   |
| <b>Honey</b><br>For additional information call:<br>Southern Region - 608/224-4700<br>Northern Region - 920/448-5120<br>Northwest Region - 715/839-3844   | A license is not required to sell pure honey.<br><br>Though no license is required, honey must be handled in a way that assures food safety.   | Same requirements as at left.  | Same requirements as at left.  |
| <b>Canned-Food Processors</b><br>For additional information call:<br>Southern Region - 608/224-4700<br>Northern Region - 920/448-5120<br>Northwest Region - 715/839-3844<br><br>Request - "Commercial Processing of Food In Hermetically/Air-tight Sealed Containers On A Small Scale." | If you start a small scale business canning foods such as pickled products, herbal vinegars, dressings, jellies and jams, or any food sold in air-tight containers (canned food,) you must be licensed. State and federal regulations require that canned foods offered for sale be made using a written process, or recipe. You must submit your process to DFS prior to licensing. DFS does not approve processes, but will review and evaluate the process based upon available scientific data resources.<br><br>Because of the risk of botulism associated with under-processed low acid foods such as beans or corn, small scale commercial processing of low acid foods is discouraged. | Same requirements as at left.  | Same requirements as at left.  |
| <b>Eggs</b><br>For additional information call:<br>608/224-4714   | A license is not required.<br><br>Though no license is required, food must be handled in a way that assures food safety.   | A mobile retail food establishment license is required.<br><br>The farm must be inspected. | A food processing plant license is required.   |

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|--|--|---|---|
| <p><b>Livestock</b><br/>For additional information call:<br/>Southern Region - 608/224-4700<br/>Northern Region - 414/448-5120<br/>Northwest Region - 715/839-3844</p>                               | <p>A retail food establishment license is required .<br/>In addition,<br/>The freezer must be inspected to ensure it maintains the meat in a frozen state.<br/>The freezer must be used exclusively to store meat sold to consumers.<br/>The freezer must be clean and located in a clean, neat area (house or shed okay).<br/>All livestock meat sold must be processed, inspected and passed, packaged and labeled at a state or federally inspected facility.</p> | <p>A mobile retail food establishment license is required.<br/>In addition,<br/>Same requirements as at left.</p>   | <p>A warehouse license is required.<br/><br/>Registration as a meat distributor is required.<br/>In addition,<br/>The producer's vehicle must be inspected to ensure that frozen meat and poultry will be maintained in a frozen state and sanitary. Unfrozen meat and poultry products must be maintained and delivered at internal temperature of 41°F (5°C) or less. Any effective method can be used (freezer, dry ice, cooler, etc.)</p> |
| <p><b>Captive game animals/exotics</b><br/>For additional information call:<br/>Southern Region - 608/224-4700<br/>Northern Region - 920/448-5120<br/>Northwest Region - 715/839-3844</p>            | <p>A retail food establishment license is required.<br/>Same requirements as for livestock.</p>  | <p>A mobile retail food establishment license is required.<br/>Same requirements as for livestock.</p>  | <p>Registration as a distributor is required.<br/><br/>Same requirements as for livestock.</p>  |
| <p><b>Poultry - less than 1000 birds per year</b><br/>For additional information call:<br/>Southern Region - 608/224-4700<br/>Northern Region - 920/448-5120<br/>Northwest Region - 715/839-3844</p> | <p>Birds are healthy.<br/>Producer can slaughter and sell birds without inspection or a license.<br/>Producer maintains custody of birds until sold.<br/>Birds can only be sold directly to the consumer.<br/>Birds are labeled "not inspected", have the name and address of producer, and net weight.<br/>Though no license is required, food must be handled in a way that assures food safety.</p>   | <p>All birds must be slaughtered and processed at a licensed meat facility.<br/>Birds are labeled "not inspected," and have the name and address of producer, and net weight.<br/>A mobile retail food license is required to sell birds at farmers markets, and local ordinances may also apply.</p> | <p>Birds are processed at a licensed meat establishment.<br/>Bird-by-bird inspection is required.<br/>Birds are fully labeled.<br/><br/>In addition, same requirements as for livestock.</p>  |
| <p><b>Poultry - more than 1000 birds per year</b><br/>For additional information call:<br/>Southern Region - 608/224-4700<br/>Northern Region - 920/448-5120<br/>Northwest Region - 715/839-3844</p> | <p>Bird-by-bird inspection required at a state or USDA licensed facility.<br/>Birds are fully labeled.<br/>Producer must have a retail food establishment license.</p>   | <p>Same requirements as at left.<br/><br/>In addition, same requirements as for livestock.</p>  | <p>Same requirements as at left.<br/><br/>In addition, same requirements as for livestock.</p>  |

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|--|---|---|--|
| <b>Rabbits - any quantity</b><br>For additional information call:<br>Southern Region - 608/224-4700<br>Northern Region - 920/448-5120<br>Northwest Region - 715/839-3844 | Producer can slaughter and sell rabbits without inspection or a license. Producer maintains custody of rabbit meat until sold.<br>Rabbit meat can only be sold directly to the consumer.<br>Rabbit meat is labeled "not inspected", has the name and address of producer, and net weight.<br>Though no license is required, food must be handled in a way that assures food safety. | Rabbit must be processed at a licensed food or meat processing plant.<br><br>Rabbit meat must be labeled "not inspected," and have the name and address of producer, and net weight.<br><br>A mobile retail food license is required to sell rabbit meat at farmers markets, and local ordinances may also apply. | Rabbit must be processed at a licensed food or meat processing plant.<br><br>Rabbit meat must be labeled "not inspected," and have the name and address of producer, and net weight.<br><br>A retail food establishment license is required. |

Note: The above requirements apply to sales within the State of Wisconsin. For sales over state lines, requirements may vary.

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