

FOOD SAFETY & REGULATIONS

For most foods, a **license is required** to manufacture the items for sale. Once you have a license, products may be sold at many locations and potentially out of state!

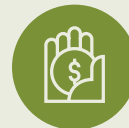
There are **three important questions** to ask yourself prior to contacting a licensing specialist:



WHAT
do you want
to make?



WHERE
do you want to make
your products?



WHERE
do you want to sell
your products?

If you have the answers to these three questions ready when you talk to a licensing specialist, you can quickly move from idea to reality.

What do you want to make?

The possibilities are nearly endless. Consider what you make that family and friends like, or items in the market that you want to improve.

Where do you want to make your product(s)?

One license can cover the manufacture of many products—foods that are baked, packaged, extracted, frozen, dried, or bottled—often all these activities can be covered under one license. Many start-ups don't have a dedicated facility and look to shared-use locations to get started; this is a great idea. Consider renting space in an existing restaurant (when the restaurant isn't serving) or in a dedicated shared-use or entrepreneurial kitchen. Some start-ups rent space in churches or community centers with kitchens that meet licensing standards.

Where do you want to sell your product(s)?

- Will you sell directly to consumers? Selling at farmers' markets and through online platforms are both ways to directly engage with consumers.
- Will you sell to nearby grocery stores? Some area stores feature local products.

A **retail food establishment license** is focused on direct sales to consumers. A **food processing plant license** is necessary if a business will manufacture food primarily to sell to other businesses. Some business operations such as canning require that you operate under a food processing plant license.

What is next?

Contact a licensing specialist at datcpdfslicensing@wi.gov or (608) 224-4923. If you have answers to the three questions above, the specialists can help you move your idea closer to reality.

Review the requirements for your license.

- Administrative Code ATCP 75 and the Wisconsin Food Code outlines food safety regulations for **retail food establishments**: https://docs.legis.wisconsin.gov/code/admin_code/atcp/055/75.pdf
- Administrative Code ATCP 70 outlines food safety regulations for **food processing plants**: https://docs.legis.wisconsin.gov/code/admin_code/atcp/055/70.pdf

Help is available!

- Division of Extension Help Line
bhingham@wisc.edu or 608-263-7383
- Starting a Food Business
<https://fyi.extension.wisc.edu/safefood/starting-a-food-business>
- Food Business Development
<https://foodsystems.extension.wisc.edu/programs/food-business-development>
- Information for Food Entrepreneurs
https://datcp.wi.gov/Pages/Programs_Services/FoodSafetyBusinessInformation.aspx
- Wisconsin's Local Food Marketing Guide
https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide_1_16.pdf
- Food Finance Institute
<https://foodfinanceinstitute.org>



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