



Food Safety for Value-Added Maple Syrup Products in Wisconsin

Dr. Barbara Ingham, Food Safety Specialist, University of Wisconsin–Madison Division of Extension
bingham@wisc.edu • 608-263-7383

What food or beverage do I want to manufacture and sell?

- ▶ What agricultural products do you grow or have access to?
For example: Tomatoes
- ▶ What are the **value-added products** you could make from each of these agricultural products?
For example: Salsa
- ▶ What are some of the benefits of making value-added products?
For example: I might be able to sell jars of salsa for more than I sell fresh tomatoes.
- ▶ What are some of the risks of making value-added products?
For example: Making and canning salsa increases possible food safety risks. Making and canning salsa will increase my labor hours.

What are the steps to manufacturing a safe product?

- ▶ In order to start making your value-added product, what food safety considerations can you think of?
For example: Operating in sterile conditions at every step
- ▶ What are the licenses and registrations you need to produce this value-added product in Wisconsin?
For example: Food processing plant license
- ▶ At what temperature will your product be stored and sold?
For example: Shelf-stable, refrigerated, or frozen (know your exact temperatures)
- ▶ Who can help you learn about food safety in processing your product?
For example: DATCP Licensing Specialists: 608-224-4923 or datcpdfslicensing@wi.gov
- ▶ What is your recipe? And which recipe considerations affect the food safety of your product?
For example: pH, temperature, ingredients, cook time

What items need to be on your label?

What is in the package?
Statement of Identity

Who made the product?
Statement of Responsibility (address)

How much is in the package?
Net contents

What are the ingredients?
Order from most to least

How do I trace the product?
Lot coding

Advice: Send your label to your DATCP licensing specialist before ordering the printing!

How will the product be marketed?

Four key market analysis questions

