



Selling Farm Products and Homemade Foods in Wisconsin

Thinking about selling your farm and food products at a farmers' market?

Contact the **Department of Agriculture, Trade and Consumer Protection (DATCP)** licensing specialists for answers to your food licensing questions:



608-224-4923



datcpdfslicensing@wi.gov

1. At which farmers market(s) do you want to be a vendor?

2. Who is the contact person at each of the markets where you intend to vend?

3. What date does each market start?

4. What counties are your markets in?

5. What products are you thinking of selling?

6. Are you going to call or email DATCP licensing?

Call: 608-224-4923

Email: datcpdfslicensing@wi.gov

7. What concerns do you have about contacting DATCP?

Note: It is normal to feel intimidated by this process. We encourage you to contact DATCP with every question you have.

8. What type of license(s) are you applying for?

9. **Ask DATCP:** How long does the process take?

Note: We encourage you to start asking questions at least 3 months before you intend to start selling.

10. **Ask DATCP:** How early do you need to apply (in order to be able to sell at the market this summer)?

11. What company do you have house insurance through?

12. What company do you have farm insurance through (if applicable)?

13. Are you going to call or email your current insurance provider?

Call: _____

Email: _____

14. What concerns do you have about contacting your insurance provider?

Note: We encourage you to start asking questions at least 3 months before you intend to start selling.

