State of Wisconsin
Governor Scott Walker

**Department of Agriculture, Trade and Consumer Protection**
Ben Brancel, Secretary

**DATE:** February 26, 2014

**TO:** Board of Agriculture, Trade and Consumer Protection

**FROM:** Ben Brancel, Secretary
Steve Ingham, Division of Food Safety Administrator

**SUBJECT:** Farmers' Markets and Division of Food Safety - Update

**PRESENTED BY:** Steve Ingham

**REQUESTED ACTION:**
None (update only)

**SUMMARY:**
Farmer's markets have increased in popularity throughout Wisconsin. They are a vibrant part of the food system in many parts of the state and provide devotees of small-scale agriculture, local foods, and home-based food processing a marketplace for obtaining foods and beverages that meet their expectations. Farmers' markets present some unique challenges in ensuring food safety, however, especially temperature control and sanitation related to the handling of samples and items to be consumed shortly after purchase.

The key person for ensuring food safety at farmers' markets is often the market manager. This report will describe the interactions between the Division of Food Safety and farmers' market managers.

Licensing, and the inspection that goes with it, help minimize the risk of a food-borne illness outbreak associated with many foods sold at farmers' markets. This report will explain what types of foods can be sold at farmers' markets by vendors holding no food-related license, and what licenses must be held by vendors of other foods. The impact of pending or possible legislation on licensing requirements related to farmers markets will also be discussed.