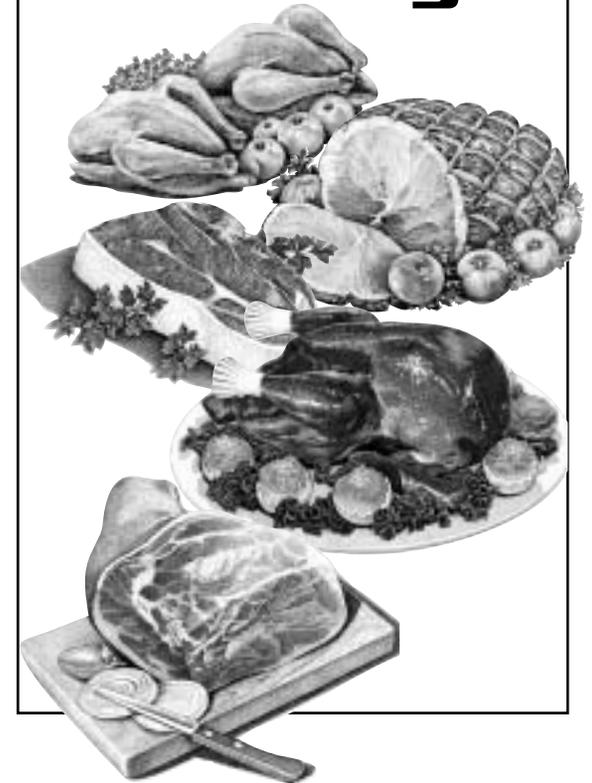




## Direct Marketing

# Meat AND Poultry



### Captive game animals such as farm-raised deer and buffalo

Meat from exotic species may be sold directly to consumers from the farm, provided the animal has been slaughtered under inspection and the meat processed at a state or federally licensed facility.

All meat from captive game animals sold to consumers in any place other than from the owner's premises, including farmers markets, must be inspected and passed at a state or federally inspected facility.

All other requirements for livestock apply to exotic species. A retail food license is required.



Produced by:  
Wisconsin Department of Agriculture,  
Trade & Consumer Protection  
Division of Food Safety  
PO Box 8911  
Madison, WI 53708-8911

## Poultry Requirements

(farm-raised chickens, ducks, geese, guinea hens, squab, turkeys)

### Less than 1000 birds per year

Sold from the producer's premises	Sold at a farmers market	Sold to retail establishments
Birds are healthy Producer can slaughter and sell birds without inspection or a license Producer maintains custody of birds until sold Birds can only be sold directly to the consumer Birds are labeled "not inspected," have the name and address of producer, and net weight	All birds must be slaughtered and processed at a meat licensed facility Birds are labeled "not inspected," and have the name and address of producer, and net weight A mobile retail food license is required to sell birds at farmers markets, and local ordinances may also apply	Birds are processed at a licensed meat establishment Bird-by-bird inspection is required Birds are fully labeled In addition, the producer must be registered as a meat distributor

### More than 1000 birds per year

Sold from the producer's premises	Sold at a farmers market	Sold to retail establishments
Bird-by-bird inspection required at a state or USDA licensed facility Birds are fully labeled Producer must have a retail food establishment license	Same requirements as at left Local ordinances may apply at farmers markets	Same requirements as at left In addition, the producer must be registered as a meat distributor

**NOTE: If the product is sold over state lines, the processing facility must be under USDA inspection.**

## Livestock Requirements

(cattle, swine, calves, sheep, goats, ratites)

All meat derived from livestock sold to consumers must be inspected and passed at a state or federally inspected facility.

Products must be properly labeled and include the following:

- Name of the product, e.g. Beef T-bone, ground ostrich, pork spareribs
- List of ingredients if more than one ingredient, such as sausage
- Name and address of the packer, distributor or processor
- Inspection legend (USDA or WI symbol)
- For perishable products, a handling statement, such as "Keep Refrigerated" or "Keep Frozen"
- Raw and uncooked products must have a safe handling label for consumers

Meat must be sold by weight.

Producer selling meat from farm:	Producer distributing meat from the farm for wholesale sales:	Producer selling meat door-to-door or at a farmers market:
<u><i>A retail food license is required</i></u> In addition, The freezer must be inspected to ensure it maintains the meat in a frozen state The freezer must be used exclusively to store meat sold to consumers The freezer must be clean and located in a clean, neat area (house or shed are okay)	<u><i>Registration as a distributor is required</i></u> In addition, The producer's vehicle must be inspected to ensure that frozen meat and poultry will be maintained in a frozen state and sanitary manner Unfrozen meat and poultry products must be maintained and delivered at internal temperatures of 41°F (5°C) or less Any effective method can be used (freezer, dry ice, cooler, etc.)	<u><i>A mobile retail food license is required</i></u> In addition, Same requirements as at left

**NOTE: Meat slaughtered by the farmer or a mobile slaughterer on the farmers premises cannot be sold.**