

Safe Wisconsin Produce: A preventive approach to produce safety

Safe Wisconsin Produce is Wisconsin's program to adopt federal produce safety regulations in a manner that makes sense for our growers and ensures our produce remains safe and wholesome.

This program is the result of the Food Safety Modernization Act (FSMA) of 2011, which changed the focus of U.S. food supply safety efforts from a response to a prevention approach. Here we will try to answer some of your initial questions about the program and give you resources for learning more.

What resources are available to me?

Besides the assistance and information available from Safe Wisconsin Produce representatives, other state and federal agencies may be able to assist you:

Produce Safety Alliance www.producesafetyalliance.cornell.edu

North Central Region Center for FSMA Training, Extension and Technical Assistance www.ncrfsma.org

Food Safety & Health, UW Madison www.foodsafety.wisc.edu

University of Wisconsin-Extension www.uwex.edu

Buy Local Buy Wisconsin Grant www.datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx

Wisconsin Focus on Energy Agribusiness Incentives www.focusonenergy.com/business/efficient-equipment/ agribusiness

Benefits.gov www.benefits.gov

Food Safety Audit Programs www.ams.usda.gov/services/auditing/gap-ghp

Grants.gov www.grants.gov

Contact Us

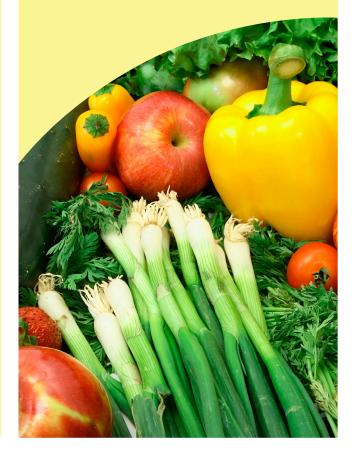
Phone: (608) 224-4511 Email: safeproduce@wi.gov Web: SafeProduce.wi.gov



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How Will the Food Safety Modernization Act Affect the Wisconsin Farmer?



How do I determine if my farm will be covered by the Safe Wisconsin Produce program?

- If your fresh produce sales are less than \$25,000 a year (averaged over the previous 3 years), you are not covered by federal produce safety regulations.
- If your fresh produce sales are more than \$25,000, and your gross sales for all food (meat, dairy, poultry, etc.) are less than \$500,000, you may qualify for an exemption from many, but not all produce safety regulations.
- If your produce sales are more than \$25,000 or your gross food sales are more than \$500,000, you might be fully covered by the produce safety rule.
- Other exemptions and scenarios may exclude you from the rules while others may mean you have to comply. Ask a Safe Wisconsin Produce representative about your particular situation for more information.

Where can I learn more about Safe Wisconsin Produce and what the new federal produce safety rules mean for my farm?

You can attend various sponsored produce safety training events; attend a Safe Wisconsin Produce sharing session in your area; look for the Safe Wisconsin Produce brochures at county and state fairs; send us an email at *safeproduce.wi.gov*; or visit our website at SafeProduce.wi.gov.

How quickly do I have to meet the Safe Wisconsin Produce requirements?

Depending on the size of your farm, you will have between two and four years to meet most of the produce safety regulations. Generally speaking, the smaller your farm's operation, the more time you have to meet guidelines.



How will Wisconsin ensure its produce meets the new federal produce safety standards?

Safe Wisconsin Produce will first make sure affected farmers know what the guidelines are and provide farmers with the tools to ensure their produce is safe.

Classes will be offered to provide you with instruction on the best safe farming practices. Safe Wisconsin Produce inspectors will be available to conduct courtesy on-farm reviews. Safe Wisconsin Produce personnel will also travel throughout the state attending fairs and produce conventions to talk directly with you, listen to your concerns, and provide you with requested information.

