



BAKERY

Cookies, cakes, breads, and pies

LICENSING REQUIREMENTS

All farmers' market vendors must prepare food at a licensed facility.

At the Farmers' Market:

- No PHMDC license is required for shelf stable, pre-packaged products
- A PHMDC license is required for products that need refrigeration and/or are sold in bulk
- If you are selling in multiple counties, a DATCP Mobile Retail license is required instead of the PHMDC license
- Additional licenses are required when operating simultaneously at multiple markets

STORAGE AND DISPLAY

- Bakery items requiring refrigeration for safety must be held at 41°F or below (provide a thermometer)
- Foods for display (not for sale) must be labeled "Display Only"
- Provide a canopy and cover unpackaged foods to protect from contamination
- Transport foods in clean equipment and vehicles. Store food 6 inches off the ground.
- Handle unpackaged foods with gloves, tissues or utensils.

LABELING OF PACKAGED PRODUCTS

- Product name and weight
- Business name and address
- Ingredients including allergen information
- Nutritional information required for special nutritional, health or quality claims
- "Keep Frozen" or "Keep Refrigerated" with date mark (if necessary)



LABELING OF UNPACKAGED PRODUCTS

- Provide a sign or binder with the product name, ingredients, and allergen information.

LABELING EXEMPTION FOR PACKAGED PRODUCTS

- Bakery products sold in clear containers/bags do not need labels on the package, but a sign or binder with the product name and ingredient information must be available.

Farmers' markets within Dane County:

Public Health Madison & Dane County

(608) 242-6515

health@publichealthmdc.com

Food processing licenses and farmers' markets outside of Dane County:

DATCP, Division of Food Safety

(608) 224-4700

<http://datcp.wi.gov>