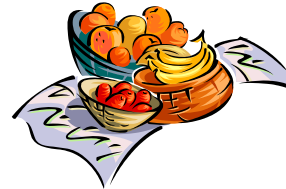


## Farmers' Market: Fresh Fruits and Vegetables



### What are fresh fruits and vegetables?

**Fresh produce** is unprocessed or minimally processed (i.e., raw). Fresh produce may be *intact*, such as strawberries, whole carrots, radishes, and fresh market tomatoes or *cut during harvesting*, such as celery, broccoli, and cauliflower.

**Melon** - Any variety of watermelon, honeydew, galia, or cantaloupe

**Sprouts** - The sprout of a seed, which may include alfalfa, clover, sunflower, broccoli, cabbage, grains, kamut, alliums, leek, onion, arugula, cress, flax, brassica, mustard, radish, garlic, dill, pumpkin, mung, lentil peas, bean (kidney, pinto, soy), and wheat grass

### Licensing

- A license is not required at the market for *fresh* fruits and vegetables.
- A current Dane County Farmers' Market Vendor or DATCP Mobile Retail license is required for the sale of sprouts and cut melons at the Farmers' Market. (no copies)
- A food processing license is required for cutting. No cutting allowed onsite.
- *If selling only in Dane County, a Dane County Farmers' Market license is required. If selling in multiple counties, only a DATCP Mobile Retail license is required. Operating at multiple farmers' markets simultaneously requires a license for each location.*

### Safe Handling Requirements

- Cooking, cutting samples or any other processing activities onsite are not acceptable.
- Overhead protection at your farmers' market stand is required
- All food must be at least 6 inches off the ground
- Transport food in clean containers / vehicles
- **Cut sprouts and melons must be held at 41°F or below during transport, holding, and sampling.**

- Sample containers must be food grade and protected from consumer contamination while on display
- All samples must be protected from contamination by providing toothpicks, tongs or other means

### Labeling

All packaged food must be labeled with the following:

- Name of Product
- List of ingredients
- Net weight or volume
- Name, address, and zip code of manufacturer, packer, or distributor
- Nutritional information needed for any dietary claims like low-fat or sugar-free.
- Nutritional information required for special nutritional, health or quality claims
- Keep Frozen/Refrigerated (if necessary)

### Contacts

Farmers' markets within Dane County:

Public Health-Madison and Dane County  
608-243-0330  
<http://www.publichealthmdc.com/>

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

Wisconsin Department of Agriculture, Trade and Consumer Protection  
Division of Food Safety  
608-224-4700  
<http://www.datcp.state.wi.us/index.jsp>

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(updated 9/02/10)