Public Health
MADISON & DANE COUNTY

Healthy people and places

Farmers' Market:
Juice and Cider

What is Juice/Cider?

Aqueous liquid expressed or extracted from one or more fruits or vegetables, purees of the edible portions of one or more fruits or vegetables, or any concentrate of such liquid or puree.

Licensing requirements

- The grower is not required to hold a food processing license from DATCP.
- Juice/Cider processed by someone other than the grower and harvester must be produced under a HACCP plan containing a 5 log reduction process.
- If the juice is potentially hazardous, a Dane County Farmers' Market Vendor license or DATCP Mobile Retail license will be required.
- *If only selling in Dane County, a Dane County Farmers' Market Vendor license is required. If selling in multiple counties, only a DATCP Mobile Retail license is required. Operating simultaneously at multiple markets requires a license for each location.*
- No license required at the farmers' market for cider.

Labeling

- Name
- Ingredients - if more than one ingredient
- Name and address of the processor or distributor
- Net volume in fluid measure
- "Keep Refrigerated" or "Refrigerate after Opening" (if necessary)
- If the juice/cider is not pasteurized, the main label must bear the following warning statement set off by a box:

WARNING: THIS PRODUCT HAS NOT BEEN PASTEURIZED AND, THEREFORE, MAY CONTAIN HARMFUL BACTERIA THAT CAN CAUSE SERIOUS ILLNESS IN CHILDREN, THE ELDERLY, AND PERSONS WITH WEAKENED IMMUNE SYSTEMS.

Storage/Display

- Untreated (not pasteurized) juice/cider must be maintained refrigerated at 41˚F or below
- Transport foods in clean equipment and vehicles
- Store foods a minimum of 6 inches off the ground
- Provide a canopy for overhead protection
- Protect food from customer contamination

Sampling

- Provide a safe method for customers to sample products using single-use disposable cups.
- Post a sign or provide verbal sampling instructions.
- Displayed foods (foods not for sale) must have a sign indicating "Display Only".

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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