



# JUICE AND CIDER

Liquid, puree, or concentrate from one or more fruits or vegetables

## LICENSING REQUIREMENTS

Juice and cider processed by someone other than the grower/harvester must be licensed and produced under a HACCP plan in a food processing plant.

*At the Farmers' Market:*

**For cider:**

- No license needed at the market

**For juice that requires refrigeration for safety:**

- A PHMDC license is required
- 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

## LABELING

*Even if you don't need a license, you do need to follow the labeling requirements listed below:*

- Product name and weight
- Business name and address
- Ingredients including allergen information
- "Keep Refrigerated" or "Refrigerate After Opening" (if necessary)
- If the juice or cider is not pasteurized, the label must bear the following warning statement inside a text 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 AND DISPLAY

- Unpasteurized juice or cider 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.

*Farmers' markets within Dane County:*

Public Health Madison & Dane County

(608) 242-6515

[health@publichealthmdc.com](mailto: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>