

Local, Legal, Safe



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What makes food unsafe?

- Biological, chemical and physical hazards
 - Biological hazards
 - Chemical hazards.....
 - Physical hazards
- How are hazards introduced?
 - Pre-harvest
 - Postharvest – during processing, transportation, storage
 - In the home



How risky is each hazard?

- Susceptibility of individual – age, health status
- Toxicity of hazard – *the dose makes the poison*
- Perceived risk

Annual Foodborne Illness Data

Cause of Illness	# Cases	# Deaths
Bacteria	3.6 million	861
Parasites	232,705	333
Viruses	5.5 million	157
Unknown agent	~38.4 million	1,686 (56%)

- 48 million foodborne illnesses each year
- 128,000 hospitalizations
- 3,000 deaths
- Economic loss is \$5 billion dollars annually

CDC, Dec. 2010

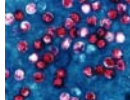
Outbreaks of Foodborne Illness

5,316 outbreaks of illness linked to specific foods occurred between 1990 and 2005

FOOD	# OUTBREAKS	# ILLNESSES
Seafood	1,053	10,415
Produce	713	34,049
Poultry	580	17,661
Beef	506	13,873
Eggs	352	11,224

Produce-Linked Outbreaks

- Important bacteria are *Salmonella* spp. and *E. coli* O157:H7
 - Poor agricultural or management practices
 - Poor worker hygiene
- Other causative agents:
 - *Cryptosporidium* and *Cyclospora* (parasites)
 - Hepatitis and Noroviruses
 - *Listeria monocytogenes*



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Food Safety is Key

- BOTH raw ingredients and processed products must meet acceptable standards for safety
- Raw agricultural products are not subject to licensing and inspection
- Processed foods can carry increased food safety risks and are, generally, more closely regulated



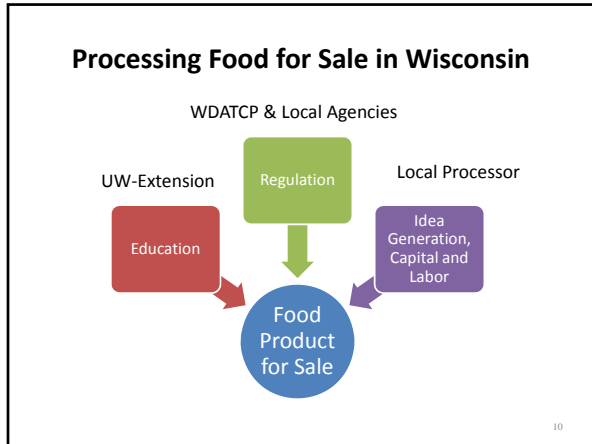
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Prepared or Processed Foods

Processing is the manufacture or preparation of food through the process of:

- | | | |
|------------|------------|---|
| canning | extracting | fermenting |
| distilling | pickling | freezing |
| baking | drying | smoking |
| grinding | cutting | mixing |
| coating | stuffing | packing |
| bottling | packaging | or through any other treatment or preservation process |


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State Regulation of Food Businesses

Processing of most foods requires a license.

- Bureau of Food Safety – WDATCP
 - Retail Food Establishments (most of them)
 - Wholesale Food Processing Plants (all)
 - Dairy Production and Processing
 - Food Warehousing
- Bureau of Meat Safety - WDATCP
 - State Meat Slaughter Plants
 - Wholesale Meat Processing Plants



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Retail or Wholesale?

- It is **retail** if you sell it to the ultimate consumer. Retail license may be through DATCP or a local agent.
- It is **wholesale** if you sell it to someone who will resell it. ALL wholesale licenses through DATCP.




Local Regulation

- Permits: building, zoning, utilities
 - Local licenses - retail agent program
 - Temporary or mobile vendor permits
 - Incorporation fees.....
- ➔ Call your local city/county officials



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Where do I **begin** to answer my food business questions?

1. Contact your local **DATCP inspector!**
 - Answers specific questions
 - Conducts pre-licensing inspections
 - Assists in the completion of your license application
 - Conducts the final licensing inspection
 - Issues temporary licenses

➔ 608-224-4682



Next Steps

2. Contact the local authorities
3. Contact UW-Extension
 - Questions related to safety and quality
 - Training to meet licensing requirements

➔ 608-263-7383 bhingham@wisc.edu or foodsafety.wisc.edu

– Local Economic Development educators

➔ <http://www.uwex.edu/ces/>



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License Exempt Foods

- Production and sale of raw honey and raw honey products
 - Sale of unprocessed fruits and vegetables
 - Apple cider or maple syrup produced by the operator for retail sale
 - Popped popcorn
 - Poultry – up to 1,000 birds of your own raising
 - Some home-canned food (Pickle Bill)
- ➔ Local regulations may still apply!!

License Questions - DATCP

- **Wholesale** – Donna Johnson– (608) 224-4720
- **Retail** – Laurel Clary– (608) 224-4885
- **Meat** – Paul Pierce – (608) 224-4731
- **Don't Know** – (608) 224-4682



Education & Training

- UW-Extension** offers processors' support in:
- Dairy foods quality and safety (Master Cheese Maker training) www.cdr.wisc.edu
 - Meat safety and processing www.meathaccp.wisc.edu
 - Canned and processed food quality and safety www.foodsafety.wisc.edu
- ➔ Or call 608-263-7383



Back to licensing...

- One food processing license allows you to process and sell bakery, jams, jellies, packaged foods, salsa, pickles, etc.
- For most items, you don't need any special training to get a license, but there will be paperwork!
- Training is required: meat, poultry, seafood and juice (HACCP); acidified canned foods

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What will it take to get a license?

1. An approved facility - ATCP 70 is the 'Administrative Code' which governs food processing facilities
 - Facility must meet standards for sanitation and construction
 - Equipment must be of approved design
 - *In general, a home kitchen is not acceptable!
2. YOUR good idea and attention to detail.

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Licensing and Shared-Use Facilities

- Every business which uses a shared-use facility must have their own license unless the facility serves as a co-packer
- Facilities that processors may want to consider:
 - Restaurants
 - Community Centers
 - Churches



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Acidified Canned Foods

- Canned foods can be potentially hazardous.
- Done incorrectly there is the risk of poisoning from *Clostridium botulinum*.
- If you want to sell canned pickles or other acidified foods, training is required (usually)!

→ Wisconsin Acidified Canned Foods training



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Exemptions from Acidified Foods Training

Foods that are **not**, by definition, acidified foods:

- Alcoholic beverages
- Carbonated beverages
- Jams, jellies and preserves (21 CFR 150)
- Fermented foods
- Foods stored, distributed, and retailed under refrigerated conditions

→ You need a license (usually) but no training

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Selling Home-Canned Foods

- Wisconsin Act 101 allows a person to sell some home-canned foods without a license (under certain conditions)
- You **can sell** without a license home-canned **fruits** and **vegetables** that are naturally acidic or have been acidified by pickling or fermenting
 - Pickled fruits and vegetables --Salsas
 - Sauerkraut --Jams and jellies

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Products you Can't Sell under the Pickle Bill Exemption

- Low-acid canned foods: vegetables, fish, meat
- Sauces, dressings or condiments (these are not considered fruits or vegetables)
- Canned foods that are not considered 'fruits or vegetables': lemon curd, pesto, pickled eggs, etc.
- Refrigerated foods: jams, jellies, sauces, etc
- Baked goods
- Dried, processed or packaged foods

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Requirements

- No more than \$5,000 in sales **per household** per year
- Retail sales **only** (direct from producer to consumer) and **only** in Wisconsin
- Sales at farmers' markets or farm roadside stands
- Use of an approved recipe is highly recommended

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NO Sales

- Out of your home
- Wholesale or on consignment
- Via the internet OR out of state
- Of food produced outside of your kitchen
- Of food produced by someone with a license
- At craft shows, carnivals, school events, etc
- Of exempt food (pickle bill products) along with licensed foods

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Sources of Approved Recipes

- Ball Blue book (current edition)
- Ball Complete Book of Home Preserving
- The National Center for Home Food Preservation www.uga.edu/nchfp
- University of Wisconsin Extension www.foodsafety.wisc.edu

Wisconsin Safe Food Preservation Series



Signage & Labeling

- Sign at the point of sale:

These products are homemade in a kitchen that has not been subject to state inspection

- On each jar: *"This product was made in a home not subject to state licensing or inspection."*

Also on each jar:

- Name and address of person who did the canning
- Date of canning
- Ingredients in decreasing order of predominance
- Major allergens must be declared

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Laws Require Labeling on Packaged Foods

- Name, Address, City, State, Zip
- Common Name of Food
- Weight
 - Dry, liquid or count
 - Metric in parenthesis
- Ingredients - in descending order by weight
- Declaration of Major Allergens



Eight Major Allergens

Peanuts	Tree Nuts	Milk
Wheat	Fish	Soy
Crustacean Shellfish		Eggs

- The ingredient statement must disclose the common name of the allergen.
- If the ingredient statement says “vegetable protein”, it would have to state the type of vegetable(s) used.

Everything in Place

- License issued
- Training completed
- Facility approved
- Sales venues identified
- Processed/labeled product manufactured



Something Special for Sale!



Thank you!

Selling Food Products

- Will the market sell only raw agricultural products, or allow processed food?
- Must the processed food come from a licensed establishment?
- Will there be food prepared on site?
- Will the market allow food samples to be given away?



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At the Market

- Raw agricultural products can be sold without a license - consumers should clean and prepare before eating
- Prepared or 'ready to eat' foods can carry increased food safety risks and are, generally, more closely regulated



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Food Safety Begins on the Farm

- Growers should use agricultural production chemicals and other products properly
 - Growers should reduce the risk of contamination during production, harvest, handling, and processing
 - Reduce exposure to untreated animal waste
 - Use an approved water source
- Follow Good Agricultural Practices (GAPs)
- <http://www.gaps.cornell.edu/>



What Can Growers Do To Minimize the Risks?

Focus on risk reduction, not risk elimination.

“Current technologies cannot eliminate all potential food safety hazards associated with fresh produce that will be eaten raw.”

Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables

Produce Safety: Prevention is Key

Sources of Contamination

Production

- soil
- Irrigation, spray water
- animal waste
- wild and domesticated animals
- inadequate field worker hygiene
- harvesting equipment
- transport containers

Processing/Marketing

- wash and rinse water
- cross-contamination: worker hygiene, equipment
- ice
- transport vehicles
- packaging

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“I can always wash the produce before I eat it or sell it”

- Studies with strawberries, apples, sprouts and leafy greens indicate that once produce is contaminated, the pathogens are difficult to remove.
- Prevent contamination.
- Control multiplication.



Clean it, and Keep it Clean!



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Water Quality

- Water used to rinse produce must be potable.
- Fruit must be at least 10°F COOLER than water to prevent infiltration of microbes.
- Chlorine reduces transfer of contamination. The recommended level of active chlorine is 100-150 ppm (1 Tablespoon bleach per gallon water)



Market Safety: Cleanliness & Sanitation

- ALL work surfaces and equipment should be **both clean and sanitary**
 - Clean: free of visible dirt
 - Sanitary: free of disease-causing microbes (1 Tablespoon bleach per gallon of water)
 - Clean 1st, Sanitize 2nd
- MOST raw produce should be rinsed in clean water to remove visible dirt
 - Exception is where washing increases spoilage, e.g. berries

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Handwashing

- Wet hands with warm water
- Scrub for 20 seconds
- Rinse under clean water
- Dry hands with paper towel
- A word about instant hand sanitizers...
- Markets where food is prepared for sampling must have hand washing available



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Sampling Foods

- Produce to be sampled must be washed before sliced or cut for sampling
- Produce not immediately offered for sampling should be stored, covered in a clean container
- Cut samples must also be covered
- Potentially hazardous items (melons, cheese) that are displayed for sampling must be kept cold
- Minimize bare hand contact with samples

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Staying Trouble Free

- Store food safely – in clean food-grade containers.
- Keep stalls and vehicles clean and sanitary.
- Provide garbage containers and keep them emptied.
- Keep animals, birds and insects away.
- Keep raw and prepared foods separate.
- Store chemicals away from food.

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Vendors ask: What are my chances of causing a foodborne illness outbreak?

- The chances are low, but the consequences are dire.....to both people, your business, and potentially to the entire market.
- It is possible to have been in business for 20 years and have never had a problem, but that does not insure no problems in the future.
- Everyone's commitment is important.

Wisconsin Food Safety Regulations

Wisconsin's Food Laws

- Food offered for sale must be wholesome.
- To process most foods in Wisconsin for sale, you must be licensed by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) – Division of Food Safety. This will provide assurance to you and your customers that the food that you process is safe and wholesome.
- To sell foods in Wisconsin you may be subject to state or local licensing, e.g. retail food license or a mobile retail license.
- The degree of inspection and licensing depends on type of process or food (meat, jelly/jam, low acid) that is being sold.
- ATCP 75 (Wisconsin Food Code) and ATCP 70 (Food Processing) give specific rules for processing and selling food at the retail or wholesale level.

Before Starting Your Business

- Contact your local city or county zoning board.
- Contact your local city or county health department.
- If you are processing food, consider possible locations. The cost of setting up a processing facility can be expensive. Some new business owners rent approved facilities such as restaurants during off-hours for processing.
- Contact WDATCP at **608-224-4682** and ask for the contact information for your local food inspector.

Licensing Requirements

In general, businesses or individuals who sell potentially hazardous foods or process foods must be licensed as a retail food establishment or wholesale food processor. Certain exemptions exist for raw unprocessed agricultural products, honey, sorghum, and maple syrup. Other exemptions exist for naturally acid or acidified canned foods processed in the home kitchen (the Pickle Bill).

Definition of Processing

Processing is the manufacture or preparation of food through the process of canning, extracting, fermenting, distilling, pickling, freezing, baking, drying, smoking, grinding, cutting, mixing, coating, stuffing, packing, bottling, packaging, or through any other treatment or preservation process.

Who Licenses?

- WDATCP – if retail in multiple counties or wholesale.
- County agent – if that county is an agent for WDATCP and you sell your product only within that county.

Types of Licenses

- Retail – you sell directly to consumer
- Wholesale – You sell to someone else who then sells it to the consumer

Licensing Exemptions

A retail license is not required if your business:

- Is a tax-exempt charitable operation that operates less than 14 days per year.
- Does not process food or does not sell potentially hazardous foods.

- Sells only raw agricultural products such as uncut fruits and vegetables. Once you cut a melon you are processing and need a license.
- You sell maple syrup, honey, or sorghum from your farm.
- Sell only pre-packaged foods that are not potentially hazardous and are obtained from a licensed food processor.

Eggs

- No license needed if eggs are sold at the producer's farm.
- Wash, pack and store at 41°F or below.
- A license is required to sell eggs off the farm.

On-Farm Poultry & Rabbit Sales

- Up to 1,000 birds per year may be processed and sold on the producer's farm without a license.
- Unlimited rabbit processing and sales on the farm are permitted.
- In no case, may the birds or rabbits be sold off the farm without a license.
- Foods processed for on-farm sales must be processed under sanitary conditions. Poultry must be labeled with the producer's name and the words "not inspected" must appear on the label.

Beef & Pork

- Cattle and swine raised on the farm must be slaughtered, processed and packaged in a state or federally inspected plant if the meat will be sold to the public.
- A license is required to sell beef and pork items and you must register as a meat distributor.
- Training (HACCP) is required to operate a licensed meat establishment.

Venison Processing

- Game venison may be processed (cut and wrapped) without a license.
- If ingredients such as beef, pork, or spices are added to the venison, the processing operation requires a license.
- Game venison may not be sold to the public.

Exotic Meat Rules

- Producers may raise, slaughter, process, and sell exotic meat on the farm without a license.
- If the exotic meat is slaughtered or sold any place other than the farm, the meat must be inspected and passed at a state or federally inspected facility.
- A license is required to sell inspected meat.

Retail at the Farm

- The freezer must be inspected to ensure it maintains a temperature below 0°F.
- The freezer can be used only for food that is sold to the public. Can't use the family's freezer.
- The freezer must be clean and located in a clean area (house or shed is ok).

General Information on Food Processing Facilities

Generally, food can not be processed in your home kitchen and then sold to the public. A separate kitchen that meets requirements is necessary.

Facilities and Equipment for Food Processing Facilities

- Walls and ceilings must be smooth, water repellant, easy to clean and finished in a light color.
- Wood floors are not acceptable.
- Lighting must be sufficient and shatter-proof or shielded.
- Plumbing must also meet state codes.
- A minimum three-compartment equipment wash sink must be provided.
- There must be a toilet facility on site. This toilet facility must have a hand sink.
- There must be a hand sink in the processing room.
- Private well water must be tested and your well must meet state well codes.
- Equipment and utensils must be separate from those used for family cooking.
- Wood and glassware equipment or utensils are generally unacceptable.
- Refrigerated foods must be held at 41°F or less.

Low Acid Foods

- Because of the risk of botulism in canned foods such as beans and corn, the small scale production of low acid foods is discouraged.
- The typical home pressure cooker is not equipped with the necessary controls to process low acid foods.

Canned Food Processors

- If you can herbal vinegar, dressings, dessert sauces or any other item sold in air-tight containers, you must be licensed.
- Some processes will require special training, a written process or approved recipe.
- The University of Wisconsin Extension offers training and support for both licensed and unlicensed food processors. www.foodsafety.wisc.edu

University of Wisconsin-Extension
Extension Food Scientist
Barbara Ingham
bingham@wisc.edu
608-263-7383



Farm to Market: Food Safety Training for ‘Pickle Bill’ Processors

Choose one (X):

March 16, 2011

Green Bay

Brown County UW-Extension
1150 Bellevue Street
Green Bay, WI 54302

April 13, 2011

Eau Claire

Eau Claire County UW-Extension
221 1st Street West
Altoona, WI 54720

May 4, 2011

Madison

West Madison Ag Research Station
8502 Mineral Point Road
Verona, WI 53593

May 18, 2011

Wausau

Marathon County UW-Extension
212 River Drive
Wausau, WI 54403

Time: 1:00 pm – 4:00 pm

Cost: **\$10.00** includes refreshments, certificate, and program materials. You must pre-register in order to receive a certificate and to request free pH testing.

Wisconsin Act 101 (the ‘Pickle Bill’) allows canning of pickles or other acidified vegetables or fruits in your home kitchen for sale at farm markets or community events in Wisconsin. To help you do this safely and to answer your questions, the University of Wisconsin-Extension is offering a workshop designed just for you. Free pH testing of products will be available to registered participants following the program. [This program will not meet the training requirement for licensed food processors. Processors canning pickles or salsa under license must attend the WI Acidified Canned Foods Training.]

REGISTRATION FORM – be sure to mark (X) which training you are attending. Registration is limited to the first 30 people at each location.

Name _____ Business _____

Address _____

Daytime phone or Email _____

Enclose \$10 fee. Checks payable to University of Wisconsin. Fee must accompany registration.

Check enclosed Charge on the following account: VISA MasterCard Exp. Date _____

Card Number _____

Name on Card _____

Signature _____

OR register online: <http://www.peopleware.net/2723>

Mail or fax registration form and \$10 fee to: CALS Conference Services. 620 Babcock Drive Madison, WI 53706. FAX: (608) 262-5088. **Questions?** Contact Barb Ingham. 608-263-7383 or bingham@wisc.edu.

Registration forms also available online: www.foodsafety.wisc.edu

Registration Form

Name _____

Business _____

Address _____

CIRCLE ONE: HOME **OR** BUSINESS

City/State/Zip _____

Daytime phone _____

Email (required) _____

Register me for the following training:

- March 15 Green Bay
 April 14 Eau Claire
 May 5 Madison
 May 19 Wausau

Registration Fee: \$75.00 per person

Enclose fee. Checks payable to UW-Madison.
Payment must be made at time of registration.

- Check enclosed
 Charge on the following account:
 VISA MasterCard Exp. Date _____
Card Number _____
Name on Card _____
Signature _____

Mail or fax registration form and fees to:

CALS Conference Services
620 Babcock Drive
Madison, WI 53706
FAX: (608) 262-5088

Register online at:

<http://www.peopleware.net/2723>

Cost and Registration:

Cost of the training is \$75.00 per person. Fee includes materials, refreshments and lunch.

Pre-registration is required. Payment must be made at time of registration. On-site registrations will not be accepted.

Training participants may cancel up to two weeks prior to the training and receive a full refund; no refunds will be made after the two-week deadline. Registration is transferable to another site, space permitting. Substitutions may be made at any time. To cancel, substitute or transfer, please contact CALS Conference Services at (608) 263-1672. If a program is cancelled for low enrollment, registration fees will be refunded or transferred to an open session.

Upon receipt of enrollment and payment, CALS Conference Services will mail a confirmation letter and directions to the site selected.

To register, complete the attached registration form and submit with your payment by mail or fax to:

CALS Conference Services
620 Babcock Drive
Madison, WI 53706
FAX: (608) 262-5088

You can also register online at:
<http://www.peopleware.net/2723>

For registration questions, please contact CALS Conference Services at (608) 263-1672. We do not accept phone registrations.

For training questions, please contact Barb Ingham (608) 263-7383 or bingham@wisc.edu.

Wisconsin Acidified Canned Foods Training for Licensed Food Processors



2011

Coordinated by

UW
Extension

and

Wisconsin Department of
Agriculture, Trade and
Consumer Protection

Overview:

Canning salsa, pickles, and other acidified foods for sale requires special training. The Acidified Canned Foods Training is a one-day workshop designed to teach the basics of food safety and regulation in the manufacture of acidified foods in Wisconsin. Whether you have a business that you wish to expand, or you are just in the planning stages, the Acidified Canned Foods Training will be helpful to you. Participants completing the day-long workshop and scoring a satisfactory grade on exams will receive the training required for licensed processors who make and sell acidified canned foods. The training is offered across the state.

Training will cover:

- ◆ Wisconsin food processing regulations
- ◆ Facility requirements
- ◆ Sanitation
- ◆ Principles of thermal processing
- ◆ Microbiology of acidified foods
- ◆ Record keeping and forms
- ◆ Recipe approval

There will be time set aside to answer all your questions and for product testing.

2011 Program Schedule

March 15 **Green Bay**
Brown County UW-Extension
1150 Bellevue Street
Green Bay, WI 54302

April 14 **Eau Claire**
Eau Claire County UW-Extension
227 1st Street West
Altoona, WI 54720-1601

May 5 **Madison**
West Madison Agricultural Research Station
8502 Mineral Point Road
Madison, WI 53593

May 19 **Wausau**
Marathon County UW-Extension
212 River Drive
Wausau, WI 54403



Instructors:

This training will be conducted by Dr. Barbara Ingham, University of Wisconsin-Extension Food Scientist and specialists with the Division of Food Safety of the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

Who should attend?

Licensed food processors who can acidified foods such as pickles, salsas, dessert sauces, pickled eggs, or tomatoes for sale in Wisconsin must complete a safe canning training course. Successful completion of this training is a necessary step towards obtaining a license to can acidified foods for sale in Wisconsin.

Schedule:

Registration begins at 8:00 AM, the program begins promptly at 8:30 AM. Allow sufficient time for parking and to locate the training site. The program will run until 4:00 PM. You must attend for the full day. There will be morning and afternoon lectures and exams. Lunch and refreshments will be provided. As a **special service**, you may bring samples of your products for free **preliminary** pH testing and/or your recipes for free and confidential product development assistance.

This training is supported by a grant from the University of Wisconsin-Madison Baldwin Wisconsin Idea Endowment.