As new agriculture entrepreneurs consider producing and marketing food products and current producers seek new markets, they need to conduct preliminary research to determine if there are rules, regulations, certifications, or licenses required for their product or selected market. This series of publications will help determine the requirements for licensing and for processing and selling various food products based on business size, sales volume, the level of processing, and market. The flowchart will guide Iowa producers and processors to the appropriate state agencies or departments. Agency and department contact information, as well as additional resources, are on the reverse side of this publication.

Do you produce and sell fruit or vegetable juice?  

**NO**  
- No regulations
- No license required

**YES**

Where do you plan to make the juices?

- **Wholesale**  
  Required: Food processing license.  
  Contact DIA

- **Direct-to-Consumers**  
  Required: License is required with a few exemptions. Exemptions are based on the specific juice and where the point of sale is located.

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1. Iowa Department of Inspections and Appeals
2. This document is intended to provide guidance to juice producers.
3. Contact DIA for exemption requirements
Resources

IOWA DEPARTMENT OF INSPECTIONS AND APPEALS
515-281-6538
www.dia.iowa.gov

Food Safety License Applications
https://dia.iowa.gov/food-consumer-safety/

IOWA DEPARTMENT OF AGRICULTURE HORTICULTURE AND FARMERS MARKET PROGRAM
www.iowaagriculture.gov/horticultureandFarmersMarket.asp

IOWA STATE UNIVERSITY EXTENSION AND OUTREACH
Value Added Agriculture
www.extension.iastate.edu/valueaddedag

MarketMaker
https://ia.foodmarketmaker.com

Agricultural Marketing Resource Center
www.agmrc.org

FOOD AND DRUG ADMINISTRATION FOOD CODE

FOOD AND DRUG ADMINISTRATION NUTRITION LABELING
https://www.fda.gov/food/guidanceregulation/guidancedocumentsregulatoryinformation.labelingnutrition/ucm053857.htm

IOWA STATE UNIVERSITY EXTENSION AND OUTREACH PUBLICATIONS
This and other related publications can be accessed through the ISU Extension Store at https://store.extension.iastate.edu.

Local Food Connections – From Farms to Restaurants
https://store.extension.iastate.edu/Product/5425

What Producers Should Know About Selling to Local Foodservice Markets
https://store.extension.iastate.edu/Product/12745

This publication is part of a series. Additional copies can be downloaded as PDF files at https://store.extension.iastate.edu. Other titles in the series include:
- FS0015  Red Meat
- FS0016  Poultry
- FS0017  Dairy
- FS0018  Seafood
- FS0019  Eggs
- FS0020  Low Acid and Fermented Foods
- FS0021  Jams, Jellies, and Preserves
- FS0023  Fruits and Vegetables (Cut)
- FS0024  Fruits and Vegetables (Whole)
- FS0025  Honey and Maple Syrup

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