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.

### Flowchart

1. **Do you grow produce (fruits and vegetables) for sale?**
   - NO: No regulations
   - NO: No license required
2. **How do you market your produce?**
   - Wholesale/indirect markets
   - Direct-to-consumer
3. **Do you process by cutting produce into edible portions?** (other than harvest and trim)
   - NO: No license required to sell
   - NO: Good agricultural practices (GAPs) compliance recommended
   - Name and address of farm where produce is grown should be displayed at point of sale
4. **Do you process juices, low acid, and fermented products or jams, jellies, preserves, and butters for sale?**
   - YES

Refer to publication, *Fruits and Vegetables (Cut)* (FS 0023)

Refer to additional publications in this series, listed on the reverse side.

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1. Wholesale/indirect markets: Restaurants, institutions, grocery stores, food hubs, etc.
2. Direct-to-Consumer: Farmers markets, Community Supported Agriculture, on-farm sales, U-Pick, etc.
3. Iowa Department of Inspections and Appeals
4. Refer to Food Safety Modernization Act (Produce Safety Rule)
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
http://www.iowaagriculture.gov/horticultureandFarmersMarket.asp

IOWA STATE UNIVERSITY EXTENSION AND OUTREACH
Safe Produce
Website: www.safeproduce.cals.iastate.edu/
Contact: iowafsma@iastate.edu

North Central Region Center for FSMA Training, Extension and Technical Assistance
Website: https://ncrfsma.org
Contact: NCRFSMA@iastate.edu

Value Added Agriculture
www.extension.iastate.edu/valueaddedag

MarketMaker
https://ia.foodmarketmaker.com

Agricultural Marketing Resource Center
http://www.agmrc.org

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.

Selling Fruits and Vegetables
https://store.extension.iastate.edu/Product/5477

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

Make Food Safety a Priority at your Farmers Market Booth
https://store.extension.iastate.edu/Product/14829

Make Food Safety a Priority for Your CSA
https://store.extension.iastate.edu/Product/14830

Regulations and Licensing – Home Food Operations and Home Bakeries in Iowa
https://store.extension.iastate.edu/Product/15225

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
- FS0022 Fruit and Vegetable Juice
- FS0023 Fruits and Vegetables (Cut)
- FS0025 Honey and Maple Syrup

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