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**Reminders for Farmers' Market Vendors
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Reminders for Farmers' Market Vendors

Wisconsin consumers can enjoy more and more farmers' markets with more and more vendors as interest in buying local grows. That's good for farmers, consumer, and communities. But many of these vendors are new to the business world or may mistakenly believe that, because they are small, they do not fall under licensing requirements that are intended to protect businesses and consumers alike.

The Department of Agriculture, Trade and Consumer Protection (DATCP) is particularly concerned about vendors selling pet foods and "natural" pesticides at these markets. In an effort to bring businesses into compliance without penalty, DATCP has prepared the information below for municipalities to pass on to community farmers' market vendors so they can contact DATCP and get licensed if necessary.

Pet foods and treats

If a vendor makes and/or sells pet foods or pet treats in Wisconsin, no matter how small the business is, they need:

- A license that costs \$25 a year, March 1 through February 28/29.
- Labeling that meets regulations for ingredient assurances and for weights and measures.

For information, go to <http://datcp.wi.gov/?AspxAutoDetectCookieSupport=1>

Pesticide

A pesticide is anything that claims to destroy, control or repel a pest - plant pests, mosquitoes, weeds, rodents, spiders, fleas, etc. It doesn't matter if it is a "natural" remedy; if a vendor claims that it works as a pesticide, they must:

- Register the product with the Environmental Protection Agency. Many of the natural products are considered minimum risk and may be exempted, but you need to meet the requirements for this qualification. To find out if the product is exempt from EPA registration, go to <http://www2.epa.gov/minimum-risk-pesticides>.
- Register your product with the state of Wisconsin. The state does not exempt minimum risk products, but there is no charge for registration. More information about Wisconsin registration is available at http://datcp.wi.gov/Plants/Pesticides/Licenses/Manufacturing_Label_License.

If you have questions, please contact pesticide registration specialist Otto Oemig at 608-224-4547, otto.oemig@wi.gov.