



Farm Direct Marketing, Producer-Processed Products

The Oregon Farm Direct Marketing Law and rules adopted at [OAR 603-025-0215 thru 603-025-0275](#), exempts farm direct marketers from ODA licensing that produce and sell certain processed products produced using ingredients that they grow. All sales must be directly to the end user and consignment sales of producer-processed products are not permitted. The Farm Direct Marketing Law also exempts direct sale of certain agricultural products from licensing. For more information on exempt agricultural products under the Farm Direct Marketing Law, see [Farm Direct Marketing, Agricultural Products](#).

Direct retail sales of the following producer-processed products is exempt from ODA licensing:

- Fruit based syrups and fruit in syrup
- Jams, jellies and preserves
- Acidified fruits and vegetables, including pickles, chutneys and sauces
- Lacto-fermented fruits and vegetables

Principal Ingredients

Under the Farm Direct Marketing Law, the processor must grow all of the principal ingredients used in production of their products. For example, an individual producing strawberry jam under the Farm Direct Marketing Law must grow all of the strawberries used in production. An individual producing salsa must grow all of the tomatoes, onions, peppers and garlic used in salsa production. Farm direct marketers are not required to grow herbs, spices, salt, vinegar, pectin, lemon or lime juice, honey or sugar, for use in their producer-processed products.

Labeling

All producer-processed products must be labeled with the following:

- Product identity
- Net weight
- An ingredients statement (including any major allergens)
- The address of the agricultural producer
- **“THIS PRODUCT IS HOMEMADE AND IS NOT PREPARED IN AN INSPECTED FOOD ESTABLISHMENT”**
- **“NOT FOR RESALE”**

\$20,000 Sales Limitation

There is a \$20,000 annual sales limitation on the total amount producer-processed acidic foods such as canned fruit, syrups, preserves, jam, jelly, salsa, pickles and lacto-fermented foods. Once a firm exceeds this \$20,000 limitation, it is required to obtain an ODA license or work with a licensed co-packer.

Approved Process for Acidified Foods

Canned foods that have been acidified to decrease pH to below 4.6 must be produced in accordance with an established safe process. Publications containing approved processes include the *United States Department of Agriculture Complete Guide to Home Canning, Pacific Northwest Extension* publications and *So Easy to Preserve* by the University of Georgia Cooperative Extension. A unique or new process not found in one of the above may only be used if a recognized process authority first approves the process.

Producer-Processed Food Records for Acidified Foods

Processing and production records for foods that are acidified to decrease the pH to below 4.6 must be maintained to show that the process and product formulations comply with all critical factors. Finished pH values and equilibrium pH values must be recorded for each batch. Additionally, if an electronic pH meter is used, it must be calibrated and pH meter calibration records must be maintained. If processing records show that the process is not within approved process standards, then the product may not be sold. In addition to documenting important food processing safety values, the farm direct marketer must also maintain sales records that include product(s) sold, price, quantity sold and a current rolling total of year-to-date sales. Copies of all records must be maintained and available to the ODA for a period of three years.