

Farm Direct Marketing, Producer-Processed Products

The Oregon Farm Direct Marketing Rules adopted under OAR [603-025-0215](#) thru [603-025-0275](#), exempts farm direct marketers from ODA licensing for production and sales of processed products they produce from products they grow. All sales must be directly to the end retail consumer. Consignment sales of producer-processed products are not permitted.

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

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

Principal Ingredients

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

Every step necessary to prepare the farm direct products for sale must be conducted in a facility located where the farm direct products were grown.

Approved Process for Acidified Foods

Acidic foods products with water activity greater than 0.85 and having been acidified to decrease pH to 4.6 or below must be produced using an established safe process. This can be accomplished by using a recipe contained in one of the following publications:

**United States Department of Agriculture Complete Guide to Home Canning, 2009 Revision*

**Pacific Northwest Extension* publications produced cooperatively by Oregon State University, Washington State University, and the University of Idaho.

**So Easy to Preserve* by the University of Georgia Cooperative Extension, 5th Edition
Alternatively, a process and product formulation that has been approved by a recognized process authority may be used. A recognized process authority may be contacted through the Oregon State University, Department of Food Science and Technology Extension Service.

Labeling

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

- Product identity
- Net weight
- An ingredients statement (including any major allergens)
- The complete physical address of the agricultural producer

Following statements must be in a prominent location in legible, all capital, and bold-face type no less than one-eighth inch:

- **“THIS PRODUCT IS HOMEMADE AND IS NOT PREPARED IN AN INSPECTED FOOD ESTABLISHMENT”**
- **“NOT FOR RESALE”**

Producer-Processed Food Records

Processing and production records for foods that are acidified to decrease the pH to 4.6 or below must be maintained to show that the process and product formulations comply with all critical factors mandated by a recognized process. 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 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 for a period of three years.

Sales Limitation

There is a \$20,000 annual sales limitation on the total amount of 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, they are required to obtain an ODA license.