



Home Based Vending – Opportunities & Limitations

Indiana Small Farm Conference



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Important Definitions

- **Farmer’s Market**
 - A common facility where two or more farmers or growers gather on a regular, recurring basis to sell a variety of fruits, vegetables and other farm products directly to consumers
- **Roadside Stand**
 - A place, building, or structure along or near a road, street, lane, avenue, boulevard or highway where a home-based vendor sells their food product(s) to the public
- **Home-based Vendor**
 - An individual who has made a non-potentially hazardous food product in their home kitchen and are selling **ONLY** at a farmer’s market or roadside stand

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Home-based Vendor or Food Establishment?

- Food vendor must be either a home-based vendor OR a food establishment --- NOT both
 - May not combine *potentially hazardous* foods and *non-potentially hazardous* foods
- No HBV foods may be sold (or resold) at other venues:
 - Retail establishments, i.e. restaurant or grocery store
 - Festivals
 - Carnivals, etc.



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Home-based Vendor or Food Establishment?

- Home-based vendors
 - May **not** sell other commercially prepared products
 - i.e. pre-packaged items not produced in the home
 - Shall **not** deliver to any location other than a farmer’s market or roadside stand
 - Pre-ordering is acceptable (phone, internet, etc.)
 - Customer must take possession at Farmer’s market or roadside stand.

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Packaging & Labeling

- HBV food products **MUST** be labeled
 - Name and address of producer (HBV)
 - Common or usual name of the food product
 - Ingredient list (descending order by weight)
 - Net weight and volume of package
 - Date on which the food product was processed

“This product is home produced and processed and the production area has not been inspected by the State Department of Health”

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Packaging/Label Location

- Must be present with and/or on the food at the point of sale
 - Packaged
 - Label must be attached to package
 - No vacuum packaging → 
 - Unpackaged
 - May use easily read signs in place of attached label
 - Easily readable signs must include all the same information as an attached label

Note: Labeling (or a sign) is not required for whole, uncut produce

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Potentially Hazardous vs. Non-Potentially Hazardous

- Potentially hazardous food(s)
 - May create public health risk
 - Requires temperature control because in a form capable of supporting of disease causing microorganisms
 - Any food that has ingredients, packaging and/or storage conditions that could lead to a human health risk
 - Examples:
 - Meat, poultry, seafood, cut produce, non-baked dairy products, shell eggs, non-baked egg-containing products, acidified foods, and low-acid canned foods

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Bacteria Growth Factors

- 6 basic factors (FATTOM)
 - Food ingredients (especially Protein-rich foods)
 - **Acidity**
 - Time
 - Temperature
 - Oxygen
 - **Moisture**
- Acidity and Moisture = Most Critical (at room temperature)
 - Acidity – measured by pH
 - Moisture – measured by water activity

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Regulatory Limits

Food Type	pH		Water Activity (A_w)
Non-potentially hazardous (other than whole, uncut produce)	Less than or equal to 4.6 (pH \leq 4.6)	OR	Less than or equal to 0.85 ($A_w \leq 0.85$)
Potentially hazardous	Greater than 4.6 (pH $>$ 4.6)	AND	Greater than 0.85 ($A_w > 0.85$)

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Product Type Evaluation

This list is intended to demonstrate a few examples of non-potentially hazardous foods and potentially hazardous foods, but is **NOT** a comprehensive listing

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Baked Goods

Non-Potentially Hazardous
(may be sold by HBV)

- Cookies
- Cakes
- Fruit pies
- Cupcakes
- Fruit breads
- Dessert bars
- Baguettes



Potentially Hazardous
(may NOT be sold by HBV)

- Products containing meat, poultry and/or aquatic animals
- Non-baked dairy products
 - Cheese, butter, yogurt, etc

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Fruits and Vegetables

Non-Potentially Hazardous
(may be sold by HBV)

- Unprocessed, whole and uncut produce
 - Cherries
 - Berries
 - Tomatoes
 - Corn
 - Lettuce
 - Green Beans
 - Peppers
 - Etc.
- Fermented vegetables

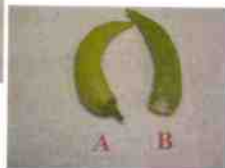
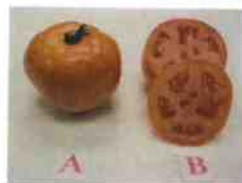
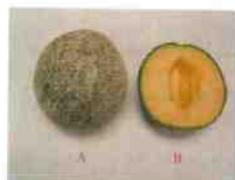


Potentially Hazardous
(may NOT be sold by HBV)

- Raw seed sprouts
- Garlic in oil mixtures
- Herb and oil mixtures
- Any cut or processed produce
 - Cut melons
 - Topped strawberries
 - Etc.
- Non-fermented vegetables (acidified by addition of acid, aka pickled)



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A: Acceptable
B: Unacceptable

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"Pickled" Vegetables

- **Fermented vegetables**
 - Vegetables placed in a brine (saltwater) solution in which bacteria produce lactic acid to acidify the product
 - Bacteria may be natural or added starter culture
 - Do not require refrigeration
 - Example: Sauerkraut
- **Non-fermented vegetables**
 - Vegetables that are acidified by direct acid addition
 - i.e. vinegar added
 - Do not require refrigeration
 - Example: pickled beets, pickles (cucumbers)



Photo by: Maggie Smith

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Fruits/Canned Fruits

Non-Potentially Hazardous
(may be sold by HBV)

- Traditionally prepared fruit-based jams and jellies (e.g. sugar and pectin)
 - Grape
 - Strawberry
 - Blueberry
 - Raspberry
 - Blackberry
 - Etc.



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Potentially Hazardous
(may NOT be sold by HBV)

- "Low sugar" jam/jelly
- "No sugar added" jam/jelly
- "Butters"
 - E.g. Pumpkin

Canned Foods

Non-Potentially Hazardous
(may be sold by HBV)

- Only naturally acidic products
 - Must have natural pH below 4.6
 - Fruit-based products
 - Grape, strawberry, blueberry, raspberry, blackberry, etc.
 - Some other non-chunky sauce products

Potentially Hazardous
(may NOT be sold by HBV)

- Acidified foods
 - Non-fermented, pickled vegetables (beets, pickles, etc.)
 - Chutney
 - Chow-Chow
- Low-acid canned foods
 - Foods in hermetically sealed containers including cans, glass jars, plastic containers, etc.
 - Canned vegetables (ex: green beans)
- Foods in reduced-oxygen packaging
 - Vacuum pack



Note: The pH of all canned food products should be verified before sale

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Meat, Poultry, Seafood

Non-Potentially Hazardous
(may be sold by HBV)

- Frozen Poultry



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Potentially Hazardous
(may NOT be sold by HBV)

- ALL meat, poultry or aquatic animal products except frozen poultry



Syrups

Non-Potentially Hazardous
(may be sold by HBV)

- Maple syrup
- Honey
- Molasses
- Sorghum



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Potentially Hazardous
(may NOT be sold by HBV)

- Simple syrups



Tree Nuts and Legumes

Non-Potentially Hazardous
(may be sold by HBV)

Potentially Hazardous
(may NOT be sold by HBV)

- Peanuts
- Almonds
- Cashews
- Walnuts
- Pistachios
- Etc.

- None



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Candies and Confections

Non-Potentially Hazardous
(may be sold by HBV)

Potentially Hazardous
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- Caramels
- Chocolates
- Fudge
- Peanut brittle
- Chocolate-covered fruits and/or nuts
- Bonbons

- None



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Food Sampling for Consumers

- “Proper sanitary procedures” must be followed
 - Hand washing
 - Package/container sanitation
 - Safe storage (single portion, protected during display)
 - Use of utensils, tongs or wax papers...
- Sampling does not include assembly of 2 or more HBV products at point of sale
- Must discontinue if not sanitary

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Specific Market Rules

- Farmer’s Markets
 - Managed by a market master
 - Unique, specific rules at each market
 - Some farmer’s markets may have regulations about HBV
 - Always review rules and regulations or speak to the market master when looking to sell at a new location

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Regulatory Oversight

- Indiana State Department of Health (ISDH) & Local County Health Departments
 - May examine HBV food products and labeling to ensure compliance
 - May also verify safety such as pH and Aw
 - Consumer complaint will trigger an inspection
 - Reason to believe products are potentially hazardous

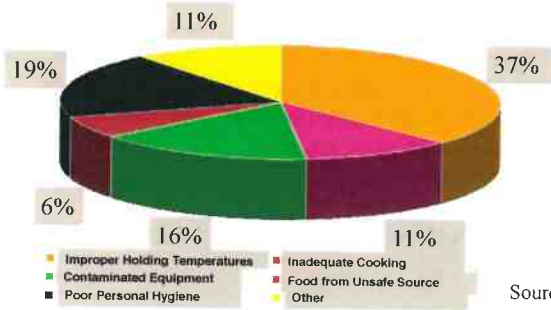
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SAFE Food Handling And Preparation

Adapted and updated from:
Linda Souchon
Purdue Extension – Food Safety Day Curriculum

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Contributing factors of foodborne illness



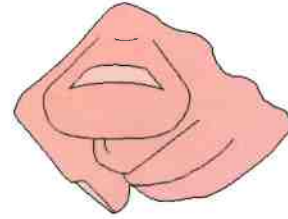
Source: CDC

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Good Personal Hygiene

It is all about you!



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What You Cannot See Can Cause



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Hand Washing Requires

- Potable hot and cold running water (recommend at least 100°F)
- Suitable hand cleaner (i.e. soap; pump dispenser preferred)
- A waste receptacle
- 20 seconds of your time
- Dry hands with disposable towel



Using hand sanitizers is not hand washing!

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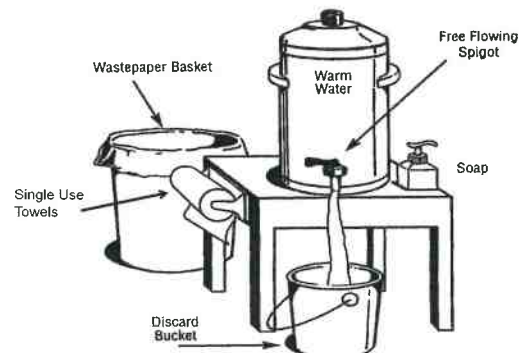
When to Wash Hands

- Before placing gloves on hands
- After using the restroom, coughing, sneezing, blowing your nose, or after a break
- Before and during food preparation
 - When switching between raw food and ready-to-eat foods
- After engaging in other activities that contaminate hands

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Temporary Set-up for Hand Washing



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Temporary Set-up for Hand Washing



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Hand Hygiene

- Short, smooth nails
- No nail polish or artificial nails
 - Single use gloves may be worn in most jurisdictions
- If cut or wound on hand or forearm, wound must be covered with a clean, dry bandage and if on hand, single use gloves must be worn
- Gloves must be changed any time they become contaminated or torn
 - Hands must be washed prior to putting on gloves
- No jewelry

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Wearing a Hair Restraint

- Hair restraints are required any time a food employee handles any exposed food or clean utensils
- This applies to everyone who qualifies as a food employee or volunteer



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HBV - Avoid Food Prep When

- Fever
- Fever and Sore Throat
- Vomiting
- Diarrhea
- Jaundice
- You or someone in your household diagnosed with:
 - Salmonellosis
 - Shigellosis
 - E. Coli infection
 - Hepatitis A
 - Norovirus infection



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What is Ready-to-Eat Food?

- Food that is edible, and would require no further washing, cooking, or preparation to be safe
- This includes bread, baked goods, candies, raw, washed cut fruits and cut vegetables
- This includes any foods/samples presented to customers for consumption

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Hands Off Ready-to-Eat Foods

- Evidence has shown food handlers' hands are the most common source of viruses and bacteria transmitted to food
- Use of a "utensil" when handling ready-to-eat food
 - Gloves, papers, tongs, spatulas, etc.

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Safe Preparation in the Home Kitchen

- No smoking, chewing gum or tobacco, or eating while preparing or selling products
 - Covered drink okay
- No domestic animals in preparation or selling area
- Infant, children or seats should never be on food contact surface/prep area or where single use items are stored
- No comingling of hazardous food preparation and non hazardous food preparation
 - Ex: One should not be preparing family dinner and HBV Food items at same time/location

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Prior to Preparation of HBV Items

- All food contact surfaces should be washed, rinsed and sanitized, including dish washing area
 - Potable water
- All equipment and utensils should be washed, rinsed and sanitized
- Utilizing automatic dish washer is acceptable
- Ingredients, equipment must be stored at least 6" off the floor or ground



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Manual Dishwashing in HBV Kitchen



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Temporary Dishwashing Area on Site



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Sanitizer Options

- Use household chlorine bleach, no scented bleaches
- Equipment or surface must be clean before sanitizing
- Clean – no visible soil, dirt, grease
- Sanitize – reduced microorganisms to a safe level
- Test Strips for Chlorine Bleach (ppm)



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Reduce Contamination from Wiping Cloths

- Do NOT store cloths on equipment or preparation surfaces
- Store wiping cloths in sanitizer when not in use
- Use paper towels when utilizing sanitizer from a spray bottle



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Preparing Samples, HBV Sale Items

- Samples should be prepared at home
- Thoroughly wash hands prior to cutting, preparing samples
- All surfaces and equipment coming in contact with the food item must be cleaned and sanitized prior to use
- Utilize a clean and sanitized cutting board and knife to prepare samples
- Individually wrap, bag or place samples in taste cups
- Provide tongs or utensils for customer to dispense food item with handle toward customer; have cleaned and sanitized replacements available
- Protect samples and food items in storage and transit



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Reduce Contamination from Customers

- Provide sneeze guards for food displays
- Individually wrap or package items for sale
- For honey/maple syrup/sorgham/molasses or nuts, use squeeze bottles or shaker bottles
- Plastic silver ware – store handles up



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Food Science Department Resources

- Purdue Food Science Extension
 - www.ag.purdue.edu/foodsci/Pages/extension.aspx
- Purdue Extension Education Store
 - www.ces.purdue.edu/new/
 - Food Entrepreneurship Series:
 - Organic Products
 - Food Preservation and Processing Technologies
 - Regulations for Indiana Food Processing
 - Using a Home Kitchen to Prepare Food for Sale
 - Using Approved Kitchens

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