



Farm Direct Marketing FAQ

Q1: What kinds of businesses are covered under the Farm Direct Marketing Rules?

A: Farm direct venues includes farmers markets, roadside stands, community supported agriculture (CSA) drop sites, buying clubs, church bazaars, and other venues provided the sales are direct from the farmer to retail customer. Farm direct marketers can also contract with third party services that assist in the aggregation, delivery, marketing, or other facilitation of sales of farm direct products. Third party services cannot be farm direct marketers themselves; nor can they consign, store, warehouse, or purchase for sale said products.

Q2: Can a CSA sell producer-processed products?

A: Yes, if the CSA is owned by a single farmer and the sale is direct to the consumer. No, if the CSA is owned by multiple farmers.

Q3: Can a CSA sell shell eggs?

A: Yes, if the CSA is owned by a single farmer and the sale is direct to the consumer. No, if the CSA is owned by multiple farmers.

Q4: Farm Direct Marketing Rules use the term, “acidic foods.” What is an acidic food?

A: An “acidic food” is a bottled, packaged, or canned food with a pH at or below 4.6. There are three categories of acidic foods: naturally acidic (e.g., berries and plums), acidified (e.g., pickles and salsa), and lacto-fermented fruits and vegetables (e.g., sauerkraut, dill pickles, and kimchi).

Q5: Are canned goods other than acidic foods allowed under the Farm Direct Marketing Rules?

A: No, low-acid canned foods with a pH higher than 4.6, such as peppers, green beans, or sweet corn, pose a substantial risk of botulism and other food safety concerns, and must be processed by a licensed and inspected processor.

Q6: Can Oregon producer-processed products be sold across state lines?

A: Oregon does not prevent producer-processed items from leaving the state of Oregon. However, other states may restrict the sale of unlicensed products into their state.

Q7: Can producer-processed products be sold online?

A: Yes

Q8: Can eggs be pickled, boiled, dried, or cured?

A: No, shell eggs are the only type of eggs allowed.

Q9: Can items be added to olive oil, such as garlic?

A: Yes, if the included product is producer-processed and an acidic food. The processor needs to follow a recipe from one of the three research publications or from a process authority.

Q10: Can you use an exempt product, like pickles, in a licensed product as an ingredient, such as a deli sandwich with pickles?

A: No

Q11: Can fruits or vegetables be frozen or freeze dried and sold under farm direct?

A: Freezing is considered processing and frozen fruits and vegetables are not allowed to be sold under the farm direct exemption.

Freeze dried fruits, vegetables, herbs, herbal tea, and blends of herbs are allowed to be sold under the farm direct exemption because that type of processing is expressly allowed in the rules.

Q12: Can any product with animal protein (meat, fish, dairy or eggs) be sold without a license?

A: Shell eggs is the only animal protein that can be sold under the Farm Direct Rules. Under separate rules there is an exemption from licensing for a person who slaughters not more than 1,000 poultry per year and meets other requirements outlined in the law. Under separate rules there is an exemption from licensing for a person to sell raw milk and meets other requirements outlined in the law.

Q13: Is lemon curd an acceptable producer-processed product?

A: No, if eggs and/or butter are part of the recipe because those are not approved added ingredients.

Q14: Is steam canning allowed?

A: Yes, provided that an approved process is followed.

Q15: Can a dried product be ground, such as herbs or microgreens?

A: No, that type of processing is not expressly allowed by the rule.

Q16: Can grains be ground to make flour?

A: Yes, grains can be crushed (milled) or ground, because it is expressly allowed by the rules.

Q17: Can QR codes be used to provide product information?

A: Yes, but they cannot be used in lieu of labeling requirements.

Q18: Are wild mushrooms foraged allowed?

A: No



Q19: Are wild mushrooms varieties grown for commercial harvest allowed?

A: Yes

Q20: Are tinctures allowed?

A: No, tinctures typically contain alcohol which is not an approved additive. Some tinctures use vinegar, in this case the principal ingredient would not be producer grown. Vinegar is an approved additive under farm direct for producer processed products only, which are limited to fruit-based syrups, fruit in syrup, preserves, jams, or jellies; processed fruits or processed vegetables; or fruit or vegetable juices.

Q21: I grow my own apples. Can I make apple cider vinegar?

A: No, the fermentation process for vinegar is not lacto-fermentation, which is the only type of fermentation allowed under the Farm Direct Marketing Rules.

Q22: Are flavored vinegars, like herbal vinegars, allowed?

A: No, the principal ingredient of the final product is vinegar and not the producer grown product. Also, Vinegar is an approved additive under farm direct for producer processed products only, which are limited to fruit-based syrups, fruit in syrup, preserves, jams, or jellies; processed fruits or processed vegetables; or fruit or vegetable juices.

Q23: Is kombucha allowed?

A: No, the fermentation process for kombucha is not lacto-fermentation, which is the only type of fermentation allowed under the Farm Direct Marketing Rules.

Q24: Since hemp is an herb, can it be sold fresh or dried?

A: No, hemp products, as with cannabis products, are not allowed under the Farm Direct Marketing Rules.

Q25: Can fruit and vegetables be sliced?

A: No, unless product is going to be dried and it is necessary prior to drying, such as an apple. Sodium Bisulfite cannot be added to help with browning prior to drying.

Q26: Can fruits or vegetables be juiced and sold under farm direct?

A: Yes. If the juice does not receive a kill step appropriate to the type of juice, a warning statement is required on the label.

