

Education that Improves Market Access for Every Produce Grower

Wisconsin fresh produce growers are discovering that growing their food safety knowledge and having a way to document and promote their on-farm efforts are advantageous to improving market access. Growers use federal Produce Safety Rule (PSR) inspection records or third-party audit results as tools to highlight their food safety standards to consumers and buyers. Inspection records and audits are not available options for all growers.

To help all growers improve their understanding of on-farm food safety, the Safe Wisconsin Produce team is creating a program that educates, documents, and promotes any produce growers' food safety efforts, and obtain one-on-one technical assistance by requesting a Safe Wisconsin Produce Safety Audit. The audit is similar to a PSR inspection, and reflects a documented version of an OFRR; the resulting documentation can also be used in a similar market access manner as a federal inspection or third-party audit. Audited growers can also request their results be promoted to produce buyers and public consumers in a publicly searchable Safe Wisconsin Produce Registry.

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Safe Wisconsin Produce Audits AND Safe Wisconsin Produce Registry



What is a Produce Safety Audit?

Farms seeking options can now request a Produce Safety Audit. The audit is like a PSR inspection, except that the results are maintained at the state level and are not part of the federal inspection program. The results of the audit can be used to document food safety practices for prospective produce buyers and consumers. Produce Safety Audits are:

- Voluntary, non-regulatory, and offered at no cost.
- Available to all non-inspected produce growers, regardless of PSR status.
- Conducted using the same criteria as a PSR regulatory inspection.
- Conducted by the same trained and qualified staff that conduct PSR regulatory inspections.
- More in-depth than an On-Farm Readiness Review (OFRR); must be scheduled during the growing/harvest season.

What is the Safe Wisconsin Produce Registry?

Safe Wisconsin Produce is creating a publicly searchable registry that promotes a farm's produce food safety status. The registry will educate the public with a searchable catalog of produce farm food safety assessments, whether a required federal PSR inspection or a voluntary Safe Wisconsin Produce Audit. To increase awareness the exceptional food safety efforts of Wisconsin produce farmers, DATCP will promote the registry and provide regular updates. The Safe Wisconsin Produce Registry is:

- Voluntary and offered at no cost.
- Offered to all produce growers, regardless of PSR status.
- Will include farm name, address, and contact information.
- Will list food safety assessment type and date conducted.



	Required?	Purpose	Cost	Conducted by	Documents	Scheduled	Outcomes	Listed in Safe Wisconsin Produce Registry
On-Farm Readiness Review	No, any farm can schedule.	Educational	Provided at no cost to the grower.	Qualified DATCP personnel.	Confidential; all records remain with grower.	By the grower.	Grower provided with list of observations; no additional requirements unless serious safety issues observed.	Not listed.
Safe Wisconsin Produce Audit	No, any farm can schedule.	Educational, creates a food safety document.		Federally-trained DATCP personnel.	Grower-issued state record, kept by DATCP.	By the grower with DATCP input.	Grower provided with list of observed infractions; follow-up and technical assistance may be scheduled.	Voluntary, Produce Safety Audit.
Produce Safety Inspection	Yes, exclusive to farms subject to Produce Safety Rule.	Regulatory, to document food safety efforts.		Federally-credentialed DATCP personnel.	Grower-issued federal record, kept by DATCP and FDA.	By DATCP with grower input.	Grower provided a list of observed infractions; grower must address issues by scheduled dates.	Voluntary, Produce Safety Inspection.