

Cottage Food 101

Most state's cottage food laws started around 2008 in response to the Great Recession and forward-thinking states looking to provide opportunities for folks to jump-start their own businesses with a fast-track road to entrepreneurship. Since then, nearly every state not only has a cottage food law in place but in many cases has expanded that legislation over the years to include more items one can sell, increased sales venues and a higher gross sales cap. Over twenty states now don't even have a gross sales cap. Most states still only allow

As a first step before tapping into the resources of this project, be sure to familiarize yourself with both your state's cottage food law and any other business start-up issues regarding starting a home bakery business or adding such a component to an existing farm business.

Two helpful resources are [Forrager](#) and the book [Homemade for Sale](#), co-authored by project team leader Lisa Kivirist.

Home Bakery 101

With a key goal of this project to support farmers in using more of their farm-raised, abundant produce in creating true value-added baked goods, an important variable to understand is water activity (a_w). This term refers to water in food which is not bound to the food and can therefore support the growth of hazardous things like bacteria and mold. To qualify as a "non-hazardous" baked good, the water activity level needs to be .85 or lower. This is the standard we used in evaluating and selecting final recipes for this project.

Water activity level is something that can only be determined through specialized equipment. Valid results would come from this test conducted in a certified lab, which is what we did for all the final recipes in this project. That said, we did fortunately discover that our local community college, Blackhawk Technical College, had a water activity testing kit that we could use for free. This may be a good resource for other home bakers if you are unsure on a recipe water activity level to run a preliminary test locally, before sending a sample to the laboratory which typically charges \$30 to \$40 per test.

Key Project Learnings

- Squeeze out the water!

Often starting with less water in your produce helps in achieving that final, safe water activity level. For example, with zucchini: sprinkling salt over shredded zucchini which causes the water to drain out, and then wringing the zucchini in a clean towel help take out much water. Of course, we then needed to finesse the final recipe with other ingredients such as oil to keep the overall moisture and taste level solid. The end product still needs to taste good!

- Dry additions & sugar are good!

Adding items like raisins, chocolate chips or nuts help to keep the water activity level in the safe zone as they can absorb water. Sugar is also an ingredient that helps keep water activity lower.

- Small is good!

Baking smaller-sized items generally helps keep the water activity level safer. For example, making zucchini muffins (or mini Bundt pans or other mini shapes) works better than a regular loaf size.

- Add frosting!

Note that in achieving the safe a_w .85 level, it doesn't necessarily mean that "dry" is good and "moist" is bad. There are ways, as you can see in our tested recipes, that you can achieve a moist, tasty, non-hazardous product. If you are finding that in getting to a_w .85 the product is turning out drier than you like, we found adding one of our tested frosting recipes can really do a lot for the yummy taste and make the item seem moister.

- Cornstarch helps!

Covering shredded produce in cornstarch helps reduce the water activity level.

- Sugar and citric acid are your friends!

Sugar along with citric acid like lemon juice serve as helpful ingredients when working with recipes to ensure they are non-hazardous.

Recipe for Success

Marketing cottage food products can be a challenge for farmers looking to diversify their income through value-added bakery products and anyone in rural areas that don't have a higher population base or customers used to paying higher prices more typical in urban and suburban markets.

To break down this barrier, consider bringing together a team of rural cottage food bakers to create a "pop-up market" within an existing event. This can be a "win-win" situation as it creates a reason for more people seeking your products to come and shop while adding more value and interest in the existing event and, again, increasing turnout.

Below is a synopsis of some learnings from a pilot Pop-Up Market we held in conjunction with Creekfest Makers Market in Evansville, Wisconsin:

POP-UP MARKET

Recipe for Success

What is a Pop-up Market?

Pop-up markets are similar to a farmers market where a group of vendors (bakers, makers, farmer vendors) collaborate to create a unique one-time event. Vendors can have their own booth or combine with others to sell their items.

Planning for your Pop-up Market:

- ▶ **ORGANIZATION:** Selecting one person as the main contact keeps everything streamlined and helps eliminate possible communication issues.
- ▶ **LOCATION:** This can be a local park, business or organization's space, or even a vendor's property. Be sure to look into any rules/regulations that may be in place for the space.
- ▶ **PARTICIPANTS:** A variety of vendor booths (providing baked goods, produce, artisan items, etc.) can draw in more visitors.
- ▶ **PUBLICITY:** Getting the word out in a variety of places, especially through many different social media channels helps get the word out. All vendors should be encouraged to share the event info on their own social media. A variety of content (like vendor or product features) can increase public interest in the event.

Make your Pop-up Market POP:

- ▶ **SHOWCASE WHAT'S SPECIAL:** Don't be afraid to show off all the great products and vendor expertise at your market. Cohesive signage designating vendor details (first market attendees, specialty talents, affiliations, etc.) can start conversations and turn visitors into long-term customers.
- ▶ **COLLABORATE:** New or seasoned vendors that are worried they don't have enough product can be combined into one booth for an eye catching display. This is great for first time vendors!
- ▶ **MIX IT UP:** Brainstorm with others to find ways to stand out from the usual markets. Pick a theme for the market. Add your market to another event. Or try a night market - complete booth displays with lighting to make a fun, unique experience, and catch shoppers that can't make it to a day market.

Packaging Products

You might only be taking a few dozen muffins to the farmers' market, but that doesn't mean they can't look like they came off the shelves of a fancy bakery retail store. Considering most baked goods sales at market are impulse buys, how they are packaged can go a long way in nailing the sale.

Fortunately, there are many cost-effective, sustainable packaging options. Please see [this free informational PDF](#) for a summary and links to several researched vendors offering a variety of packaging products. The products we collected here can be ordered in small batches (and several companies offer free samples) and, importantly, use recycled content and/or are compostable.

Be sure to check your state's cottage food law on specific labeling requirements and if there might be any regulations regarding packaging, such as an item needing to be wrapped.



Parchment Bread Wraps

A simple parchment paper wrap, fabric wrap and twine tie make an ordinary bread loaf very eye-appealing. Parchment paper is cellulose, plant-based paper that has been treated to make it non-stick and moisture resistant. Wrapping bread in parchment paper and then adding a colorful fabric wrap and tie make an ordinary bread loaf very eye-appealing. Burlap and twine add rustic charm. Parchment is available in pre-cut sizes for easy wrapping for larger loaves.



Cellophane Bags

Attractive individual packaging in cellophane bags is perfect for hungry shoppers looking for an individual snack. While as a cottage food vendor you are not licensed to do food service, you can package small amounts/individual items like this that probably won't make it home from the market!





Coffee Filters

Get creative and cost-effective with packaging items you may already have at home, such as basket-shaped, round coffee filters. These mini bread loaves are wrapped in coffee filters tied together with a bow, adding a homespun, unexpected touch.



Gusset Window Coffee Bags

Gusset bags are bags that have a flat bottom so that can readily stand up on their own and can expand to include more items. This style works well with smaller items like crackers or croutons. Coffee bags come with a clear window that nicely displays your product and are typically lined to keep freshness.





Cellophane Flat Bag with Paper Top

Individual cookies in cellophane bags garner a higher price per item and make a great gift. Staple a folded piece of colorful cardstock that ties into your display table theme to seal bag for a professional, colorful look.



Parchment Sandwich Bags

Eco-friendly parchment paper comes in various sizes, including low cost sandwich bags that work great for cookies. A little ribbon and a bright label dress up a simple bag to make it look like a package worthy of gift giving.



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Packaging Best Practices

Professional and Consistent

Think about what a bakery looks like, whether a small bakery or a bakery department in a large store. Packaging is consistent and you can clearly see the product with labels that give all the necessary information. Keep the “pretty stuff” (like logo labels) at the top, and use the underside for the word-heavy information (like ingredient or nutritional labels). People are accustomed to this setup and will know where to look for that information.

Eco-friendly

Now, more than ever, having eco-friendly packaging is vital. It both reflects our sustainability values and increasingly had marketing appeal with shoppers who share our conservation commitment. There are great suppliers that offer reasonable quantities of products made with recycled materials, items that are able to be recycled, or even compostable materials.

Details, details, details!

Adding personal details doesn't have to be time consuming or complex – a little goes a long way. If you have a product that uses twist ties, tie a ribbon around the top for added color and style. Add a simple band of paper or ribbon around large items, like breads, for an extra eye-catching look.

Let's talk labels

There have never been more opportunities for easy, quick, and great looking labels. There are online design options (like canva.com) or you can use a template (like avery.com). Another option? Stickers! If you have a logo design, upload it to a sticker vendor (check out OnLine Labels that are made with recycled content and use a vegetable based adhesive) and use it as your own personal seal. Be sure to check your state's cottage food regulations for specific requirements on what to include on your labels.

Do some market research

Check out what other vendors are doing, both good and not-so-good. See what draws your eye. Pinterest has so many ideas – beware though, you may get lost in the possibilities!

Celebrate your product

In the end, people want and need to see your actual product. Clear packaging and packaging with windows readily do this. If you're using something like parchment bags have a sample item on full display so shoppers can see the yummy treats inside.

Packaging Blunders

Plastic wrap

Skip items you may have already on hand for home use such as plastic wrap and plastic bags. Invest in packaging such as cellophane bags or bakery boxes to deliver the message that you are a professional.

Hand-written labels

While a touch of hand-writing on a label adds personal charm, quickly writing out the full label by hand communicates more “bake sale” than the professional baker you now are.

Tight squeezes

Make sure your container has enough room for your products with a little “breathing room” to spare. Packing things in too tightly can cause breakage.

Packaging Options

CATEGORY	ITEM	VENDOR	LINK	Description/Features/Notes	Size	Qty	Typical Count	Price / Range	COOKIE /BAR (ind)	SCONE	BREAD (mini)	BREAD (reg)	PIE or CAKE	CRACKERS/ CROUTONS	COOKIES (qty)	MUFFINS/ CUPCAKES (qty)	SPECIAL SIZE OR SHAPE
TISSUE	Bakery Tissue - VANILLA color	Deluxe Bags & Bows	https://www.bagsandbowsonline.com/retail-packaging/pd/bakery-tissue-paper-vanilla-6-x-10-3-4/_/A-11-04BKT-VN?locid=BB%3AT2_B1_11-04BKT-VN	11/13#, food grade tissue with dry wax finish on 1 side in VANILLA color; Made in USA; Made from 50% Recycled content; Meets FDA requirements for food contact	6 W x 10.75" L	Box	1,000	10	-	-	-	-	-	-	-	-	-
TISSUE	Bakery Tissue - medium (brown)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/bakery-deli-tissue/205501.html	FDA food-safe; recyclable; biodegradable; Dispenser box (500 sheets/box)	8x10.75"	Case	6,000	58.61	-	-	-	-	-	-	-	-	-
TISSUE	Bakery Tissue - medium (brown)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/bakery-deli-tissue/205502.html	FDA food-safe; recyclable; biodegradable; Dispenser box (500 sheets/box)	10x10.75"	Case	6,000	70.52	-	-	-	-	-	-	-	-	-
TISSUE	Bakery Tissue - waxed (white)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/bakery-deli-tissue/xfstissue610wh.html	FDA food-safe; recyclable; biodegradable; Dispenser box (500 sheets/box)	6x10.75"	Case	10,000	53.31	-	-	-	-	-	-	-	-	-
TISSUE	Bakery Tissue (pink)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/menu-tissue/xfstismenupink.html	FDA food-safe; 100% recyclable and compostable; Self-dispensing boxes of 1,000 sheets/box)	6x10.75"	Case	10,000	57.08	-	-	-	-	-	-	-	-	-
FLAT TISSUE/ PAPER	Bakery Tissue Flat Sheets- Variety sizes/colors/prints	Deluxe Bags & Bows	https://www.bagsandbowsonline.com/retail-packaging/pl/tissue-paper/food-grade-tissue-paper/_/N-hc47eqZ9hq7x0Zbe6fm	This vendor has a variety of food-safe tissue paper in a variety of sizes, colors, and prints (12"x12"+). These larger sheets could be used for inserts into larger containers (muffins, cupcakes, etc.)?	Varies	Box	1,000	Varies	-	-	-	-	-	-	-	-	-
FLAT TISSUE/ PAPER	Bakery Tissue Flat Sheets (white)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/menu-tissue/fwstw12.html	FDA food-safe; 100% recyclable and compostable; Self-dispensing boxes of 1,000 sheets/box)	12x12"	Case	10,000	103.36	-	-	-	-	-	-	-	-	-
FLAT TISSUE/ PAPER	Bakery Tissue Flat Sheets (brown)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/menu-tissue/fwstnk12.html	FDA food-safe; 100% recyclable and compostable; Self-dispensing boxes of 1,000 sheets/box)	12x12"	Case	10,000	103.36	-	-	-	-	-	-	-	-	-
FLAT TISSUE/ PAPER	Dry Wax Large Sandwich Wrap (Brown)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/205305.html	Grease resistant paper; recyclable; compostable - FLAT paper to wrap items	14x18"	Case	3,000	121.72	-	-	-	-	-	-	-	-	-
FLAT TISSUE/ PAPER	Pre-cut Parchment Paper Squares	If You Care	https://buyifyoucare.com/collections/baking/products/parchment-baking-sheets	Greaseproof and uncoated; produced with sustainable practices; Compostable	12.5x16"	Box	24	4.49	-	-	-	-	-	-	-	-	-
MISC.	Misc. Items	Deluxe Bags & Bows	https://www.bagsandbowsonline.com/retail-packaging/cl/labels-seals-tags/_/N-1rzkvjn	Labels, seals, tags, and stickers	Varies	Varies	varies	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
MISC.	Cotton Bakers Twine	Nashville Wraps	https://www.nashvillewraps.com/ribbon/bakers-twine/p-308	Twine is 4-ply 100% cotton strands twisted together; made of cotton yarn that is grown and dyed responsibly in the USA. Variety of colors.	240 yards	Roll	NA	9.90-10.20	NA	NA	NA	NA	NA	NA	NA	NA	NA
CELLO BAGS, flat	Cellophane Bags (flat)	Deluxe Bags & Bows	https://www.bagsandbowsonline.com/retail-packaging/pd/natureflextrm-biodegradable-cello-bags/_/A-69-08D?selectedSKU=69-00D&locid=BB:T2_A1_69-00D#	Biodegradable, compostable; Heat sealable	Varies	Case	1,000	50-200	Y	Y	Y	N	N	N	N	N	
CELLO BAGS, flat	Cellophane Bags (flat)	Elevate Packaging	https://elevatepackaging.com/products/bags-pouches/cello-bags/flat/	FDA food-safe; Biodegradable; Heat sealable	Varies	Box	100-250	6-35	Y	Y	Y	N	N	N	N	N	
CELLO BAGS, flat	Cellophane Bags (flat)	Nashville Wraps	https://www.nashvillewraps.com/cellophane/biodegradable-plastic-bags/p-56	Clear and compostable.	Varies	Box	100	10-30	Y	Y	Y	N	N	N	N	N	
CELLO BAGS, flat	Cellophane Bags (flat)	Good Start Packaging	https://www.goodstartpackaging.com/compostable-bags/cellophane/flat-cello-bags	Clear and compostable. See link for size and quantity options.	Varies	Case	125-1,000	25-65	Y	Y	Y	N	N	N	N	N	
CELLO BAGS, gusset	Cellophane Bags (gusset)	Nashville Wraps	https://www.nashvillewraps.com/cellophane/biodegradable-plastic-bags/p-56	Clear and compostable.	Varies	Box	100	10-30	Y	Y	Y	N	N	Y	Y	N	Y
CELLO BAGS, gusset	Cellophane Bags (gusset)	Good Start Packaging	https://www.goodstartpackaging.com/compostable-bags/cellophane/gusseted-cello-bags	Clear and compostable. See link for size and quantity options.	Varies	Case	125-1,000	31-82	Y	Y	Y	N	N	Y	Y	N	Y
PAPER BAGS	Brown Paper Sandwich Bags	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/320250.html	Grease resistant paper; FDA approved for food contact; 100% recyclable; 100% compostable	6x.75x6.75"	Case	1,000	29.62	Y	Y	Y	N	N	N	N	N	Y
PAPER BAGS	White Paper Sandwich Bags	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/320300.html	Grease resistant paper; FDA approved for food contact; 100% recyclable; 100% compostable	6x.75x6.75"	Case	1,000	53.79	Y	Y	Y	N	N	N	N	N	Y
PAPER BAGS	Recycled Brown Paper Sandwich Bag (with window)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/xfsfwindow-06756.html	Grease resistant paper; recyclable; compostable	6x.75x6.5"	Case	1,000	48.62	Y	Y	Y	N	N	N	N	N	Y
PAPER BAGS	Brown Paper Sandwich Bags	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/320312.html	Grease resistant paper; FDA approved for food contact; recyclable; 100% compostable	6x2x9"	Case	1,000	40.51	Y	Y	Y	Y	N	N	Y	N	Y
PAPER BAGS	White Paper Sandwich Bags	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/xfsfp629w.html	Grease resistant paper; FDA approved for food contact; 100% recyclable; 100% compostable	6x2x9"	Case	1,000	50.10	Y	Y	Y	Y	N	N	Y	N	Y
PAPER BAGS	Waxed Paper Sandwich Bags	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/320101.html	Grease resistant paper; FDA approved for food contact; 100% recyclable; 100% compostable	6x2x9"	Case	1,000	51.40	Y	Y	Y	Y	N	N	Y	N	Y
PAPER BAGS	Double Opening Sandwich Bag (Brown)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/xfsfpdo-76kr.html	Grease resistant paper; recyclable; compostable — cross between a napkin and sandwich bag; easier to eat messy items without getting too messy; also can be cone shaped (close opening with label?)	7x6.75"	Case	1,000	32.46	Y	Y	N	N	N	N	N	N	Y
PAPER BAGS	Double Opening Sandwich Bag (Newsprint)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/xfsfpdo-76np.html	Grease resistant paper; recyclable; compostable — cross between a napkin and sandwich bag; easier to eat messy items without getting too messy; also can be cone shaped (close opening with label?)	7x6.75"	Case	1,000	36.67	Y	Y	N	N	N	N	N	N	Y
PAPER BAGS	Double Opening Sandwich Bag (White)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/product/paper-sandwich-bags/xfsfpdo-76wh.html	Grease resistant paper; recyclable; compostable — cross between a napkin and sandwich bag; easier to eat messy items without getting too messy; also can be cone shaped (close opening with label?)	7x6.75"	Case	1,000	34.95	Y	Y	N	N	N	N	N	N	Y
PAPER BAGS	Bread Bag with Window	Good Start Packaging	https://www.goodstartpackaging.com/compostable-bags/20-inch-bread-bag	FDA food-safe; Recycled; Compostable - 2" PLA window	5.25x3.25x20"	Case	1,000	126.15	N	N	N	Y	N	N	N	N	N
PAPER BAGS	Brown "Sandwich" Bags	If You Care	https://buyifyoucare.com/collections/baking-cooking/products/sandwich-bags-fcs-certified	Greaseproof and uncoated; produced with sustainable practices; Compostable	7.5x6.4x2.25"	Box	48	4.99	Y	Y	N	N	N	N	N	N	N
OTHER BAGS	Coffee Bags (with window)	Nashville Wraps	https://www.nashvillewraps.com/bags/coffee-bags/p-780/tn2pla	100% Compostable	1/2#	Carton	500	99.25	N	N	N	N	N	Y	N	N	Y
OTHER BAGS	Coffee Bags (with window)	Nashville Wraps	https://www.nashvillewraps.com/bags/coffee-bags/p-780/tn2pla	100% Compostable	1/2#	Small pack	100	24.50	N	N	N	N	N	Y	N	N	Y
OTHER BAGS	Coffee Bags (with window)	Nashville Wraps	https://www.nashvillewraps.com/bags/coffee-bags/p-780/tn2pla	100% Compostable	1#	Carton	500	118.50	N	N	N	N	N	Y	Y?	N	Y
OTHER BAGS	Coffee Bags (with window)	Nashville Wraps	https://www.nashvillewraps.com/bags/coffee-bags/p-780/tn2pla	100% Compostable	1#	Small pack	100	29.50	N	N	N	N	N	Y	Y?	N	Y
OTHER BAGS	Coffee Bags (with window)	Good Start Packaging	https://www.goodstartpackaging.com/compostable-bags/kraft-food-bags-window	Recycled and compostable	4.75x2.5x9.5"	Case	1,000	202.98	N	N	N	N	N	Y	Y?	N	Y
OTHER BAGS	Transparent Stand-up Pouch	Elevate Packaging	https://elevatepackaging.com/8oz-transparent-compostable-stand-up-pouch-100-bags/	FDA food-safe; Compostable; Zipper closure — Holds approx. 8oz.	6x8.25x3"	Box	100	43.75	N	N	N	N	N	N	N	N	Y
OTHER BAGS	Transparent Stand-up Pouch	Elevate Packaging	https://elevatepackaging.com/12oz-transparent-compostable-stand-up-pouch-100-bags/	FDA food-safe; Compostable; Zipper closure — Holds approx. 12oz.	6.7x10x3.5"	Box	100	54.50	N	N	N	N	N	Y	N	N	Y
OTHER BAGS	Transparent Stand-up Pouch	Elevate Packaging	https://elevatepackaging.com/16oz-transparent-compostable-stand-up-pouch-100-bags/	FDA food-safe; Compostable; Zipper closure — Holds approx. 16oz.	7.25x11.25x3"	Box	100	61.95	N	N	N	N	N	Y	Y	N	Y
OTHER BAGS	Transparent Stand-up Pouch	Elevate Packaging	https://elevatepackaging.com/32oz-transparent-compostable-stand-up-pouch-100-bags/	FDA food-safe; Compostable; Zipper closure — Holds approx. 32oz.	8.5x11.3.5"	Box	100	71.25	N	N	N	N	N	Y	Y	N	Y
OTHER BAGS	Transparent Stand-up Pouch	Elevate Packaging	https://elevatepackaging.com/3lb-transparent-compostable-stand-up-pouch-100-bags/	FDA food-safe; Compostable; Zipper closure — Holds approx. 3#	11x13.5x2.5"	Box	100	101.25	N	N	N	N	N	Y	Y	N	Y
OTHER BAGS	Transparent Stand-up Pouch	Elevate Packaging	https://elevatepackaging.com/5lb-transparent-compostable-stand-up-pouch-100-bags/	FDA food-safe; Compostable; Zipper closure — Holds approx. 5#	19x14.25x5.5"	Box	100	195.95	N	N	N	N	N	Y	Y	N	Y
SPECIALTY	"Plastic" Containers with Lids	Mr. Takeout Bags	https://www.mrtakeoutbags.com/store/compostable-food-containers.html	Variety of COMPOSTABLE containers in clear "plastic"	Varies	Varies	Varies	Varies	N	N	N	N	N	Y	N	N	Y
BOXES	Takeout-type Boxes	Mr. Takeout Bags	https://www.mrtakeoutbags.com/store/bio-pak-takeout-boxes.html	Variety of recycled, recyclable, and compostable boxes, with and without windows	Varies	Varies	Varies	Varies	N	N	N	N	N	Y	Y	Y	Y
BOXES	Gable & Barn Boxes	Mr. Takeout Bags	https://www.mrtakeoutbags.com/store/gable-boxes.html	Variety of recycled, recyclable, and compostable boxes, in a variety of colors, sizes, and prints	Varies	Varies	Varies	Varies	N	N	N	N	N	Y	Y	Y	Y
BOXES	Chinese Takeout Boxes (Brown)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/store/kraft-chinese-takeout-boxes.html	Variety of recycled, recyclable, and compostable boxes, in a variety of sizes	Varies	Varies	Varies	Varies	N	N	N	N	N	Y	N	N	Y
BOXES	Bakery Boxes (Brown Kraft)	Mr. Takeout Bags	https://www.mrtakeoutbags.com/store/kraft-bakery-boxes.html	Variety of recycled, recyclable, and compostable boxes, in a variety of sizes; Also come in pink, dark brown, white	Varies	Varies	Varies	Varies	N	N	N	N	Y	N	Y	Y	Y
BOXES	Bakery Boxes (Brown Kraft)	BRP Box Shop	https://www.brpboxshop.com/eco-friendly-natural-boxes.html	Uncoated paperboard; Variety of sizes and shapes	Varies	Varies	Pack of 10-Case of 100	Pack 12-60, Case 30-115	N	N	N	N	Y	N	Y	Y	Y
BAKING TRAYS - TRANSPORTABLE	Paper Baking Molds	Novacart	https://www.novacartusa.com	Paper baking molds that allow you to take items directly from the oven to market.													
BAKING TRAYS - TRANSPORTABLE	Paper Loaf Pans	If You Care	https://buyifyoucare.com/products/paper-loaf-pans	Made from unbleached, greaseproof paper and have natural release properties; can take items from oven to market	7.835x2.87x2.84"	Box	4	6.49									
BAKING TRAYS - TRANSPORTABLE	Paper Pie or Cake Pans	If You Care	https://buyifyoucare.com/products/paper-cake-and-pie-pans	Made from unbleached, greaseproof paper and have natural release properties; can take items from oven to market	9" or 10" Pie, 8" Cake	Box	4	6.49									

Vendors/Links

Vendor Name	Notes	Link	Price Breaks	Thoughts...
Deluxe Bags & Bows	Has eco-friendly section	https://www.bagsandbowsonline.com/retail-packaging/common/templatePage.jsp?templateID=ECO_FRI	No	This company has eco-friendly and recycled options for boxes, cupcake holders (for inside boxes), etc.
Nashville Wraps	Has eco-friendly options, biodegradable	https://www.nashvillewraps.com	Yes	Good choice, offers smaller quantities and lots of options that are compostable/recycled/recyclable.
Mr. Takeout Bags	Has eco-friendly options	https://www.mrtakeoutbags.com/store/sbt-green-packaging.html	Yes	Good choice, offers lots of options that are compostable/recycled/recyclable.
Good Start Packaging	Sustainably focused throughout	https://www.goodstartpackaging.com	No	Good choice but limited options, but great with items that are compostable/recycled/recyclable.
Elevate Packaging	Compostable, sustainable methods	https://elevatepackaging.com/solutions/artisan-food-bakery-packaging/	Yes	Good choice, offers lots of options that are compostable/recycled/recyclable.
Green Packaging Group (VERY small quantities)	Uses Nashville Wraps	https://greenpackaginggroup.com/industry-experts/new-small-quantity-bakery-boxes/	?	Nothing on page
Green Packaging Group	Recycled boxes, printable; Bakers twine	https://greenpackaginggroup.com/industry-experts/boxes/new-100-recycled-black-bakery-boxes-classic/	No	
Refine Packaging	Eco-friendly boxes limited selection but lots of other options as well) - print boxes with your designs	https://refinepackaging.com/eco-friendly-boxes/	?	No prices on website, you must get a quote. Vague wording regarding eco-friendly details.
BRP Box Shop	Eco-friendly bakery boxes	https://www.brpboxshop.com/eco-friendly-natural-boxes.html	No	Eco-friendly - uses less fiber and no chemicals. No mention of recycled or recyclable abilities.
Novolex	Sustainably focused - MANY product catalogs	https://novolex.com	NA	This site appears to be the parent company for many, MANY other suppliers. With other good options I did not dig into these options.
Brenmar	Recycled & recyclable (cake box paperboard) options, eco-friendly and focused on sustainability	https://www.brenmarco.com/product-category/shop-all-departments/sustainable-products/sustainable-bakery-products/	No	This vendor had similar options to others but was limited on recyclable items. I also did not find any compostable items like other vendors offered.
Bio & Chic	Baking liners, boxes, and macaron supplies - recyclable.	https://www.bioandchic.com	Yes	
Paper Mart	Assortment of colored and printed cupcake liners, boxes, etc.	https://www.papermart.com	-	Some discounts with minimum order quantities...
NovaCart	Liners and PAPER BAKING MOLDS for many items, eliminating the need for metal baking dishes. Molds are meant for one-time use and can be taken directly from oven to market.	https://www.novacartusa.com	Unknown	Info must be requested
Joann	Good selection of smaller quantities - especially cupcake liners, tiered stands, etc...	https://www.joann.com		
The Knot Shop	Wedding items - carry a large selection of table card holders (used for price displays) in various materials (metal, wood, chalkboard).	https://weddingshop.theknot.com/reception/table-planning-accessories/wedding-place-card-holders?gclid=EAlaIQobChMI852r0uWF4qIVxcDACH10gQQ0WEAAYiAAEgl4e_D_BwE		
If You Care	Carefully and deliberately crafted to have the least environmental impact and lightest carbon footprint possible, while delivering the highest quality and most effective results; Leader in pushing the limits of environmental and social responsibility in its categories; Analyzes entire life cycle chain in developing products, from raw materials sourcing, to production process, to packaging, to disposal; Every step is considered in assessing environmental and social impacts; Committed to ethical sourcing; Bases environmental claims on the best available science, and in accord with national and international standards/regulations; Backs environmental claims with third party verification and certification by the leading national and international certifying bodies	https://www.ifyoucare.com	No - free shipping on orders over \$25	

Display Ideas

Tags - Item description or pricing		General Ideas		Individual Items		Group Items		Specialty Items
Pricing Tags - individual chalkboards (chalk pens), signs on card holders		Ribbon for bows, attaching tags, decorative "belts"		Things on sticks (brownies), wrap in cello bag and display stick side up		Egg Cartons - mini muffins or cupcakes		Granola in cones, ribbon or string to close
Stickers for Labels (with logo)		Cupcake liners in fun colors or prints		Wax paper envelope, close with sticker		Boxes - use for transport and display (cookies, cupcakes...)		Holiday or multi selection boxes
Special Notes or Tags - attach with clothes pins or paper clips		Jars - create a round label out of brown paper that sits on lid and held on by ring		Coffee filter as base, wrap with string/ribbon and tag		Paper layer between cookies when stacked vertically in cello		Printed Cardstock as fold-over tops (esp holiday)
Laminated logo tags - dry erase marker		Long cello bags - close with ribbon or fold-over tags		Parchment or wax paper as cupcake/muffin liner (print?)		Longer breads partially wrapped in paper/ribbon/tag when vertically put into basket		Multii-pack mini breads (holiday?)
"hello my name is" stickers		Tiers		Mini bread pans				
		Crates stacked						
		Mini Ladder / Large Ladder with planks for shelves						
		Tiered boards - stacked, need a way to make sturdy						
		Cookies in jar display						

Themes

STYLE	ITEM	NOTES
FARMHOUSE	Table Descriptors	Descriptors: Professional Rustic, Repurposed, Homemade, Real, Genuine, Inviting, Grandma's House, Budget-friendly - not always matching, Garden, Homestead, Nurture, Simple, Natural, Peaceful, Idyllic, Honest, Old-fashioned
	Tablecloth	This is entirely based on personal preference. I chose to use a black and white checkered pattern to help bring out the pop of color (especially reds).
	Crates	Any type of crate works for this theme and because they fit the style there is no need to cover them.
	Tiered Stand - silver	Tiered stands allow for height and give more room to showcase items.
	Tiered Stand - red	
	Chicken "Feeder"	
	Cookie Jar	This is the cookie jar I grew up with and it reminds me of homemade goodies. I would imagine most customers probably had something similar that reminds them of childhood or simpler days at grandma's house.
	Metal Tub	
	Cake stand	
	Cupcake Stand	This item seamlessly fits into any style.
	Floor Basket Stand	
	Pricing System	Mini chalkboards
	Plates/bowls	
BOHEMIAN	Table Descriptors	Hippie, Avant-garde, Cool, Non-conformist, Offbeat, Unconventional, Wild, Artsy, Free Spirit, Gypsy, Eccentric, Artistic
	Tablecloth	The colorful peacock tapestry fits the artistic design of this theme.
	Crates	
	Tiered Stand - silver	
	Tiered Stand - red	
	Cupcake Stand	This item seamlessly fits into any style.
	Shimmery Platter	
	Cookie Jar??	
	Plates/bowls	
	Floor Basket Stand	
	Pricing System	Cards on feather card holders tie with the theme.
MODERN & SLEEK	Table Descriptors	Monochromatic, Contemporary, Current, Clean, Stylish, Chic, Elegant, Exclusive, Sharp, Swank, Trendy, Cutting Edge, Fashionable, Polished, Glossy
	Tablecloth	A solid black tablecloth with a black sequined runner give the table a high-class look and also allow the silver and red items to pop more when on display.
	Crates	
	2 Tiered Stand - silver	
	Cupcake Stand	This item seamlessly fits into any style.
	Shimmery Platter	
	Cookie Jar	
	Plates/bowls	
	Silver platter, basket	
	Floor Basket Stand	
	Pricing System	Cards on simple black card holders blend in with the theme and don't distract from the color.
CHEERFUL	Table Descriptors	Happy, Bright, Colorful
	Tablecloth	Overall, the tablecloth is white with simple additions of a little color with the flowers and birds. This allows the display items to stand out and brings the entire theme together.
	Crates	Any type of crate works for this theme and because they fit the style there is no need to cover them.
	2 Tiered Stand - silver	
	Cupcake Stand	
	Shimmery Platter?	
	Cookie Jar	
	Plates/bowls	
	Silver platter, basket	
	Floor Basket Stand	
	Pricing System	Cards on bird holders match the tablecloth.

Packaging Tips

When creating the packaging for your market display, focus on a professional, detailed-oriented and personalized look. These three items working together will showcase your product so that any passerby can tell that your items were made with care and dedication.

Having a professional appearance in packaging at a market stand tells everyone that you take your products seriously and they can expect the very best. Your packaging is your chance to tell the story of your baked goods. The effort you take to design, package, and display your goods correlates with customer expectation.

Attention to details goes a long way in pulling together your packaging. Adding a pop of color with a ribbon or a handwritten note showcase why your product is different than what you'll find on a supermarket shelf.



Having a personalized look to your packaging establishes you as a serious baker and keeps you top of mind the next market.

The best way to do this is to have your name (or farm name), design, or logo that appears on all of your materials. You can go a little more in depth and pair the name with a simple image. Or, you can go all out and have a complete logo (which isn't as scary as it sounds). Keep in mind that having a logo doesn't mean complex. The main thing to remember is your overall style and the general feel you want to convey. This is a great time to check back in with your list of descriptors (see display section) for direction.

Before you're ready to head to market, there's one more step – pulling it all together. At this time, you should have a specific style that includes a tablecloth with matching display items, and pricing that is clear and creative. Be sure to have put your entire display together and take a photo. Better yet, take several photos from multiple angles. Setting up your space at market always (and should) takes a fair amount of time. Have the plan in place and the details finalized as you head to market. There will be far less time wasted during setup if you aren't trying to make last minute decisions as you go. This will ensure a well thought out, organized, and professional look for your market display, and help you stand out from the crowd.

More Sales Ideas:

Think beyond the muffin. What are other creative ways that baked goods can bottom line increase your farm business revenue? In the course of researching this project, we came up with a variety of ideas to utilize baked goods in ways beyond just selling them as a ready-to-eat product:

Sell a baked empty pie shell for quiche

While you cannot sell a fully baked quiche at the market (that would be considered hazardous and require commercial licensing/refrigeration), you can sell just the crust ([link to recipe](#)) in a pre-formed pie case along with a quiche recipe ([link to recipe](#)) that uses your vegetables they can then buy on site.

Dip for crackers

Again, while you cannot sell a dairy-based dip at the market – this vegetable dip recipe ([link to recipe](#)) uses over three cups of vegetables. Offer the dip recipe with your cracker sales.

Add on sales

What are baked items that naturally go with other farm items you are selling? For example, you could sell buns for brats and burgers if you are selling meat.

Display Ideas

Bringing style and color to your display table increases appeal to potential customers coming by – which of course results in increased sales. The ideas below focus on baked good items but can be readily adapted to include produce, eggs and whatever other farm items you might be also selling.



Farmstead Style Display

Give your customers the rustic and romantic image they have of farm living, such as a checkered tablecloth. Clean and new stock items you can inexpensively find at the local feed store make great props such as a galvanized bucket or chicken feeder.

[Click here for additional photos](#)



Bohemian Style Display

A bright, patterned tablecloth set the stage for a more artistic, creative vibe. Note that height plays an important role in table display appeal. Cake stands and, in the center, an upside-down glass vase with a colorful plate on top make an easy and inexpensive appealing riser.

[Click here for additional photos](#)





Modern Style Display

Sleek and black make up a modern display theme, complete with a black sequined table runner down the middle to add sparkle. Metal display items add to the modern vibe and also are easy/non-breakable to transport to market.

[Click here for additional photos](#)



Cheerful Style Display

The cheerful theme can recycle some of the farmstead display items such as wooden crates for height and add a whimsical tone. This can be a fun display for early spring and indoor winter markets needing a color boost.

[Click here for additional photos](#)



How To Develop Your Display

When presenting your baked goods for display it is important your items are showcased as professionally as possible. You may have only a few seconds as each shopper strolls by, so catching their eye with a clean, organized, and well-maintained display and packaging increases their chances of pausing to see more. You might be one of many booths at the market – and everyone probably has a tent and tables with their goods on display. But how will you stand out?

Begin Designing Your Display:

Free Informational Guide Sheet (PDF Link)

Preparation is key to having a display that is put-together and unique. Well before your first market you should have a general vision of what it will look like. This idea may change a bit (and mostly likely will change a few times), but having a good vision helps narrow down the uncertainty. When you're out and about and come across the "perfect" component to your display you will know it!

The first thing to consider is the message you want to convey to your potential customers. This can match your personality or go another direction completely. As you are determining what this message could be, think of what you like. Do you like a clean and simple look? Are you more playful? Do you like the farmstead style?

- **Step 1 – My theme is a _____ style.**

Now that you have a general idea of your style, it's time to dig in a bit more. Write down any words or phrases that remind you of that particular style. Anything goes! And if you get stuck, pull out the thesaurus. Once you have a good list of words or phrases, take a few moments to reassess. Are you happy with this direction? Keep this list readily available – you will definitely use it again.



- **Step 2 – Words & phrases that remind me of my style:**

Having a clear style direction (as well as a list of descriptive words or phrases) gives you a much better vision of what you are looking for. It's also time to start shopping! The first item on your list should be the exact same tablecloth for each table. Be sure to know your table dimensions so that your table cloth is large enough to cover your table. This is the piece that seems so simple (and is so often overlooked), but pulls everything together. This is the piece that will help create your personal style. As you are shopping for a tablecloth, remember the list of words and phrases around your personal style. Also, be sure to pick out something that you like the colors of.

- **Step 3 – TASK: Get a tablecloth**

Once you have a tablecloth that you love, pick out the top colors in it. This may affect future purchases as you continue designing your display.

- **Step 4 – Tablecloth Top Colors:**

Next, it's time to think big picture. You will want to incorporate several key aspects to your display, which will avoid just having a pile of stuff on your table. The next items you purchase will organize and display your baked goods (baskets, platters, bins, tiered displays, etc.). Whether you are visiting antique stores, thrift shops, or even online – keep an eye out for things to incorporate into your display. Always feel free return to your style descriptor list.

As you are shopping, there are a few things to keep in mind.

- **Height** – Don't forget about UP. When you incorporate pieces that give height to your display it increases visibility to those passing by. But, it also gives you more room to display your items.
- **Space Utilization** – Finding ways to best utilize all space is crucial in your display design. Something as simple as a raised back portion of your table, or a free-standing basket rack adds to your display while also giving you more space for your goods.



- Think efficient – Packing, setting up, and tearing down for market is a lot of work. Whenever possible, think of ways to cut down on things like storage space. Using bins as the back raised row of your display also helps with transport as the bins can be used to transport items to market. Finding collapsible racks or stands helps save room when transporting.
- Your goods – As you are looking for these items, keep in mind the particular kinds of things you will have on display. If you have lots of breads make sure you have larger containers. Are your items smaller? Think of how they can be arranged so nothing is overlooked by a shopper. And remember, everything doesn't have to be the same. Mix up your basic colors, metallic items, textures...anything to bring variety and keep people intrigued.

As you acquire these items, mock up your table. Arrange...rearrange...and assess what you are missing. Take photos so when you randomly see something that might work you can compare it with what you already have in your setup.

- **Step 5 – TASK: Find items to use for display of goods**

One aspect that your customers will appreciate is the ability to easily view your prices. Many a sales opportunity is missed when a shopper finds it difficult to read (or even find) prices of items. Chalkboard lists are great and bring an authentic experience, but with a variety of items available it is crucial to also have prices shown next to products. It is also important to note quantity or amounts – customers may decide to skip a purchase if signage isn't clear and to the point. Find a way to include prices that flow with your display, rather than detract. This could be as simple as price cards and clothespins, or the use of place card holders. Handwritten, in this case, works – just be sure the penmanship is neat, clean, and legible.

- **Step 6 – TASK: Create Pricing Display Method**

Congratulations, you have a market table design! Now, it's time to stock your table with your delicious treats! Check out the Packaging Page for more ideas and information on tying it all together.



Bohemian Style Display

A bright, patterned tablecloth sets the stage for a more artistic, creative vibe. Note that height plays an important role in table display appeal. Cake stands and, in the center, an upside-down glass vase with a colorful plate on top make an easy and inexpensive appealing riser.

Tablecloth: Multi-bright colored, paisley pattern

Signage: Gold bird name card holders with cards

Display stands:

- Upside down metal basket for height
- Upside down clear glass vases for height
- Plates balanced on top of upside-down bowls for height
- Multicolored, bright plates



Cheerful Style Display

The cheerful theme can recycle some of the farmstead display items such as wooden crates for height and add a whimsical tone.

This can be a fun display for early spring and indoor winter markets needing a color boost.

Tablecloth: Warm cream satin base with spring designs

Signage: Bird themed name card holders with cards

Other display items:

- Wooden crates on their side
- Colorful kitchen mixing bowls
- Plates on top of upside-down glass vases for height



Farmstead Style Display

Give your customers the rustic and romantic image they have of farm living, such as a checkered tablecloth. Clean and new stock items you can inexpensively find at the local feed store make great props such as a galvanized bucket or chicken feeder.

Key elements:

- Tablecloth: Checkered or gingham
- Signage: Chalkboard

Display stands:

- Galvanized metal three-tier stands
 - Wooden crates on their side
 - Colorful kitchen mixing bowls
 - Galvanized metal feed buckets
 - Metal chicken feeder
- (divided tray good for bread loaves and bags)



Modern Style Display

Sleek and black make up a modern display theme, complete with a black sequined table runner down the middle to add sparkle.

Metal display items add to the modern vibe and also are easy/non-breakable to transport to market.

Tablecloth: Black with black sequined table runner

Signage: Black metal name card holders with cards

Display stands:

- Galvanized metal and ceramic three-tier stands
- Galvanized metal basket
- Upside down metal basket for height
- Plates balanced on top of upside-down bowls for height





Showcase Producers

Celebrate and showcase the cottage food community at the Pop-Up Market! We created framed signs identifying the cottage food producers (“bakers” and “makers” if doing canned items) and also included different “badges” that highlighted if the baker was also a farmer and grew some of their ingredients, used other local ingredients and, importantly, was a home-baked product.

We also created a separate, second, special sign identifying bakers who were selling at a market for the first time. This worked very well as it gave new vendors something to talk about and found that customers were happy to support a new, start-up.

Sample signage and badges below — along with how it was used. These items were created in Canva. We’re happy to share the templates for you to adapt for your own needs; please email [Lisa Kivirist](mailto:lisa@farmsteadbakery.com)

Sample Signage and Badges:

- [Cottage Food BAKER Sign](#)
- [Cottage Food MAKER Sign](#)
- [Cottage Food Badges](#)
- [First Time Market Vendor](#)







Jobea Murray

Jobea Bakes

Team Role: Recipe Development

Glendale, WI

Jobea owns Jobea Bakes, a custom cake and treat cottage food operation outside Milwaukee and is a graduate of the Escoffier School of Culinary Arts specializing in baking and pastry. A leader in championing entrepreneurial opportunities in Wisconsin and co-founder of the Wisconsin Cottage Food Association, Jobea brings a diverse experience portfolio to the cottage food movement, from science roots via a degree in Aerospace Engineering to living in Singapore and now being a mother of three. She also serves as board president of Kids Impact Community a non-profit focused on empowering kids to be change making citizens.



Danielle Matson

Pastry Chef

*Team role: Frosting developer & recipe consultant
Monroe, WI*

A graduate of the Baking/Pastry Arts Program at Madison Area Technical College, Danielle has worked as a Pastry Chef at Madison Sourdough and currently Seven Acre Dairy Company. She specializes in working with the seasonal harvest when creating flavors. An urban homesteader in Monroe, Danielle and her family raise the majority of their food out of a third-acre backyard, including a greenhouse for seed starting.



Heather Lynch

Green Haven Gardens

Team Role: Recipe Development
Brooklyn, WI

Heather is passionate about homegrown, homemade food, and grows much of what she eats year-round on her farm. She shares her passion for growing, cooking, and baking with others through social media, and also in-person through workshops and consultations. Each December she bakes over a thousand intricate holiday cookies to gift away to family and friends. Heather runs Green Haven Gardens in Brooklyn, Wisconsin.



Ashley Wegmueller

Wegmueller Farm and Bo & Olly's Produce

Team role: Display & packaging design and development
Monroe, WI

Ashley and her husband, Dan, operate Wegmueller Farm, a fourth-generation registered Brown Swiss dairy farm. They also run a farmstay right on the farm.

Ashley runs Bo & Olly's Produce, named after her donkeys Bojangles and Oliver, providing fresh local vegetables, herbs, and fruit to area farmers' markets and restaurants.



Dela Ends

Scotch Hill Farm/Innisfree Farmstay

*Team Role: Recipe Development & Testing
Brodhead, WI*

Scotch Hill Farm showcases a diversity of organically raised vegetables, herbs and flowers. The farm is also home to Innisfree Farmstay and Retreat, where Dela serves a bountiful breakfast featuring garden bounty, farmstead breads, farm raised meats, eggs and other local ingredients. A pioneer in organic farming for over 25 years, Dela also served as one of the plaintiffs with Lisa Kivist and Kriss Marion who successfully sued the state of Wisconsin over the right to sell home baked goods.



Shana Cook

Triple C Treats

Team Role: Recipe Development
Evansville, WI

Shana runs Triple C Treats, a cottage food home bakery in Evansville, Wisconsin, where she makes cupcakes, cakes, cookies, and more.



Lisa Kivist

Inn Serendipity Farm and B&B

Team Role: Project Coordinator

Contact: lisakivist(at)gmail.com

Browntown, WI

For over twenty years, Lisa and her family have run Inn Serendipity Farm and B&B in Wisconsin, completely powered by renewable energy.

A leading champion for cottage food entrepreneurs, she served as a plaintiff with Dela Ends and Kriss Marion in the successful lawsuit against the state of Wisconsin that declared the ban on the sale of home baked goods unconstitutional. She is the author of *Soil Sisters*, *Homemade for Sale*, *Farmstead Chef*, *ECOprenuring* and *Rural Renaissance*.



Kalena Riemer

Riemer Family Farm

Team role: Recipe development & testing
Brodhead, WI

Kalena might have been only 13 when she worked on this project, but she was already baking up a dream career for her future: running her own bakery on the farm! She is part of Riemer Family Farm, a regenerative and diverse livestock farm that raises pastured, farm fresh meat and eggs. They care for 280 acres of diverse perennial pasture and hay crops teaming with wildlife: birds, butterflies, small mammals and insects.



LindaDee Derrickson

Bluffwood Landing

*Team role: Recipe development & testing
Monticello, WI*

LindaDee has worn many hats in 70+ years: UW grad, Peace Corps, Broom Street Theater, Linda's Lakeside Market, Sunporch Cafe & Art Gallery, Dane Co. Business Woman of the Year, Treaty Rights, Witness for Non-violence, B&B innkeeper, teacher, master gardener, town treasurer, political activist and now farmer for 25 years. She runs Bluffwood Landing, a 15-acre organic sheep/wool farm.

In addition to North Central SARE, gratitude to the many people and organizations that contributed their expertise and support to this project:

Additional contributed recipes & support:

- Dan Harrigan, Blackhawk Technical College
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- Hannah Kramer
- Jen Riemer
- Anastasia Wolf-Flash
- Bryce Riemer
- Elli & Caroline Riemer
- Tony Ends
- Jim Ends
- Kriss Marion
- Alicia Razvi
- Dan Harrigan
- John Ivanko
- Liam Ivanko Kivirist
- Jane Jewett
- Aelita Kivirist
- Rob Matson
- Hunter, Owen & Ronan Matson
- Dan Wegmueller
- Kathy Hennessy
- Chris Sachs
- Brenda Carus
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- Grace McLaughlin
- Betty Anderson

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- Sciences, Food Science & Human Nutrition
- Artisan Grains Collaborative
- Wilton Brands
- Renewing the Countryside
- Soil Sisters: Green County Area Women in Sustainable Agriculture
- Midwest Organic and Sustainable Education Service (MOSES)
- Wisconsin Farmers Union
- Green County Development Corporation (GCDC)
- Minnesota Institute for Sustainable Agriculture
- Institute for Justice

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Additional Cottage Food and Home Bakery Resources:

National Women in Sustainable Agriculture Conference (WISA)

- Video from NCR SARE Farmer Forum Workshop: Launch a Bakery from Your Farm Kitchen

On-Farm Baked Goods with Lisa Kivirist, Dela Ends, and Kalena ...



Wisconsin Cottage Food

Wisconsincottagefood.com

- Wisconsin home baking informational site.

Forrager

Forrager.com

- National cottage food resource with state-specific cottage food law links.

HOMEMADE FOR SALE *Second Edition*

How to Set Up and Market a Food Business from your Home Kitchen

Homemadeforsale.com

- Newly updated and expanded second edition food business start-up resource by project team member, Lisa Kivirist and her husband, John Ivanko.



Online Udemy Course

How to Start & Market a Food Business from Your Home Kitchen

Take the Online Udemy Course Now

- Work from home and launch your dream of running a successful homemade food product business from your kitchen.
- Take the best-selling online Udemy course, taught by Lisa Kivirist. This course offers an exciting snapshot of the growing “cottage food” and “food freedom” movements and the opportunities and the possibilities they offer. Thousands of home cooks are embracing the idea of launching their own food enterprise from home. This course serves as the launching pad for your dream business built around your passions and a clear roadmap for you to start your own home-based food venture.

How to Set Up and Market a Food Product Business from Your...



Cottage Food Success:

A Labeling Guide and Toolkit for Creating Canned Food Products that Sell

Cottage Food Success: A Labeling Guide and Toolkit for Creating Canned Food Products that Sell

- Free downloadable toolkit that includes step-by-step instructions on how to increase sales of canned products made in your home kitchen under your state's cottage food laws through improved labels, creative packaging and farmers' market displays.