



FEED Kitchens Application Guide for Commercial/Licensed Members

Congratulations on taking your first step toward becoming a food processor. This list of resources will be your guide to things required to become a food processor at FEED Kitchens.

To become a Member of the FEED Kitchens you must complete the following items. You will receive support from the staff to help you complete these tasks.

Initial Required Forms and Fees

Member Application

- Kitchen Members must indicate the food product they plan to produce in the kitchen. Due to cross-contamination issues, not all food products will be allowed to be processed in the kitchen. FEED Kitchens staff will review and approve applications, and you will be notified.

Application Fee

- There is an Application Fee of \$100 and an Orientation Fee of \$100.
- These fees make up your Membership Fee.
- You can pay your Orientation Fee at the same time as your Application Fee, or wait until you schedule an orientation.
- Upon becoming a member at FEED there is a required \$200 security deposit.

Business Plan Synopsis

- Submit a single-page summary that includes a description of the business, what is being produced and strategies for success.
- This is basically who you are, what you want to do, and why you think it will work.

Upon approval, you will meet with the Manager and sign paperwork including:

Facility Use Agreement

- Kitchen Members will need to read and sign the Facility Use Agreement. This agreement outlines the fee schedule, the required food product liability insurance, as well as facility services that we provide.

Shared Kitchen Agreements

- Two agreements are included in the packet, Public Health, and Department of Agriculture. We have all members sign both and keep them on file to cover all contingencies.
- These agreements let the City and State know that you are working here and that we consent to this. Also, that you understand the unique peculiarities of shared spaces.

Liability and Confidentiality Agreement

Photo and Article Release

❑ **Good Manufacturing Practices**

❑ **Reporting Agreements**

- The City and State both require that you have a Reporting Agreement in-place, stating that you will not work if you are sick, and that you will report food-borne illnesses.
- We keep them on file and share them with the appropriate inspectors.
- There is also a signature page for any/all of your employees.

Next Step Requirements

❑ **WI Sellers Permit**

- This step must be taken before you can get licensed by the City, County, or State. The number is required on the licensing applications.
- <https://www.revenue.wi.gov/faqs/pcs/seller.html>

❑ **FEIN (Federal Employer Identification Number)**

- This is your tax id number and is an essential step in starting your business
- <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

❑ **Insurance**

- Proof of product liability coverage, with a minimum of one million dollars per occurrence is required. You can contact your personal insurance agent for details on how to obtain this insurance coverage. If you have trouble finding the appropriate insurance, or a decent price, the office has a list of agents recommended by other FEED members.

❑ **Food Safety and Sanitation Course Certificate**

- Kitchen Members need to obtain a “ServSafe” or comparable certificate of completion. This class is offered locally and a class schedule will be provided.

❑ **Licensing**

- A license will be issued by either the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP) or Public Health – Madison and Dane County (PHMDC), depending on the type of food processing you will be conducting.
- If you are processing and packaging products for sale you will need to obtain a Food Processing License from the DATCP Division of Food Safety.
 - You will meet with the food safety inspector to discuss your process, review your ingredients and label, and determine your license fee.
- If you are catering or selling ready-to-eat foods or sampling you will need to contact PHMDC. They will review all local regulations with you and help you determine your licensing needs and fees.
- Food carts are licensed by PHMDC and also work with the Madison Street Vending Coordinator.
- The FEED Kitchens staff will help you determine which inspector to contact and will provide you with the contact information.

Steps with the FEED Management

Register Employees with Kitchen Manager

- All employees and volunteers must be registered with FEED staff and complete an orientation, either with staff or with you.

Kitchen Orientation

- FEED staff will schedule an Orientation session with you to familiarize you with the facility and its equipment, as well as recording procedures and safety practices
- You will have two orientations, one before your inspection to prepare you for that, and a second, more in-depth session, with one of the staff and/or a current member once you are ready to start producing.

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Kitchen Access

- You will be given an electronic key fob for access to FEED Kitchens facility. These may only be used by the registered Kitchen Member or their registered agent.
- When you terminate your kitchen use, you will need to return the fob.
- You must use the fob to enter the facility, as this is one of the ways that we record your time in the facility.

Credit Card on File

- A current credit card must be on file for every Member.
- This is to cover any charges that are not otherwise paid by the Member, including charges for inadequate cleaning, and other charges incurred that are not paid.
- This is required before you book your first work shift.

Rent Payment

- All rent payments for kitchen time are due in advance of usage.

As Necessary

Your Label

- Label pre-approval is not required under Wisconsin State Law, but staff with the DATCP Division of Food Safety will answer labeling questions and provide assistance. A free publication called "*Frequent Food Label Questions*" is available through the Division of Food Safety Regional or on-line at their website. However, the Division of Food Safety staff recommends that persons intending to offer food for distribution purchase the FDA publication, "*A Food Labeling Guide*". This booklet is available through the Wisconsin DATCP. The guide provides both basic and detailed food label information for food businesses. The cost is \$7 per booklet. Additionally, the Code of Federal Regulations with specific requirements is available online at:
<http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?CFRPart=101>.

❑ Recipe Approval by the appropriate licensing body

- The type of product(s) you are going to produce will determine the type of license that will be required. It will also determine if any special classes or certifications are required.
- Foods such as baked goods, candies, seasonings, dried herbs or teas, can proceed to applying for a food-processing license without additional classes or certifications.
- If your product falls under the category of canned acid or acidified foods, such as marinara sauce, salsa, or pickled items, (anything canned that the processor wishes to be shelf stable), additional steps will be required. You will be required to have the pH and water content of your product tested at a certified lab. A letter documenting the review of your formula and processing method by a DATCP approved Processing Authority will need to be obtained. A list of approved labs and the contact for the processing authority will be provided to you. See the section below on licensing.
- If your product contains beef, pork, poultry and juice products you must develop and follow an approved Hazard Analysis Critical Control Plan (HACCP) in order to meet inspection requirements.
- Certain frozen foods may require specific licensing and/or processing documentations, so consult with Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP) and Public Health – Madison and Dane County (PHMDC).

❑ Acid/Acidified Canning Class

- If your food product falls under this category, you will need to take an additional 8-hour class offered by the UW-Extension along with the Department of Agriculture. The Food Safety Inspector or The Process Authority will determine if this certification is necessary. A schedule of classes offered throughout Wisconsin will be provided to you

❑ FDA Registration

- Depending on your product, and/or location of sales, you may be required to register with the FDA.

❑ Municipal Permits

- Most municipalities have a separate permit for selling, vending or working in them. You need to check each area to determine what your needs are.

❑ Full Business Plan

- Because we want your business to be successful, you will be required to submit a Business Plan prior to signing your lease. You can take advantage of working with Entrepreneur Specialists who are partnering with this program. You will receive a list of people who can help with this after your application is received, if you indicate that you would like assistance with business planning.

Strongly Suggested Steps

❑ Form an LLC (or other buffer of incorporation)

- This step is to form a buffer to protect you and your stuff and to legitimize your business.
- <https://www.wdfi.org/apps/CorpFormation/directions.aspx?type=12>

❑ Apply for your DUNs Number

- This number allows you to apply for Federal Grants and Programs
- <https://iupdate.dnb.com/iUpdate/getUserInfo.htm>

Separate Bank Account

- Having a stand-alone business bank account is important for separating your business and personal money and helps with accounting and taxes.

Credit Card Processing

- Most business is now done via credit or debit card and having a means to accept those payments can be the difference between success and failure. Many of the services come with an app that can be used on a smart phone or tablet. These apps can also be used to track your sales over an hourly, daily, weekly and yearly period. Record keeping helps predict trends and determine what, when, and where you do business. Some examples of these services are:
 - Square: <https://squareup.com/>
 - PayPal: <https://www.paypal.com/home>

Facebook / Instagram / Twitter

- Social Media is the fastest growing way of advertising and communicating with your customer base. Having a good presence can be the difference between success and failure. The most commonly used platforms are:
 - www.facebook.com
 - www.twitter.com
 - www.instagram.com
- Use what you are most comfortable with and what suits your business.

Web page

- A well maintained website can be a source of more information and a more consistent base for customers to go to find out who you are and what you do.

Educational Support

- Along with the Food Safety and Sanitation class you will be required to take, you can choose from among a series of business support seminars geared toward Food Processors.
- Below is a list of some of the mini-seminars that will be offered through Madison College, WWBIC or other business support organizations:
 - Writing a Business Plan
 - Pricing Your Product
 - Packaging and Labeling
 - Marketing and Distribution
 - Business Financing Options
 - Cash Management

For more information:

WI Women's Business Initiative Corporation: <http://www.wwbic.com/>

MATC's Small Business Entrepreneurship Program: <http://madisoncollege.edu/program-info/small-business-entrepreneurship>

UW-Madison's Small Business Development Center: <http://bus.wisc.edu/cped/sbdc>



We are always looking for ways to improve, so we welcome your feedback. Please let us know if there is anything we can do to improve your experience at the FEED Kitchens.

FEED Kitchens

COMMERCIAL/LICENSED USER APPLICATION

Date: _____

Name(s): _____

Address: _____

City/State/Zip: _____

Phone: _____ Cell Phone: _____

Email: _____

Business Name: _____

Business Website: _____

Emergency Contact: (name and phone) _____

1. What is your business structure?

____ Sole proprietorship

____ LLC

____ S-Corp

____ C-Corp

____ Other: _____



2. Business Status:

____ In planning

____ New– First Year

____ Existing

____ Other: _____

3. Briefly describe your business:

4. List the products main ingredients and equipment you will utilize in your business:

5. Do you have a written business plan?

- Yes
 No

6. Who do you anticipate selling your product to? (check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Stores | <input type="checkbox"/> Internet Sales |
| <input type="checkbox"/> Restaurants | <input type="checkbox"/> Directly to consumers |
| <input type="checkbox"/> Farmers Markets | <input type="checkbox"/> Other: _____ |

7. Number of employees:

- Full time
 Part time

8. Anticipated number of hours of kitchen usage needed:

- per week
 per month
 per year

9. Preferred times: (check all that apply)

- weekdays
 weekends
 midnight to 4 am
 4 am to 8 am
 8 am to noon
 noon to 4 pm
 4 pm to 8 pm
 8 pm to midnight
 other: _____

10. Is your product seasonal?

- No
 Yes -- I will be making my product only in the following month(s): _____