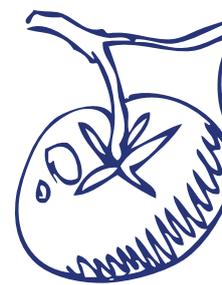




**This leaflet sets out the key steps when starting to sell primary produce directly to consumers. If you have any further questions, assistance is always available from the True Flavours member in your own area and the food control authority in your municipality.**

## Direct sales of primary produce

Direct sales are based on the farmer themselves selling products directly to consumers. Products may be sold, for example, from a farm shop, a stall by the side of the road, at a market, through a food co-op, or under a REKO agreement (REKO deliveries = a direct delivery model between the consumer and the producer). Farms do not have to separately register as a food establishment if their own products from primary production are sold on a small scale directly to consumers.

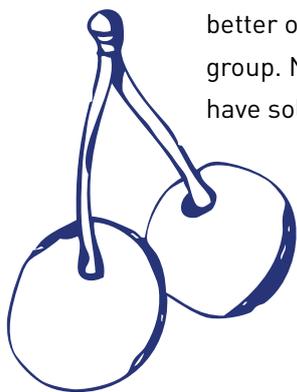


## What counts as primary produce and primary production? Am I part of this group?

- Primary production is milk and egg production, rearing animals for meat, fishing and fish farming, growing fruit, vegetables, cereals and mushrooms, honey production, collecting wild berries and mushrooms, and hunting.
- Primary production includes supplying the above products further for retail (to shops, restaurants and caterers), to industry, wholesalers and other operators in the food sector (not including raw milk).
- MEAT is not primary produce and you will find information about this in the leaflets on **Retail sales** and **Food manufacture and sales**.

## What is small-scale, low-risk operation?

Many derogations are provided in food legislation for low-risk, small-scale operation, providing better opportunities to sell the products directly. Small-scale production is defined by product group. Note the permitted amounts sold for each product and keep a record of the amount you have sold (obligation to keep records).





Primary produce		Direct sales to consumers		Sales to local retailers	
		kg/year	animal/year	kg/year	animal/year
Vegetable produce					
	leafy vegetables	5,000		5,000	
	other vegetables and mushrooms	10,000		10,000	
Fishing products		5,000		unlimited	
Game	rabbits and hares		1,000		1,000
	birds		3,000		3,000
	deer *		10/30/50		
	honey	1,000		1,000	
Milk	colostrum	2,500		2,500 (nedfryst)	
	other raw milk	2,500			
Eggs		10,000		30,000 ** (exemption permit)	
Other birds' egg		2,500		2,500	
Honey		1,000		1,000	

\* elk, wild reindeer, roe deer

\*\* Exception area covering the former provinces of Lapland, Oulu and Åland as well as the regions of North Karelia and Pohjois-Savo in the province of Eastern Finland. Here producers may supply eggs they produce to local retailers up to a maximum amount of 30,000 kg a year without quality or weight classifications or stamping (Government Decree 1258/2011, section 3(4)).



## How do I start?

- **Register** as a primary produce operator with the food control authorities in your own municipality before starting operation, notifying them of direct sales of produce (estimate what and where and how much you intend to sell).
- Ask your local food control authority for a form or check the municipality's website.

## Description of self-monitoring

If your operations **exceed** the limits for small-scale production (see table), describe your self-monitoring and water quality checks. If your operations are **within the limits** for small-scale production, there is no need to do this (apart from for milk where a description of your self-monitoring and water quality checks must always be provided).



The description of your self-monitoring is a written description of what you do on the farm, including the sale of products. If your sector has produced a guide to good practice evaluated by the Finnish Food Safety Authority, Evira ([www.evira.fi](http://www.evira.fi)), the description of self-monitoring can be entirely or partially replaced by it.

## When selling produce

Hygiene procedures must be complied with when handling food and in all operations.

- Check that sales and storage containers are clean and suitable for foodstuffs.
- Make sure that the cold chain is not interrupted and remember the importance of temperature management.
- Check that packaging labels, information on origin and other instructions are up to date

## Transporting primary produce

Transporting primary produce is part of the description of self-monitoring (if operations exceed the limits for small-scale operation) and must also be reported when registering as a primary produce operator.

The most important thing when transporting foodstuffs is to ensure that the products are at the right temperature so that the cold/heat chain is not interrupted.

## Questions that come up

**I sell produce that I have grown on my own farm at a market. What kind of packaging labelling do I need?**

Packaging labelling is not required if the producer themselves sells the product directly to the consumer from a farm shop or at a market.

**I sell cucumbers from my own farm (individually wrapped in protective wrap) to a local shop. What packaging labelling is required for the product?**

The name and postal address of the packer, the quality class and the country of origin must be shown at least on the box in which they are packed. It is not compulsory to show this information on each individual product.





**I bag carrots on my farm. Does this count as operating a food establishment?**

No, it counts as primary production. You can sell carrots as part of primary production operations (see the table for amounts of produce). The amount contained and the country/farm of origin must be shown on the bags.

**I want to sell cucumbers from my neighbour's farm in my farm shop. What do I need to do?**

Your farm must be registered as a food establishment but this is not a complicated thing to do in practice. See the leaflets on Retail sales and Food manufacture and sales for more information.

**I want (as a primary producer) to set up a food co-op together with other local farms, where we would sell primary produce directly to consumers. What do we need to do?**

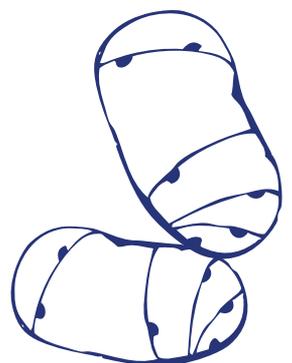
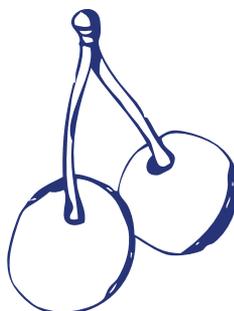
If the food co-op invoices consumers on a single invoice (has a joint business ID), one of the farms needs to be registered as a food establishment, i.e. in this case founding the food co-op is not a primary production operation. See the leaflets on Retail sales and Food manufacture and sales for more information.

If the food co-op acts as a single marketing channel for producers, in which the products may also be transported jointly, but where each producer invoices consumers directly for their own produce, this is low-risk operation based on delivering primary produce to consumers and does not require registering as a food establishment.

**The local food co-op would like to buy raw milk from my farm, and strawberries in the summer. Can I sell them these products as part of primary production?**

It is not permitted to sell raw milk to a food co-op unless the customer collects the milk from the farm themselves. Strawberries can be sold as a primary production operation if the amounts are below the limits for small-scale production (see the table).

More templates, instructions and examples can be found at [www.trueflavours.fi/directsale](http://www.trueflavours.fi/directsale)



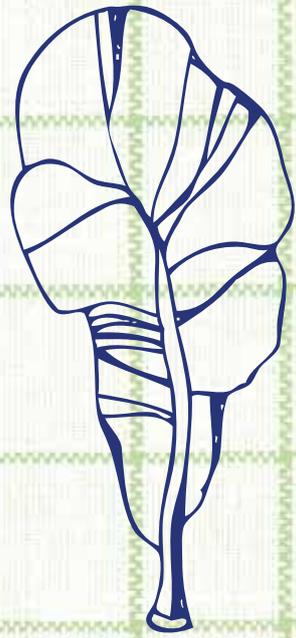
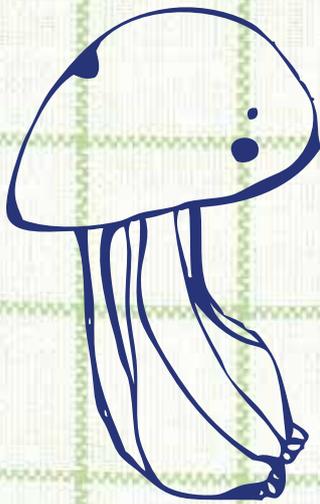
Is there anything else  
you are still thinking about?

Ask your local True Flavours area member  
[www.trueflavours.fi/directsale](http://www.trueflavours.fi/directsale)

or your municipality's food safety authority for help  
[www.evira.fi](http://www.evira.fi)

[www.trueflavours.fi/directsale](http://www.trueflavours.fi/directsale)





# DIRECT SALES OF PRIMARY PRODUCE

I want to sell cucumbers from my neighbour's farm in my farm shop.

What do I need to do?

