



This leaflet sets out the key steps when starting food retail operations. If you have any further questions, assistance is always available from the True Flavours member in your own area and the food control officer in your municipality.

## Retail sales (minimum requirements for a food establishment)

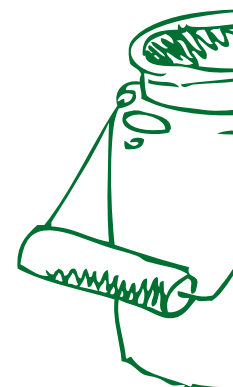
Retail operations are shop operations (farm shop, food co-op, internet shop, etc.), food preparation at the point of sale or serving, transport (not including primary production), wholesale sales and serving

These guidelines *only concern retail operations*. If you are interested in manufacturing food and processing unpacked, easily spoiled food, see the leaflet on *Food manufacture and sales* for more information.

In retail operations, you can sell your own food and food from other businesses to consumers, professional kitchens, public food services, shops, or set up a food co-op, cooperative, etc. The point of sale does not have to be a shop and can be a market, a roadside stall, sales at fairs and events, from a vehicle or over the internet.

## How do I start?

- **Register as a food establishment** with your municipality's food control authority **4 weeks before** starting operation. Here you need to state the operations of your business and their extent. Ask your local food control authority for a form or check the municipality's website.
- You can start operating before the inspection visit from the food control authority.
- After processing the registration form, the food control authority will send you a certificate, for which a fee is payable, showing that you are covered by planned food control.





## In-house control plan in brief

An in-house control plan is one of the most important things for a food business, and you will find a wealth of additional information and examples at [www.trueflavors.fi/directsale](http://www.trueflavors.fi/directsale).

Businesses must have an up-to-date in-house control plan describing the operations of the business. The business must comply with it and it must be presented to food control officials on request.

An in-house control plan is a written description of the business' operations and the extent of its operations as well as of food safety risks associated with operations and their management.

**Draw up an in-house control plan.** 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 in-house control plan can be entirely or partially replaced by it.

Your in-house control plan must include

- a named responsible person
- an obligation to keep records, including traceability data (for at least 1 year, ideally 3 years)
- the extent depends on the nature of the operations.

## Points of sale should pay particular attention to the following:

Food sales operations are based on good hygiene practices which are described in the business' in-house control plan.

- The **surface materials** must be easy to keep clean (e.g. metal, plastic, tile, generally not wood).
- The **hand washing point** must be nearby such that it is possible to wash hands when required.
- **Cleaning equipment** must be appropriate, clean and intact. In addition, attention should be paid to its storage and maintenance.
- **Sufficient ventilation** (remember cleaning and maintenance).
- **Cold storage premises** must be appropriate and of the correct dimensions for the products and the amounts of products to be stored (temperature monitoring and permitted deviations).
- There must be separate **storage and sales counters** for products other than food.
- The **waste management** of food establishments must be appropriately organised.
- If a shop has a cafe or restaurant operations, customer WCs must be provided (if there are more than 6 seats for customers, a customer WC must be provided).



## Food transport

Food transport is part of the business' in-house control plan and must also be reported when *registering as a food establishment*.

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. If you transport easily spoiled foodstuffs in a vehicle for more than 2 hours, there must be a recordable temperature monitoring system in the vehicle/cold storage space.

**EXCEPTION:** If you deliver food directly to consumers or deliver primary produce from the place of primary production → you do NOT need a *recordable* temperature monitoring system.





## Questions that come up

### **Can I sell cucumbers, meat products and strawberries from a neighbouring farm in my farm shop?**

Yes, you can sell any products in your registered food establishment.

### **I have a beef farm. Animals are slaughtered at an approved slaughterhouse where the meat is also butchered and packed. The meat arrives at my farm cold chain packed. I sell all the meat directly to consumers on my farm. Do I need to have separate sales premises?**

No – if the meat is ready cut and packed, for sales operations it is sufficient that you have a cold storage space such that the meat cold chain is not interrupted. This should be described in your in-house control plan. No separate sales premises are required. You need to register as a food establishment.s.

### **I sell packaged meat products. Do I need a hygiene certificate?**

No – the only people who need a hygiene certificate are people who handle unpackaged, easily spoiled foodstuffs.

### **Can I store meat frozen at the slaughterhouse in an ordinary freezer on my farm?**

Yes – frozen products can be stored in a home freezer.

### **Can I transport frozen meat products in my own van?**

Yes – the van must be included in the food establishment's in-house control plan and depending on the length of the journey, the vehicle must e.g. be equipped with an old chest freezer fitted with a thermometer. If the meat is transported for more than 2 hours, you need to have a recordable temperature monitoring system (see EXCEPTION for food transport).

### **Can I also transport products from other businesses?**

Yes, but here you need a commercial transport licence if your vehicle weighs over 2,500 kg unloaded. You need to include transport operations when registering as a food establishment.

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)

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





# RETAIL SALES

Can I transport frozen meat products in my own van?

