



Department of Planning & Community & Economic Development
Office of Business Resources
Dan Kennelly, Manager

P.O. Box 2983
Madison, Wisconsin 53701-2983
Phone: (608) 266-4222
Fax: (608) 261-6126
obr@cityofmadison.com
www.cityofmadison.com/business/streetvending

Street Vending
Meghan Blake-Horst, Coordinator
(608) 261-9171
Eric Melton-White, Monitor
(608) 261-9171

TO: All Student Organizations and Community Groups

FROM: City of Madison Office of Business Resources

RE: BAKE SALES AND VENDING ON STATE ST AND IN DOWNTOWN MADISON

Bake sales and other vending based events are great ways to support local nonprofit organizations. Every fall and spring we see an increase of this type of activity in Downtown Madison (Mall/Concourse). While the City of Madison would like to support the philanthropic activities of your organization, "Bake Sales" or other vending, regardless of the purpose, are NOT allowed on the streets, public sidewalks, terraces, parks, plazas or on private property in Downtown Madison. This includes having items available for "donation only."

All vending in the Mall/Concourse (see map included) is carefully regulated and licensed vendors must go through a rigorous process to be granted a license. This process includes; meeting with our staff, specific cart or booth size and design requirements, participating in the fall food cart review, producer made products and menu items, valid Wisconsin State Sellers Permit, hold all required Public Health Madison Dane County licenses and a \$1M general liability insurance policy. Vending fees range from \$700 - \$1,600 depending on time of operations (this does not include the health department license fees). These licenses are intended for permanent vendors operating in assigned locations from approved food carts or vending booths.

Bake Sales in other parts of Madison may be possible on public sidewalks or terraces, with a "Basic" Street Vending license. To inquire about obtaining a Basic Street Vending license please contact our office. Also, review the attached guidelines of the health department regarding required permits/licenses for this type of activity or visit this link: <http://www.publichealthmdc.com/environmental/food/tempFoodExempt.cfm>.

Indoor bake sales do not require any street vending license. But please see the information included in this packet about food safety for bake sales held indoors from the health department.

If you have any questions, please get in touch with Meghan Blake-Horst, Street Vending Coordinator, at 608-261-9171 or streetvending@cityofmadison.com.

Guidelines for Bake Sales

Bake sales can provide good fund raising opportunities for non-profit organizations (schools, sports teams, etc.). However, as in any situation where food is being prepared and offered for sale to the public, caution must be exercised to provide safe food. When consumers buy food, they have the right to expect that it will be safe and wholesome.

While no health department permit is required for “bake sales”, the sponsoring organizations are responsible for the safety of the food products they offer for sale. Although the traditional bake sale foods such as bread, cakes, pies, cookies and candies rarely cause illness, it is important to remember that under the right circumstances any food can cause foodborne illness. The following guidelines will improve your chances for a successful bake sale:

Maintain List

Name, address, and phone number of each person who prepared an item for the event along with what they prepared. A sign indicating that these items are “Home Baked” should be posted.

Packaging

All food must be individually wrapped in plastic, foil, or waxed paper.

Acceptable bake sale items: (shelf-stable, non-potentially hazardous foods only)

- Breads – quick breads and yeast
- Cakes (except cheesecake or cream filled)
- Cookies
- Bars
- Muffins
- Candies
- Dried fruits, herbs and spices
- Cupcakes (except cream-filled)
- Non-potentially hazardous fruit-based pies not requiring refrigeration



Not acceptable for bake sales:

- Cheesecake
- Pastries
- Cream, meringue, custard, or pumpkin pies
- Cream-filled cakes, cupcakes, muffins, or doughnuts
- Frosting and fillings made with cream cheese
- Home-canned foods



Please note: Potentially hazardous foods (foods that require hot or cold holding) are not allowed at a bake sale. This requires a **Temporary Restaurant Permit** and must be submitted at least 7 days in advance, prior to your event.

Food Allergens

Individuals who are allergic or very sensitive to food can touch or smell food and have an allergic reaction. Some allergic reactions can be severe and require hospitalization.

The eleven most common food allergens are: **Milk, Citrus, Eggs, Soy, Peanuts, Wheat, Tree nuts, Melon, Strawberries, Shellfish, and Fish.**

Please consider the following:

- Label items that containing allergens, i.e. "contains nuts".
- Position foods containing known allergens away from other items or use a separate table
- Designate a person to handle the sales of only allergen-free foods.

Transportation

- Vehicles used for transport should be clean and maintained in good sanitary condition.
- Food should be tightly wrapped to protect from dust, dirt and insects.
- Food should not be transported with pets.

Leftovers

To avoid leftovers, reduce the price 20 minutes before the close of your fundraiser. If there are leftovers, be sure to wrap them securely.



The final word:

When planning a bake sale, please observe the following requirements:

- 1) All foods must be protected from unnecessary handling, airborne contamination and pests. Baked goods should be placed in food storage bags or containers, wrapped with new food grade plastic, wax paper or foil or dispensed from a covered food storage container.
- 2) Individuals shall thoroughly wash their hands before conducting the sale and after any act that could contaminate their hands, such as coughing, eating, or using the restroom.
- 3) Bare hand contact with the food items should be avoided through the use of plastic gloves, tissues, bags or utensils (tongs/spoons).
- 4) A sign or placard stating "Home Baked" must be posted.
- 5) Donors should be encouraged to identify/label any product that contains any major allergen. Major allergens include peanuts (peanut butter), eggs, wheat, soybeans, milk and milk products (e.g. butter, buttermilk, cheese) and tree nuts (e.g. almonds, pecans, walnuts, cashews).
- 6) The event organizer should retain a list of who donated what food items or wrapped baked items should be labeled with the baker's name in order to identify the source of the product.
- 7) Good standards of housekeeping and hygiene are expected of persons operating the bake sale. All foods should be displayed on clean counters and the bake sale area maintained in a clean and sanitary condition.

Additional consumer food safety information can be obtained by visiting www.foodsafety.gov or by contacting Public Health – Madison & Dane County.