

## COTTAGE FOOD LAW REPORT

# Brown County

Wisconsin · Green Bay · FIPS 55009 · Population 268,393 ·  
Crosodo Index #556\*

STATE BASELINE

Wis. Stat. §97.29

STATE TIER

Freedom

ANNUAL SALES CAP (STATE)

Tiered

CONFIDENCE

MEDIUM

LAST VERIFIED

2026-05-05

**IMPORTANT — NOT LEGAL ADVICE**

This report compiles publicly-available statutes, regulations, and county zoning rules into a research reference. It is **not legal advice** and is provided **without warranty** as to accuracy, completeness, or current applicability.

Cottage food law changes frequently. Counties may amend zoning, health departments may issue new permits, and state legislatures may update statutes after the publication date shown above.

**Always verify rules directly with your state department of health/agriculture and your county health and planning offices before relying on them for any business or regulatory decision.** Consult a licensed attorney for advice specific to your situation.

## How to start — 60-second path

Brown County, Wisconsin — permit, pickup, and label steps before the full county rules.

HOME KITCHEN ALLOWED?

Yes

STATE SALES CAP

Tiered

HOME OCCUPATION PERMIT?

Yes

ON-SITE / PORCH PICKUP?

Yes

INSPECTION

No

PETS

Not specified; kitchen must be sanitary for food production

### BEFORE YOU SELL FROM THIS ADDRESS

- ☐ **1. Menu** — Confirm each product under Wisconsin cottage food rules (county cannot expand a state ban).
- ☐ **2. Pickup & zoning** — Home occupation and porch pickup cells above; HOA/lease may still block customer traffic.
- ☐ **3. Local tax / license** — Business license or sales tax certificate if your city/parish requires it (common even with no state food permit).
- ☐ **4. Training** — Food handler or state registration before market day.
- ☐ **5. Labels** — Disclaimer, allergens, ingredients, net quantity, producer info.
- ☐ **6. Call if unclear** — County health and planning for your exact address.

### LABEL FIELDS TO INCLUDE

- ☐ Product name · producer name · address (or allowed alternative)
- ☐ Ingredients by weight · major allergens · net weight/quantity
- ☐ Wisconsin home-kitchen disclaimer (see live label one-pager)

### CONTINUE ONLINE

[Open the live county page →](#)

[Wisconsin label one-pager →](#)

[Local notes & questions →](#)

Planning path only — not legal advice. Rules change. Always verify with state and local offices before selling.

## WISCONSIN: BROWN COUNTY

CROSODO INDEX #556\* · FIPS 55009 · Green Bay

## Brown County

Population 268,393 · State baseline: Wis. Stat. §97.29 · MEDIUM

## QUICK VIEW FOR BAKERS IN THIS COUNTY

## HOME KITCHEN ALLOWED?

Yes (Wisconsin allows home bakers (non-potentially-hazardous baked goods) to sell direct-to-consumer without a license per Kivirist court order (2017, Lafayette County). Home-canned pickles/acidified items (pH ≤4.6) allowed up to \$5,000/year at community events/farmers markets (§97.29(2)(b)2). Note: 2024 Court of Appeals ruling clarifies Kivirist exception does NOT extend to unbaked goods (chocolates, fudge, candy). Brown County home occupation permit required.)

## SEPARATE KITCHEN REQUIRED?

No

## PETS ALLOWED?

Not specified; kitchen must be sanitary for food production

## HOME OCCUPATION PERMIT?

Yes (Brown County allows home occupations as accessory use in residential zones; home occupation permit required. Business must be secondary to residential use. Cities of Green Bay, De Pere, and Ashwaubenon have city-specific rules that may differ from county rules.)

## ON-SITE / PORCH PICKUP?

Yes

## INSPECTION REQUIRED?

No (No routine inspection required for cottage food home bakers under Kivirist; DATCP complaint-based enforcement)

## Home kitchen rules

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HOME KITCHEN ALLOWED       | Yes — Wisconsin allows home bakers (non-potentially-hazardous baked goods) to sell direct-to-consumer without a license per Kivirist court order (2017, Lafayette County). Home-canned pickles/acidified items (pH ≤4.6) allowed up to \$5,000/year at community events/farmers markets (§97.29(2)(b)2). Note: 2024 Court of Appeals ruling clarifies Kivirist exception does NOT extend to unbaked goods (chocolates, fudge, candy). Brown County home occupation permit required. |
| SEPARATE DEDICATED KITCHEN | No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| PET RESTRICTIONS           | Not specified; kitchen must be sanitary for food production                                                                                                                                                                                                                                                                                                                                                                                                                         |
| WATER SUPPLY               | Potable water supply required                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| HANDWASHING                | Adequate handwashing for food safety; no formal certification required by state                                                                                                                                                                                                                                                                                                                                                                                                     |
| FOOD STORAGE               | Non-TCS shelf-stable foods; baked goods must be non-potentially hazardous                                                                                                                                                                                                                                                                                                                                                                                                           |

## Inspection &amp; permitting

|                        |                                                                                                                                                                                                                                                                             |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| INSPECTION REQUIRED    | No — No routine inspection required for cottage food home bakers under Kivirist; DATCP complaint-based enforcement                                                                                                                                                          |
| HOME OCCUPATION PERMIT | Yes — Brown County allows home occupations as accessory use in residential zones; home occupation permit required. Business must be secondary to residential use. Cities of Green Bay, De Pere, and Ashwaubenon have city-specific rules that may differ from county rules. |
| LOCAL BUSINESS LICENSE | Varies                                                                                                                                                                                                                                                                      |

### Customer-facing rules

|                         |                                                                                                                                                                              |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ON-SITE CUSTOMER PICKUP | Yes                                                                                                                                                                          |
| ON-SITE SIGNAGE         | Conditional                                                                                                                                                                  |
| DELIVERY / PICKUP RULES | Direct-to-consumer sales only; no wholesale. Home-canned items limited to \$5,000/year at community events and farmers markets. Baked goods direct sales have no stated cap. |
| MAX EMPLOYEES IN HOME   | Not specified in state law; local home occupation rules may limit non-resident employees                                                                                     |

### Relevant county code

Wis. Stat. §97.29(2)(b)2; Brown County Zoning Ordinance (home occupation provisions)

#### RESEARCH NOTES

County seat is Green Bay per FIPS reference. Wisconsin cottage food landscape shaped by Kivirist court order (2017) and 2024 WI Court of Appeals clarification (unbaked goods not covered). DATCP confirms baked goods only for unlicensed home production. CityRuleLookup confirms home occupation permit required. Confidence medium — DATCP .wi.gov source confirmed but no specific Brown County ordinance text retrieved.

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#### SOURCES VERIFIED AT RESEARCH TIME

<https://www.browncountywi.gov>

<https://www.browncountywi.gov>

[https://datcp.wi.gov/Pages/Licenses\\_Permits/HomeBakers.aspx](https://datcp.wi.gov/Pages/Licenses_Permits/HomeBakers.aspx)

[https://datcp.wi.gov/Pages/Programs\\_Services/CottageFoodLaws.aspx](https://datcp.wi.gov/Pages/Programs_Services/CottageFoodLaws.aspx)

<https://www.cityrulelookup.com/home-business/cottage-food/brown-county-wi>

**Questions about this county?** Local notes and a place to leave a question: [crosodo.com/nb/wisconsin/brown-county-discuss](https://crosodo.com/nb/wisconsin/brown-county-discuss)

## Bordering counties — cottage food law

| Regulation                 | Brown County                                                                                                                                    | Outagamie County                                                                                                                               | Manitowoc County                                                                                                                               |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| HOME KITCHEN ALLOWED       | Yes                                                                                                                                             | Yes                                                                                                                                            | Yes                                                                                                                                            |
| SEPARATE DEDICATED KITCHEN | No                                                                                                                                              | No                                                                                                                                             | No                                                                                                                                             |
| PETS ALLOWED               | Not specified; kitchen must be sanitary for food production                                                                                     | No explicit state-level pet restriction in Wisconsin cottage food framework.                                                                   | Kitchen hygiene must not be in question per Kivirist conditions.                                                                               |
| INSPECTION REQUIRED        | No                                                                                                                                              | No                                                                                                                                             | No                                                                                                                                             |
| ON-SITE CUSTOMER PICKUP    | Yes                                                                                                                                             | Yes                                                                                                                                            | Yes                                                                                                                                            |
| ON-SITE SIGNAGE            | Conditional                                                                                                                                     | Conditional                                                                                                                                    | Conditional                                                                                                                                    |
| DELIVERY / PICKUP          | Direct-to-consumer sales only; no wholesale. Home-canned items limited to \$5,000/year at community events and farmers markets. Baked goods ... | Kivirist path: direct-to-consumer; no specific channel restrictions stated. Pickle Bill path: only at community events or farmers markets. ... | Direct-to-consumer sales only under Kivirist; no wholesale. Pickle Bill: community events and farmers markets only up to \$5,000/year.         |
| HOME OCCUPATION PERMIT     | Yes                                                                                                                                             | Conditional                                                                                                                                    | Varies                                                                                                                                         |
| LOCAL BUSINESS LICENSE     | Varies                                                                                                                                          | Varies                                                                                                                                         | Varies                                                                                                                                         |
| RESTRICTIONS               | Wisconsin allows home bakers (non-potentially-hazardous baked goods) to sell direct-to-consumer without a license per Kivirist court order ...  | Wisconsin cottage food framework: (1) Pickle Bill (§97.29(2)(b)2): home-canned pickles and acidified vegetables/fruits (pH 4.6 or lower) at... | Same as all Wisconsin counties: Kivirist court order allows home bakers selling non-PHF baked goods directly to consumers without a DATCP l... |
| FOOD STORAGE               | Non-TCS shelf-stable foods; baked goods must be non-potentially hazardous                                                                       | Shelf-stable, non-TCS baked goods under Kivirist path. Pickle Bill: home-canned acidified items only. Standard GMP storage.                    | No specific statutory requirement beyond general sanitation.                                                                                   |
| POPULATION                 | 268,393                                                                                                                                         | 190,611                                                                                                                                        | 81,242                                                                                                                                         |

## State context — Wisconsin cottage food law

Brown County's rules sit on top of Wisconsin's state cottage food framework. The state law sets the floor — counties can add but cannot remove protections.

### STATUTE

Wis. Stat. §97.29

### ANNUAL SALES CAP

Tiered

### REGISTRATION REQUIRED

No

### FOOD HANDLER CERT

No

### KITCHEN INSPECTION

No

### DIRECT SALES ONLY

Yes

### INDIRECT SALES

No — Home-canned goods must be sold at community or social events or farmers' markets in Wisconsin (§97.29(2)(b)2.b). The Kivist court order applies to direct-to-consumer sales by home bakers. Products cannot be sold to retail food establishments or distributed through wholesale channels without a license.

For the full state-level analysis including the verbatim statute text, see the **Wisconsin cottage food law report** on Crosodo, or open the live guide: [crosodo.com/states/wisconsin](https://crosodo.com/states/wisconsin).

### STATE-LEVEL REFERENCES

State statute: <https://docs.legis.wisconsin.gov/statutes/statutes/97/29>

State dept cottage food page: [https://datcp.wi.gov/Pages/Programs\\_Services/CottageFoodLaws.aspx](https://datcp.wi.gov/Pages/Programs_Services/CottageFoodLaws.aspx)

Forrager.com: <https://forrager.com/law/wisconsin/>

**Questions about Brown County?** Local notes and a place to leave a question are on Crosodo. We monitor new threads — start with zoning, permits, or porch pickup.

[crosodo.com/nb/wisconsin/brown-county-discuss](https://crosodo.com/nb/wisconsin/brown-county-discuss)

## Classifieds

Resources for cottage food & home bakers · [crosodo.com/advertise](https://crosodo.com/advertise)

### NATIONAL

#### SUPPLIES

##### Advertise here — Supplies

Reach home bakers across the country. [crosodo.com/advertise](https://crosodo.com/advertise)

#### COURSES

##### Advertise here — Courses

Reach home bakers across the country. [crosodo.com/advertise](https://crosodo.com/advertise)

#### INSURANCE

##### Advertise here — Insurance

Reach home bakers across the country. [crosodo.com/advertise](https://crosodo.com/advertise)

### LOCAL

#### Advertise here

Reach home bakers in Brown County, Wisconsin. Supply stores, farmers markets, kitchen rentals, and bakery services welcome.

[crosodo.com/advertise](https://crosodo.com/advertise)

#### Your business here

Local cottage food listings, kitchen rentals, co-packer referrals, and community events — post yours on Crosodo.

[crosodo.com/nb/wisconsin/brown-county-discuss](https://crosodo.com/nb/wisconsin/brown-county-discuss)

#### Free ad space available

Let us know if you're a non-profit or community organization. Farmers markets, kitchen rentals, and cottage food events near you welcome.

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