

COTTAGE BAKERY FROM HOME

Can I sell from my kitchen in Marathon County, Wisconsin?

Home kitchen sales. Not a shop or rented commercial kitchen. Last verified 2026-05-05.

STATE FOOD PERMIT

No

HOME OCCUPATION

Varies

BUSINESS LICENSE

Varies

SALES CAP

Tiered

WISCONSIN RULES. OPEN THESE FIRST.

[Wisconsin permits PDF](#)[Wisconsin cottage food law page](#)[Wisconsin Department of Agriculture, Trade and Consumer Protection cottage food program](#)[Statute: Wis. Stat. §97.29](#)**NOT LEGAL ADVICE**

This is what it takes to sell from a home kitchen in Marathon County. Confirm each step with Planning, Health, and the license office before you sell.

What you need

Marathon County, Wisconsin. File every Yes. Confirm every Check or Ask. Stay under the sales cap.

STATE FOOD PERMIT

No

ANNUAL SALES CAP

Tiered

HOME OCCUPATION / ZONING

Varies

LOCAL HEALTH

No

BUSINESS LICENSE

Varies

PICKUP AT THE HOUSE

Yes

HOME KITCHEN ONLY

If you want a shop or a rented commercial kitchen, these rows do not apply.

CONTINUE ONLINE

Wisconsin permits PDF →

<https://crosodo.com/reports/pdf/permits/wisconsin.pdf>

Wisconsin cottage food law page →

<https://crosodo.com/states/wisconsin>

Permit page for this place →

<https://crosodo.com/what-permits/wisconsin/marathon-county>

Marathon County cottage food law page →

<https://crosodo.com/states/wisconsin/marathon-county>

Not legal advice. Rules change. Confirm with the office before you file.

Where to file

State

Wisconsin registration: No. Routine kitchen inspection: No. Home-canned goods must be sold at community or social events or farmers' markets in Wisconsin (§97.29(2)(b)2.b). The Kivirist 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.

Wisconsin permits PDF: crosodo.com/reports/pdf/permits/wisconsin.pdf

State law page: crosodo.com/states/wisconsin

Wisconsin Department of Agriculture, Trade and Consumer Protection: https://datcp.wi.gov/Pages/Programs_Services/CottageFoodLaws.aspx

Statute: [Wis. Stat. §97.29](#)

Zoning / home occupation

Varies. Marathon County zoning ordinance (unincorporated areas) and the City of Wausau have separate home occupation rules. No specific county-level cottage food override identified. Check Marathon County Planning at marathoncounty.gov.

Health

No. No routine inspection required. DATCP may investigate upon complaint.

Health: <https://www.marathoncounty.gov/health>

Business license

Varies

Pickup / delivery

Direct sales only at community events and farmers markets for home-canned goods (up to \$5,000/year). Baked goods (Kivirist exception): direct-to-consumer sales at low volume. No internet or mail order sales under either pathway.

If you rent a commissary kitchen

DATCP licenses food processing; local health licenses restaurants. Wisconsin unlicensed home baking is a narrow path. A commissary is typically a DATCP food processing plant or a local food-service license. Ask the kitchen which license they hold.

Official source: [DATCP food licenses](#)

Local health office we have on file: <https://www.marathoncounty.gov/health>

This file is the home-kitchen path. A rented kitchen uses a different permit. Ask the kitchen manager which license they expect, then call the local health office.

SOURCES

<https://www.marathoncounty.gov/health>

<https://www.marathoncounty.gov>

https://datcp.wi.gov/Pages/Programs_Services/CottageFoodLaws.aspx

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

<https://www.marathoncounty.gov>

Marathon County and nearby places

Regulation	Marathon County	Wood County	Portage County
HOME KITCHEN ALLOWED	Yes	Yes	Yes
SEPARATE DEDICATED KITCHEN	No	No	No
PETS ALLOWED	Not prohibited by state statute; kitchen must maintain sanitary conditions.	Not specified in statute. Good sanitary practices required.	Not specified in state law
INSPECTION REQUIRED	No	No	No
ON-SITE CUSTOMER PICKUP	Yes	Yes	Yes
ON-SITE SIGNAGE	Conditional	Conditional	Conditional
DELIVERY / PICKUP	Direct sales only at community events and farmers markets for home-canned goods (up to \$5,000/year). Baked goods (Kivirist exception): dire...	Pickle Bill: sales at community events or farmers markets only, \$5,000/year cap. Kivirist bakers: direct to consumer, low volume, from home...	Direct-to-consumer sales; direct delivery by producer permitted in-state
HOME OCCUPATION PERMIT	Varies	Varies	Varies
LOCAL BUSINESS LICENSE	Varies	Varies	Varies
RESTRICTIONS	Wisconsin has an unusual cottage food landscape. Under Wis. Stat. §97.29(2)(b)2 ('Pickle Bill'), home-canned pickles and acidified vegetabl...	Two pathways: (1) Pickle Bill (§97.29(2)(b)2): home-canned pickles and acidified vegetables/fruits (pH ≤ 4.6) sold at community events or f...	No food handler cert required. No registration or inspection required. Direct-to-consumer sales only; no internet sales to out-of-state; no...
FOOD STORAGE	Home-canned items: pH 4.6 or lower. Baked goods: shelf-stable, nonhazardous. All stored in food-safe containers.	Shelf-stable products must be stored appropriately. TCS foods require food processing plant license.	Appropriate storage for shelf-stable products
POPULATION	137,820	74,138	70,281

More pages for this place

These Crosodo pages cover the same home cottage-food path:

Wisconsin permits PDF: crosodo.com/reports/pdf/permits/wisconsin.pdf

Wisconsin cottage food law: crosodo.com/states/wisconsin

Marathon County cottage food law: crosodo.com/states/wisconsin/marathon-county