

YOUR FUTURE IN FOOD

ONLINE SALES OF FOOD PRODUCTS

Your Questions Answered



Below is a checklist to help sell your food product online. Common questions, below, have been answered by our food authorities.

The Value Added Branch of Manitoba Agriculture are available to help businesses navigate through the process of getting your product online. For more information, send questions to MBAgriFood@gov.mb.ca.

	NO	Yes
1. Do I need a permit to sell food online? Yes, Section 3(1) of the Food and Food Handling Establishment Regulation requires a person operating a food handling establishment to have a permit. A permit is required to process food that will be sold anywhere, including online.		
2. I already have a permit - can I sell food online? Yes, with a permit from Manitoba Health Seniors and Active Living (HSAL) or from Manitoba Agriculture and Resource Development (ARD), no additional requirements apply to sell your product. The facility/food service establishment being used should already have a permit. NOTE: If food products will be sold inter-provincially or exported outside of Canada, Safe Food for Canadians Regulations (SFCR) requirements will need to be met.		
3. Can I produce a <u>Non-Potentially Hazardous</u> food at home and sell it online? No, food must be made in a permitted facility or commercial kitchen.		
4. Am I able to produce a Potentially Hazardous Food Product from my home? No, a potentially hazardous food product must <u>always</u> be prepared in a permitted facility- there are NO exceptions (a list of PHFP examples can be found in the Farmers' Market Guidelines).		

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5. If a food is made in an inspected facility (commercial kitchen, restaurant, food processing facility, can I sell it on-line from my home? No, the product cannot be taken home. The product must be stored in a permitted facility.		
6. Are the rules for selling food online from a permitted facility the same whether the customer picks up, it is delivered or shipped? Yes, the Food and Food Handling Establishment Regulation requires a person operating a food handling establishment to have a permit. The food is to be handled, stored and held at the facility prior to delivery, pick up or shipment. During shipping, ensure appropriate temperature control is maintained if the product requires refrigeration or to be kept frozen.		
7. I have a hawkers permit for my meat – can I sell it online? Yes. If the hawker gets food from an approved source, the meat products can be sold online.		
8. Can I sell uninspected meat and uninspected eggs online? No.		
9. If I prepare a potentially hazardous food in a permitted kitchen, can I store the product at my residence and have the customer pick up at my residence? No. When selling online, all sales must be conducted at the processing facility. Suggest: Product can be stored at your property ONLY if an area is separate from your residence/home and is permitted and approved by the Public Health Inspector. For example, a garage with product in a separate locked freezer could be approved for keeping your product on your property.		

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10. I sold my product at our local farmers' market this summer – how can I begin selling online?

If you are making your non-potentially hazardous food product at home, you can only sell at the farmers' market, and not online.

If you are already preparing your food in a rented/leased permitted facility and hold a permit, you can sell online. If you own or lease your permitted facility, no other permits are needed.

All potentially hazardous food product must always be prepared in a permitted facility.

11. Can I set up online orders for the non-potentially hazardous foods I make at home and have the items ready for pick up at my designated Farmers' Market?

No. Non-Hazardous food products prepared at home cannot be sold online. However, food vendors can take pre-orders – the vendor must then complete the sale at the designated farmers market pick up site, and have payment given to you or the designated market organizer only at that time.



12. How can customers get product they purchased through the online farmers' market

All food sold online must be made in a permitted facility. The food sold at the online farmers' market can be picked up at the permitted facility, delivered or taken to the market for pick up.

13. Can the label I use at farmers' markets also be used for an online farmers' market?

No. A labelling exemption ONLY applies to in-person farmers markets. Online food sales of any sort require labeling standards as set out by the Canadian Food Inspection Agency.



14. Are there labelling requirements to sell my food online?

Yes. Labelling of food products falls under federal legislation – Contact the local Canadian Food Inspection Agency (CFIA) office for labelling inquiries at 204-259-1381 or visit the "[Industry Labelling Tool](#)".



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Resources:

- [Manitoba Farmers' Market Guidelines](#) (Manitoba Health)
- [Notice to Home-Based Food Businesses](#) (Manitoba Health)
- [Hawkers Permit](#) (Manitoba Health)
- [Direct Marketing Your Food Product](#) (Manitoba Agriculture)
- [Industry Labelling Tool](#) (Canadian Food Inspection Agency)
- [Commercial Community Kitchens for Rent](#) (Manitoba Agriculture)

Manitoba Agriculture can help you build your future in food. Our business development specialists offer consulting, pathfinding services, training and resources that will help you manage and grow your business.

Get support every step of the way.

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