

West Virginia Department of Agriculture

Kent A. Leonhardt, Commissioner
Joseph L. Hatton, Deputy Commissioner



June 10, 2024

via email

Dear Farmers Markets and Farmers Market Association:

The West Virginia Legislature passed H.B. 4911 in the 2024 session, which allows for the sale of unpasteurized milk (raw milk) in West Virginia.

There is no rule currently in place, no emergency rule was authorized and if a rule would be considered, it will be discussed next session. The Legislative process allows for public engagement for rule making. If something is approved by the legislature and the next governor, it will most likely take effect July 1, 2025.

WVDA has concluded that the intent of the legislation is for deregulation of fluid raw milk. Therefore, vendors only selling raw milk as of June 7, 2024, do not need a WV Farmers Market Vendor Permit.

WVDA has received numerous inquiries and recommends Farmers Markets display the attached informational poster, which outlines the basic labeling requirements of raw milk. We recommend that milk be stored at a temperature between 35 to 40 degrees Fahrenheit.

If health complaints arise, individuals should contact their local health department.

Should you have any questions related to raw milk, please contact WVDA Executive Division at 304-558-3200 or by email at rawmilk@wvda.us.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joseph L. Hatton", is written over a white background.

Joseph L. Hatton
Deputy Commissioner

Attached Poster

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