



Champaign

Farmers Market



Vendor Handbook

2019 Policies, Rules, and Regulations

thelandconnection.org/market
market@thelandconnection.org | 217.840.2128
Application: <http://bit.ly/2jel8DT>



Mission and Vision Statement

The Land Connection is a local, nonprofit organization with a mission to change our food system by training and supporting local farmers, showing our community members the many benefits of local food production and consumption, and creating sales opportunities for local farmers. A key component of our mission is to engage consumers through our downtown Champaign Farmers Market, entering its fifth season this May. We envision a community-based food system in which every farmer has the opportunity to grow food in a sustainable manner, and every person can access local, healthy foods. Your participation in the Champaign Farmers Market is a significant step toward making that vision a reality.

Our motto is: Growing the local food economy, both on and off the farm, for a healthy, resilient future.

Thank you for your interest in The Land Connection Champaign Farmers Market (hereafter referred to as “the Market”).

2019 Calendar

The 2019 Market season runs for 25 weeks, beginning May 14 and ending October 29. The Market takes place **every Tuesday from 3:30 p.m. until 6:30 p.m.**, RAIN OR SHINE. The Market is located in downtown Champaign at the corner of Neil and Main Streets in the southern half of the City of Champaign Parking Lot M.

The Market Manager is responsible for administering and enforcing all rules and procedures as well as public safety, space assignments, market data collection, Link token redemption, and public education programming. It is the vendor’s full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any vendor who fails to comply with Market regulations may lose their privilege to participate. The Market Manager has final authority in resolving issues in a civil and efficient manner and retains the final decision on conflicts and/or loss of privileges.

All single-day cancellations by vendors must be called in by 12 p.m. Monday afternoon or Tuesday’s fees will be forfeited. Cancellations may be made by phone at 217.840.2128 or by email to market@thelandconnection.org.

Vendor Eligibility

The Champaign Farmers Market is a food and farm products only market. Farm products include wool, plants, or products made from milk, honey, or flowers grown or raised by the vendor.



In line with The Land Connection's mission, preference will be given to support small, family farms who use sustainable practices. Producers should be based within 150 miles of Champaign-Urbana to qualify. The number of value-added vendors will be limited to no more than 20% of the market. Preference will be given to value-added food vendors who (1) grow at least a portion of the fruits/vegetables used in their products or (2) source ingredients from fellow Champaign Farmers Market vendors. We will do our best to meet the needs of all vendors and provide as wide a range of options for market shoppers as possible. **Final decisions on what products are allowed for sale is up to the discretion of the Market Manager.**

All items must be grown, raised, or produced by the vendor. Growers found to be re-selling produce or any other items at the Market will receive one written warning by the Market Manager. If the infraction is repeated, the vendor's lease will be revoked for the season and all pre-paid fees will be forfeited.

Prior to your first Market, you will be required to sign a contract acknowledging understanding of the LINK program, sales reporting protocol, and Market Code of Conduct.

Application Requirements

Vendors must apply using managemymarket.com. Priority consideration will be given to past vendors, as well as to applications received by April 1. Applications will be reviewed and considered throughout the season, however space for new products will depend on the volume of similar products already at the Market.

When applying, vendors must complete a product list. Only items listed in your completed application can be sold at the Market. You can add new items to your application by logging in to your vendor profile at www.managemymarket.com at any time throughout the season.

Vendors will also select their intended Market dates during the application process. After application submission, vendors may not be able to add or subtract dates, however changes can be made by emailing or calling the Market Manager.

Products sold by weight must comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation at the Market. For a list of Illinois Registered Small Scale Service Companies, visit www.agr.state.il.us or call 217.785.8466.

All vendors must have an Illinois Business Tax (IBT) number before their first day of sales at the Market. All vendors are required to collect and pay all sales tax related to items sold at the Market. These taxes must be reported to the Illinois Department of Revenue as



collected in Champaign. For business registration forms, contact 217.785.3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application. Applications lacking the IBT will be considered incomplete and you will not be able to participate. No exceptions.

Public Health Department Permits

All food items must comply with appropriate local, state, and federal health regulations. Please contact the Champaign-Urbana Public Health District, Environmental Health Division at 217.373.7900 or irolon@c-uphd.org to get up to speed on current regulations. **Please allow at least 30 working days for any health department reviews and inspections.** All local, state, and federal food/health safety requirements must be met prior to selling at the Market. **Food license, permit, and certification copies must be given to the Market Manager prior to your first Market day.**

If you are a Cottage Food Operator, please be sure to contact the Champaign-Urbana Public Health District for further information. There are very specific requirements involved with this type of operation which must be carefully followed in order to participate at the Market.

Growing Practices

Our mission clearly states this market is designed to support small family farms with sustainable practices. To meet these ends, all farms must be able to answer questions about their growing practices, including listing any and all fertilizers, soil amendments, and other processes used. Preference will be given to vendors who employ sustainable practices.

Generally, produce sold at the Champaign Farmers Market should:

- Be of the highest and freshest quality possible
- Reflect Midwest seasonality
- Be from a small farm or small-scale artisanal food producer
- Not be labeled "organic" unless it is certified by a USDA approved third party certifying agency and follows USDA's Organic Labeling requirements

Growers may be visited at their farms by the Market Manager and/or The Land Connection staff on a rotating basis throughout the season. These visits are free of charge. Farm visits are done to provide The Land Connection with context regarding farmer operations and to help gather information that will help promote the Market to patrons, as well as to reassure the Manager that the products sold at the Market are grown by the vendor on his/her designated property. Vendors are not obligated to provide any trade secrets or personal growing methods to the Market Manager or other staff at The Land Connection. All produce must be grown by the vendor/farm that is selling it at the market. In special



cases, vendors will be allowed to sell small quantities for other growers, provided all produce has its origin clearly labeled **and** it can meet our guidelines for sustainable practices. A sign with the additional grower's address is required.

For example, Farmer Anna comes to the market every week with a variety of vegetables. Her neighbor, Farmer Betty, has started a permaculture operation but only has enough asparagus and rhubarb to sell for a few weeks each spring and apples in the fall. Farmer Anna **CAN** bring Farmer Betty's asparagus, as long as it is labeled that Farmer Betty grew it **and as long as she seeks prior approval from the Market Manager**. She must also display a sign with the address of Farmer Betty's location.

However, Farmer Charlie is having a tough season and wants to supplement his produce with tomatoes being sold at a produce auction. While these tomatoes may have been grown locally, Farmer Charlie cannot buy them and resell them at the market.

Value-Added Foods

If you are selling value-added products, such as bakery goods, cheese, dairy products, honey, jams, cider, juice, maple syrup, meat, fish, poultry (frozen, cured, smoked), pasta, cased sausage, etc., you must submit an ingredient list, including sources and brands where applicable to the Market Manager for approval prior to being sold.

Please make sure your products reflect the Market's mission to support local agriculture. If items have key ingredients that do not reflect local/regional agriculture (i.e. avocado, citrus, tropical fruits) you may be asked to amend those recipes. **Preference will be given to products sourced from other vendors at the market.**

Food Trucks

Food Trucks are welcome to join the Market on a case-by-case basis in exchange for sponsorship of the Market. Priority will be given to food trucks who source ingredients from Champaign Farmers Market vendors and all food trucks must source at least 20% of their ingredients locally (grown or raised within 150 miles of the vendor's location). Food trucks must display signage indicating what local vendors they source ingredients from and submit ingredient lists with sources to the Market Manager. Final and continuing acceptance into the market is up to the discretion of the Market Manager. For information on sponsorship packages, contact the Market Manager.



Market Operation

The Market officially opens Tuesdays at 3:30 p.m. and closes at 6:30 p.m., and runs from May 14 - October 29. **The Market lot will open for vendor set up at 1:30 p.m. All vehicles must be unloaded and removed from the Market lot by 3:00 p.m.**

Tear down may begin at 6:30 p.m. and must be completed by 7:30 p.m. If vendors sell out early they may walk their equipment out of the Market, but vendors may not operate any vehicles inside the market space during official Market hours. **Under no circumstances are vendors or patrons to move traffic barriers during market hours and allow vehicles to circulate.**

Vendor Parking

Free vendor parking on Fremont Street and Walnut streets is available with a pass from The Land Connection tent. Please leave metered spaces in the northern half of the Market lot open for patrons. Vendors will receive a parking pass from Market staff at their first Market of the season and passes will always be available at The Land Connection information tent. Only vehicles critical to the vendor's operation will be allowed to remain on the market site. Approval to keep your vehicle on site must be granted by the Market Manager.

Vendor Booths

All tents/canopies must be weighted down with **at least 35 pounds per leg**, regardless of weather forecast conditions. **Please note the Champaign Farmers Market lot is MUCH windier than other parts of town. Vendors need to go beyond the standard minimum recommendation of 25lb weights to secure their tents from dangerous gusts.**

Products and goods may be sold from tables, carts, or other similar structures. All tables, chairs, tents, and other booth infrastructure will be supplied by the vendor. The Land Connection does not provide, and is not responsible for the set-up of, any tables, tents, chairs, or other booth materials to vendors. In order to encourage the use of environmentally friendly bags, we strongly discourage vendors from supplying free bags with handles.

The State of Illinois requires that all growers display signage with their business name and farm location/product origin. The Land Connection requires that all vendors, no matter what products they sell, prominently display signage noting their business name and their product origin. The Land Connection will provide vendors with one laminated 11"x14" sign at the start of the season. Replacement signs will be provided to vendors at a cost of \$5.00 each. Signage is important for promotional purposes and for tracking vendor attendance and placement. Please keep this signage within assigned booth space(s).



Electricity

Vendors who would like to use electricity must obtain approval from the Market Manager in advance. City-provided electricity is available on a limited basis and only in specific spaces within the Market. Vendors must provide information on how many amps their equipment requires in order to determine availability. Vendors using electricity must secure cords tightly and safely to the ground using 4" wide tunnel tape or plastic cord covers provided by the vendor. Duct tape and/or rubber matting will be allowed ONLY with the Market Manager's approval.

Weather

The market will operate every Tuesday rain or shine. In the case of **extreme** weather conditions that threaten the safety of vendors and patrons (lightning, tornadoes, etc.) that necessitate the closing of the market, vendors will not be charged for that particular week, and those who have paid the full season will be refunded one week's space fees. In the case of extreme weather conditions, the Market Manager will make every effort to communicate any decisions about Market operation by 11 a.m. Tuesday morning, however keep in mind that the severity of weather conditions can be difficult to predict. **The Market will only be cancelled in the event of dangerous conditions.** The Market Manager will update vendors by email, and will also update The Land Connection's Twitter and Facebook pages. A handout detailing emergency procedures for sudden extreme weather during the Market will be provided on each vendor's first Market day.

Sampling

Before producing samples please be sure that you are familiar with and abide by any and all Champaign-Urbana Public Health District regulations in regards to food sampling. To inquire about sampling procedures for your product(s) please call the Champaign-Urbana Public Health District, Environmental Health Division at 217.373.7900. Market staff will update vendors throughout the season on any changes to State and Local regulations concerning sampling and food handling.

The Market will also operate a central Sampling Tent, rotating products from different vendors throughout the season. As a vendor, you will have multiple opportunities to sample products from your booth in a central location of the market, promoting ways to use or eat your farm products. Sampling through The Land Connection's sampling tent will be arranged at least 2-3 days prior to each Market Day.



Garbage

Prior to leaving the Market area, each vendor must take any and all leftovers or waste, including discarded boxes, with them. These items are NOT to be left in the Market area, in downtown business dumpsters, or in the City of Champaign trash barrels, which are provided for patron use. A written warning will be issued the first time debris is left. A fine of \$50 will be levied if the infraction is repeated a second time. A vendor's spot at the Market will be revoked if the infraction happens a third time.

Food trucks must provide their own garbage bin for patrons to use and must remove garbage at the end of each Market day.

Smoking

Smoking is prohibited inside the Market space; this includes e-cigarettes. Any violation of this policy may result in eviction from the Market at the discretion of the Market Manager or his/her designee.

LINK Tokens and Vouchers

The Land Connection provides an Electronic Benefit Transfer (EBT) service program, enabling the Market to accept LINK cards from customers in payment for eligible food items, under the USDA's Supplemental Nutrition Assistance Program (SNAP) – formerly known as Food Stamps. The Market promotes this program through on-site signage, brochures, press releases, and advertising. **To ensure consistency and clarity for customers, the Market requires that all eligible vendors participate in the LINK token program.** However, all vendors, including those selling items not eligible for LINK purchases, must be familiar with this program and comply with the requirements in this Agreement. **A contract confirming that each vendor understands the LINK agreement must be signed on that vendor's first day of sales at the Market.**

Vendors selling LINK-eligible items will be provided with a "LINK Welcome Here" sign, which must be displayed at their booth. There is no fee for vendors to participate in this program. The Market sells wooden tokens and distributes incentive vouchers to customers using a point-of-sale (POS) machine located at the Land Connection tent (at the southern end of the Market). Market customers will use these tokens/vouchers to purchase vendors' products. At the end of the day, vendors will count the tokens/vouchers, place them in an envelope provided by Market staff, and turn the envelope in before leaving the Market. In order to gather more accurate data on LINK spending at the Market, this season vendors must turn in the tokens at The Land Connection tent at the end of each Market. At the beginning of the next Market, the Market Manager will return the envelope to each vendor



along with a reimbursement check for the total value of tokens/vouchers turned in at the end of the previous week's Market. Once a vendor has ended his/her Champaign Farmers Market season, any outstanding LINK reimbursement check will be mailed to the vendor.

Documentation of the token/voucher procedure will be provided at each vendor's first Market.

Fees

Vendor fees for one 10x10 stall are as follows:

Producers:	Full Season: \$414	Weekly: \$18
CIFB Grads (2011 or later):	Full Season: \$300	Weekly: \$12

Each vendor is limited to a maximum of two spaces. The Land Connection will try to ensure that vendors remain in the same space through the season, however occasional changes may be necessary.

Full season fees are non-refundable, except in cases where the vendor's farm ceases to operate or the vendor is unable to operate or staff the booth due to physical hardship. Refunds will not be issued to vendors who choose to leave the Market due to disappointing sales. Final decisions on pro-rated refunds will remain at the discretion of the Market Manager.

All market participants must pay an annual Application Fee of \$15.

All payments for space fees, including online transactions, must be made by the end of each Market Day attended.

- **If paying by mail:** please remit payment to The Land Connection, 206 N. Randolph, Suite 400, Champaign, Illinois 61820
- **If paying by credit/debit card:** Payments may be made using the PayPal function as part of our online application system. Log in to your vendor profile at www.managemymarket.com and click on your ACCOUNTS tab.
- **If paying in person:** The Land Connection can accept cash, check or credit/debit payments on Market Day.

Vendors who miss payments without making arrangements with the Market Manager will not be permitted to sell at the Market until their accounts have been brought up-to-date.



Liability Insurance

All vendors participating in The Land Connection Champaign Farmers Market shall be individually and severally responsible for any loss, bodily or personal injury, death, and/or property damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees. By signing the 2019 The Land Connection Champaign Farmers Market Agreement, each vendor agrees to indemnify and save The Land Connection, the City of Champaign, and their officers, agents, and employees harmless from any loss, cost, damages, and other expenses, including attorneys' fees, suffered or incurred by reason of the vendor's negligence or that of its servants, agents and employees; provided that the vendor shall not be responsible nor required to indemnify The Land Connection or the City of Champaign for their negligence or that of their officers, agents, or employees. No insurance is provided by The Land Connection or the City of Champaign for the benefit of participants in The Land Connection's Champaign Farmers Market. **Vendors MUST maintain a policy of insurance covering their obligation under this agreement and a copy of the policy MUST be given to the Market Manager prior to selling at the Market.**

Music

Music performers are permitted when space allows. They must check in at the market information booth and wait for the Market Manager to assign them an area (if available). Lyrics must remain appropriate to a family-friendly setting. Playing/singing in a loud, disruptive manner that interferes with communication between vendors, staff, and customers is prohibited.

Community Tent

The Market is proud to offer space to other community-based nonprofits. Space is held for groups conducting educational outreach related to agriculture, sustainability, and preservation of open space. There is no charge for tabling, however, pre-approval is required and organizations not approved for the Community Tent will not be allowed to canvas inside the Market. Contact the Market Manager at market@thelandconnection.org for more information.

Animal Policy

In the interests of health and safety, we discourage vendors from allowing pets in their booths. If customers and/or vendors do choose to bring a pet, we ask them to abide by these rules to make the animal's visit to the market a good experience for everyone:

- Pets must be kept on a short leash (less than 6 feet). The Market is located next to a very busy street, which poses a serious traffic danger to runaway pets.



- Pets must be under control and by the owner's side at all times.
- Keep pets away from produce, plants, and other food products.
- Pets must be well-trained and friendly with other animals and children.
- Any pet messes are the responsibility of the owner to clean up.

The Market reserves the right to request that owners remove pets from the Market.

Gleaners

The Market works with local social service agencies to establish the gleaning of food contributions at the end of each market day. These agencies are a great resource for distributing your unsold product to the local community in need. Gleaning agencies will provide receipts to donors. Receiving agencies will provide pre-printed receipts so the agencies can provide you a receipt of product donated for your use in tax purposes. Vendors are under no obligation to donate leftover product.

Sales Reporting

We recognize the sensitivity of sales reporting by vendors, but the compiling of market sales statistics is essential to the support of the Market. **Sales data is critical in allowing us to monitor the health of the Market and determine whether promotional strategies are working to boost sales.** They also help us demonstrate the economic impact of the Market in order to secure grant funding and sponsorships, which in turn provide more resources for The Land Connection to promote and improve the Market.

After each Market, vendors will receive an email requesting a sales estimate. **Vendors who do not wish to email this information from their business email address may do so from a private email.**

Only the Market Manager is privy to the original data and s/he is not permitted to discuss the sales tallies for individual vendors. Prior to each vendor's first Market, a memorandum will be signed by both the Market Manager and Vendor attesting to this confidentiality agreement.

Vendor Grievances/Product Challenges/Concerns

Vendor grievance refers to disputes between customers and producers. *Product challenge* refers to a reasonable doubt that a product was grown in line with market policies, or was not grown by the vendor selling it or is not properly labeled. In the case of a Grievance or Challenge, please submit your concern in writing to the Market Manager.



Policy Changes

Any modifications to The Land Connection market policies will be communicated via email and posted on the Champaign Farmers Market page on The Land Connection website.

For any concerns on Market Day and beyond, please contact the Market Manager. We are here to help everyone enjoy successful sales and a great Market atmosphere!

Market Manager contact information: market@thelandconnection.org or call 217.840.2128.