



*Champaign*  
*Farmers Market* 

# VENDOR HANDBOOK

## 2020 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 (TLC) envisions community-based food systems in which every farmer has the opportunity to protect our environment by growing food in a sustainable manner and every person has access to local, nutritious foods.

Our mission is to train farmers in resilient, restorative farming techniques; inform the public about the sources of our food and why that matters; and work to protect and enhance farmland so that we, and generations to come, will have clean air and water, fertile soil, and healthy, delicious food.

A key element towards achieving our vision is to provide access to fresh, locally grown and produced foods through the Champaign Farmers Market. Located adjacent to two food deserts in Champaign, the Market is one of the few locations residents in our community can conveniently access fresh, nutritious foods. Your participation in the Champaign Farmers Market is a significant contribution to our work and we can't thank you enough!

## **Vendor Handbook Information**

The Market Manager is responsible for administering and enforcing all rules and procedures at the Champaign Farmers Market, as well as ensuring public safety, assigning vendor spaces, collecting market data, monitoring supplemental nutrition assistance benefit and incentive redemption, and providing public education programming. It is the vendor's full responsibility to comply with all of the rules and procedures of the Market, while conducting business 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.

## **2020 Calendar**

The 2020 Market season runs for 25 weeks, beginning May 19 and ending October 27. The Market takes place every Tuesday from 3 p.m. until 6 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.

All single-day cancellations by vendors must be called in by 12 p.m. Monday afternoon or Tuesday's fees will be forfeited. Additional information on cancellation fees can be found later in the





handbook. Cancellations may be made by phone at 217.840.2128 or by email to [market@thelandconnection.org](mailto: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, fibers, herbs, 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
  - grow at least a portion of the fruits/vegetables used in their products, OR
  - 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 supplement nutrition assistance benefits programs (SNAP and Senior/WIC FMNP), sales reporting protocol, and Market Code of Conduct.

## Application Requirements

The Land Connection Utilizes Manage My Market (MMM) for vendor applications. Vendors must apply using [managemymarket.com](http://managemymarket.com). Priority consideration will be given to past vendors, as well as to applications received by April 15. 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 at any time throughout the season by logging in to your vendor profile at [www.managemymarket.com](http://www.managemymarket.com).

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](http://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](http://www.revenue.state.il.us). The IBT number must be listed on your Market application in MMM. Applications lacking the IBT will be considered incomplete and you will not be able to participate. No exceptions.

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 the Market Manager at [market@thelandconnection.org](mailto:market@thelandconnection.org) or by calling 217.840.2128

### **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 Ian Rolon at [irolon@c-uphd.org](mailto: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. If you have any questions please reference the [Cottage Food Guide](https://www.ilstewards.org/policy-work/illinois-cottage-food-law/) at <https://www.ilstewards.org/policy-work/illinois-cottage-food-law/>.



## Growing Practices

Our handbook states that the Champaign Farmers 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

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 to be posted on the stand at the Market.

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.

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.



## Value-Added Foods

If you are selling value-added products, such as bakery goods, cheese, dairy products, honey, jams, cider, juice, maple syrup, cured or smoked meat and fish, 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 or refrain from selling those items at the Market. 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 an ingredient lists including ingredient 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 p.m. and closes at 6 p.m. and runs from May 19 to October 27. The Market lot will open for vendor set up at 1 p.m. All vehicles must be unloaded and removed from the Market lot by 2:30 p.m.

Customer hours are from 3 p.m. to 6 p.m. All vendors must be set up by the opening bell at 3 p.m. and may not begin tear down until after the closing bell at 6 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, which you can pick up at our information tent on your first market of the season. Please leave metered spaces in the northern half of the Market lot open for patrons. 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 tent leg**, regardless of weather forecast conditions. Please note the Champaign Farmers Market parking 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 upon request at the start of the season 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.) and 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 space fees for one week. 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 Manager will update vendors by email and will also update The Land Connection's and the Champaign Farmers Market'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 and providing samples to Market patrons, please be sure that you are familiar with and abide by any and all Champaign-Urbana Public Health District regulations in regard 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.

The Market, in partnership with the University of Illinois Extension Office's Illinois Nutrition Education and SNAP-Ed Program, will also operate a central Sampling Tent, rotating in-season products from different vendors throughout the season. As a vendor, you will have opportunities to sample products from your booth at this sampling tent, further promoting ways to use or eat your farm products.

## **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 ONLY. 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 occurs 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. 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 program must be signed on that vendor's first day of sales at the Market. If a vendor is found to be out of compliance with the rules and regulations of LINK purchases, their spot will be revoked from the Market.

Vendors selling LINK-eligible items will be provided with a "LINK Welcome Here" sign, which must display 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, 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: \$512	Weekly: \$20
CIFB Grads (2011 or later):	Full Season: \$460	Weekly: \$14

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 vendors must pay an annual Application Fee of \$15 and a refundable deposit of \$30 for no-call/no-show absences.

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](http://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 or have accrued any fines 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.

## Adding or Cancelling Dates

Vendors request the dates they want to attend a market at the time of the application in the [www.managemymarket.com](http://www.managemymarket.com) system (MMM). MMM will not allow a vendor to add or delete dates from that point forward. This is a tracking feature, so the Market has control over who is changing dates and who will be attending the market. The Market Manager needs to know if you are not attending or have a mechanical or other emergency issue on the day of the Market. Tuesday Market cancellation requests must be received by noon the Monday before Market day. Keep a copy of



your cancellation/date confirmation email as this will be necessary to remove the charge for that day.

Space fees and late cancellations or unexcused absences will be assessed when:

- vendors cancel their spaces for any reason without appropriate notice or by not showing up to the Market
- the vendor did not keep track of the dates in MMM
- “no call/no show” vendors that make no contact of any kind with the Market Manager will be charged for their space fee for that day and will forfeit their deposit of \$30 and will be required to make a second deposit before being allowed back at the market

Vendors are allowed to cancel 2 markets per season without penalty if submitted by the Monday before the Market day. After the allotted 2 cancellations, further cancellations may impact the vendors standing with the Market and priority for reserved spaces. Seasonal adjustments may be made for crop availability by the Market Manager. Reserved stalls will be held until 3 p.m. on Tuesday. Unoccupied reserved spaces will then be allocated to other vendors as needed per the direction of the Market Manager.

## **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](mailto:market@thelandconnection.org) for more information.

## **Animal Policy**

The Champaign Farmer’s Market is a dog-friendly market.

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
- dogs must be under control and by the owner’s side at all times



- keep dogs away from produce, plants, and other food product
- dogs must be well behaved and friendly with other dogs and children to earn the right to be at the market
- be considerate – not everyone loves dogs and some customers are allergic to animals
- don't forget to clean up after your dog

The Market reserves the right to request that owners, whether customers or vendors, 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.

### **Mandatory Gross 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.

Please be advised:

- Gross sales reporting is MANDATORY and not anonymously submitted, however the information is exclusively recorded by the Market Manager.
- At the end of each month 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 they are 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](mailto:market@thelandconnection.org) or call 217.840.2128.