



# 2021 Market Vendor Handbook



— THE LAND —  
CONNECTION

## Who We Are

The Land Connection is a Champaign-based nonprofit organization working to build a stronger, more resilient food system from soil to supper plate. Our main programs are farmer training, food access, and consumer education. 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-Urbana Winter Farmers Market is a significant step toward making that vision a reality.

## 2021 Calendar

The Champaign-Urbana Winter Farmers Market, located in Lincoln Square Mall, is slated to operate every Saturday from January 9, 2021 through April 24, 2021. Hours of operation are 8-11am. Due to COVID-19 restrictions on market operations, vendors must be set-up 7:45am to participate.

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 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.

Vendors are required to pay, in full before the first Market of each month, the full cost of the weeks you will be present for that month.

## Vendor Eligibility

The Champaign-Urbana Winter Farmers Market encourages the sale of a variety of goods and emphasizes fresh, local foods. All items must be directly and personally homegrown, handmade, and/or created from locally-owned operations within the state of Illinois. Examples of approvable items include produce, flowers/plants, meat, dairy, baked goods/prepared foods, art/crafts, wine, beer, and spirits.

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. 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 area 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 and Producers 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 (if this applies), sales reporting protocol, and Market Code of Conduct.

## Application Requirements

The Land Connection requires you complete an application on the Manage My Market platform. There is a \$15 application fee if you are approved.

Priority consideration will be given to food and farm vendors that have sold at the Champaign Farmers Market or Urbana Market at the Square. Applications will be reviewed and considered throughout the season, however space for new products will depend on the number of available spaces and 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 contacting the Market Manager via email at any time throughout the season. 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 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 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" at <https://www.ilstewards.org/policy-work/illinois-cottage-food-law/>

### Growing Practices

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-Urbana Winter 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 Market 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 may 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, cured or smoked meat and fish 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 or refrain from selling those items at the Market. Preference will be given to products sourced from other vendors at the market.

### Artisans

An arts, crafts and handmade goods vendor must sell products designed, fabricated and hand-crafted by the artisan vendor. Acceptance is based on originality of design, materials and production techniques. All crafts must be of excellent workmanship both in quality and design. The items must show evidence of manual skills obtainable through a significant period of dedication and experience.

### Market Operation

The Market officially opens Saturdays at 8:00am and closes at 11:00am and runs from January 9, 2021 through April 24, 2021.

The Market will open for vendor set up at 7am. All vehicles must be unloaded and market spaces set-up by 7:45am. Market tear down may begin at 11:00 a.m. and must be completed by 12:00 p.m.

If vendors sell out early they may walk their equipment out of the Market.

## Vendor Booths

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, 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. 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 Saturday snow or shine. In the case of extreme weather conditions that threaten the safety of vendors and patrons (ice, snow, etc.) that necessitate the closing of the market, vendors will not be charged for that particular week, and 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, 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 and The Champaign Farmer's Market's social media.

## 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 or in mall trashcans, 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.

## 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 their 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 entrance 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 to The Land Connection 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 their Champaign-Urbana Winter 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 vendor space and cost \$25/week for food vendors and \$30/week for artisans. Vendors are required to pay, in full before the first Market of each month, the full cost of the weeks you will be present for that month.

The Land Connection will try to ensure that vendors remain in the same space through the season, however occasional changes may be necessary.

Refunds will not be issued to vendors who choose to leave the Market due to disappointing sales.

Invoices will be sent out the last week of each month for the dates chosen for the following month. Those invoices will be sent via Manage My Market and must be paid before the first market day of each month. If paying in person: The Land Connection can accept cash, check or credit/debit payments on market days.

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

If you would like to add dates please contact the Market Manager. The approval will be determined by the amount of space available for the date requested.

Cancellations are only allowed under special conditions. The vendor fee for that market will be forfeited unless approved by the Market Manager prior to market day.

### Liability Insurance

All vendors participating in The Land Connection's Champaign-Urbana Winter 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 2021 The Land Connection's Champaign-Urbana Winter Farmers Market Agreement, each vendor agrees to indemnify and save The Land Connection, Lincoln Square Mall, 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 Lincoln Square Mall for their negligence or that of their officers, agents, or employees. No insurance is provided by The Land Connection or Lincoln Square Mall for the benefit of participants in The Land Connection's Champaign-Urbana Winter 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.

## 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 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 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.

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

### COVID-19 Regulations

Market day temperatures will be recorded on-site or by vendors and staff at home within four hours of start of work and ensure no fever (without fever-reducing medication) before beginning operations.

Vendors and employees should not report to work if experiencing symptoms of coronavirus disease (COVID-19), which include fever (100.4° F or higher) or chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or

body aches, headache, new loss of taste or smell, sore throat, congestion or running nose, nausea or vomiting, and diarrhea.

Market day temperatures will be recorded on-site or by vendors and staff at home within four hours of start of work and ensure no fever (without fever-reducing medication) before beginning operations.

If an individual vendor, member of their household, or member of their staff/employee experience symptoms related to COVID-19 (including shortness of breath or difficulty breathing, fever or chills, fatigue, new loss of taste or smell:

- The individual vendor or staff/employee affected cannot be onsite at market.
- The individual vendor or staff/employee affected cannot return to market until at least 24 hours have passed since their last fever without taking any fever reducing medication.
- If the individual vendor or employee affected is tested for COVID-19, the vendor or employee cannot be onsite at market until they receive the test results. If those test results are negative and they have been identified as a close contact of a COVID-19 case, they need to wait out the rest of their quarantine period.
- These directions follow CDC guidance which can be found here: <https://www.cdc.gov/coronavirus/2019-ncov/hcp/disposition-in-home-patients.html>

If an individual vendor, member of their household, or member of their staff/employee test positive for COVID-19:

- The individual vendor or staff/employee affected cannot be onsite at market.
- The individual vendor or staff/employee affected cannot return to market until:
  - 10 days since symptoms first appeared and

- 24 hours with no fever without the use of fever-reducing medications and
- COVID-19 symptoms have improved (for example, cough, shortness of breath).
- The vendor will notify the local health department where their business is based, if different from where the market is located, if required by the local health department.
- Market management will notify the health department where the market is located.
- Additionally, the vendor's business should follow guidance from the Illinois Department of Public Health.

If an individual vendor, a member of their household, or member of their staff/employee has had contact (within six feet for more than 15 minutes) with someone who has tested positive for COVID-19:

- The individual vendor or staff/employee affected cannot be onsite at market.
- The individual vendor or staff/employee affected cannot return to market until 14 days from that contact.

If the Illinois Department of Health or a local health department issue more guidance or directives, subsequent to the signatures being applied hereto, that guidance or directive(s) must be followed.

- The terms and conditions herein are subject to change as COVID-19 guidance from the Illinois Department of Health and the CDC are updated.
- The market reserves the right to revise the terms and conditions herein to serve the interests of public health and safety.
- Market management will notify vendors of any such revisions by email, effective the next market day.
- In the event of a public health emergency, the market, through its designee(s), may communicate revisions verbally, effective



immediately upon communication, and such verbal communications shall have the same force and effect as if set forth herein in writing.

- This addendum, and any other changes to the vendor agreement for this market season, will be reviewed prior to the start of the next market season.