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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 CU Winter Farmers Market is a significant step toward making that vision a reality.

The Land Connection
206 N Randolph St STE 400
Champaign, IL 61820

Market Manager: Blake Hackler
Phone: (217) 840-2128
Email: market@thelandconnection.org
Web: www.thelandconnection.org
CU Farmers Market Facebook: /cufarmersmarkets
CU Farmers Market Instagram: @cufarmersmarkets

2022-2023 MARKET CALENDAR

Holiday Market 2022
November: 5, 12, 19, 26
December: 3, 10, 17

Winter/Spring Market 2023
January: 7, 14, 21, 28
February: 4, 11, 18, 25
March: 4, 11, 18, 25
April: 1, 8, 15, 22, 29

(No Market on 24 Dec or 31 Jan)
MARKET OPERATIONS

Hours of Operation: 8:00am-12:00pm

Set Up:
The Market site will open for vendor set up at 6:30am. All vehicles must be unloaded and all market spaces set-up by 7:45am at the latest. Unloading of vehicles at the South, East and West entrances of the mall is allowed. Please unload/load your vehicle in a timely manner to ensure every vendor has access to the mall doors. If you have larger trailers to load in, use the mall’s south entrance. We ask that you do not prop the mall entrance doors open while you load and unload.

Tear Down:
Market tear down may begin at 12:00 p.m. and must be completed by 1:00 p.m. Vendor booths must stay set up until the market ends at 12:00 p.m. This helps us to keep the market exciting and vibrant all the way to the end.

MARKET COMMUNICATIONS

All communication for the Market will be done via e-mail, and vendors are required to know all information given through e-mail. A vendor information email to attending vendors will be sent out the Friday prior to each Market. Vendors should check their e-mail after 5 p.m. on the Friday before the Saturday Market for any updates or changes.

RESPONSIBILITIES

The Market Manager is responsible for administering and enforcing all rules and procedures, as well as public safety, space assignments, market data collection, and Link token redemption.

It is the vendor’s 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.

VENDOR ELIGIBILITY

The Champaign-Urbana Winter Farmers Market encourages the sale of a variety of goods, but places specific emphasis on fresh, local foods and locally handcrafted items. All items must be directly and personally homegrown, handmade, and/or created from
locally-owned operations within 150 miles of Champaign-Urbana. 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 also be given to value-added food and farm product vendors who:

- Grow at least a portion of the fruits/vegetables used in their products, or
- 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.

For farm and ranch vendors, all items must be grown, raised, or produced by the vendor. Growers and Producers found to be re-selling produce, meat, 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 to your business), 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.

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 account, but they must be approved by the Market Manager before you sell them. 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 will not be processed.

FEES

The Land Connection will try to ensure that vendors remain in the same space throughout 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 weekly via Manage My Market and must be paid before 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.
Vendors Fee Schedule:

- Application Fee: $15
- Holiday Market:
  - $210/space for 7 Markets - Nov: 5, 12, 19, 26 and Dec: 3, 10, 17
    - *Purchase all 7 weeks and get a $35 discount!*
  - $35/week/space
- Full Season:
  - $610/space for 24 Markets - Nov: 5, 12, 19, 26; Dec: 3, 10, 17; Jan: 7, 14, 21, 28; Feb: 4, 11, 18, 25; March: 4, 11, 18, 25; April: 1, 8, 15, 22, 29
    - *Purchase full season and get a $60 discount!*
  - $35/week/space for Holiday Market Dates - Nov: 5, 12, 19, 26 and Dec: 3, 10, 17
  - $25/week/space for the rest of the season - Jan: 7, 14, 21, 28; Feb: 4, 11, 18, 25; March: 4, 11, 18, 25; April: 1, 8, 15, 22, 29
- Daily drop-in rate:
  - $35/week/space for Holiday Market dates in Nov-Dec
  - $25/week/space for dates in Jan-April

Community Group Fee Schedule:

- Application fee: $15
- Full season pre-payment (24 weeks): $200/space ($40 discount)
- Daily drop-in rate: $10/week/space
PAYMENT/OUTSTANDING INVOICES

Payment for Market can be made on a weekly basis but Vendors who pay for the full season will get a discount and priority in booth placement. Payment must be made before the Market each week. You will not be placed on the map or allowed to set up until your invoice is paid. You will be invoiced each week at least 24 hours in advance of the market. Vendors may not set up if they have unpaid invoices.

HOW TO MAKE A PAYMENT

• If paying by mail: please remit payment to The Land Connection, 206 N Randolph St. Suite 400, Champaign, IL 61820

• If paying in person: please come to The Land Connection’s office at 206 N Randolph St. Suite 400, Champaign, IL, 61820. Drop payment in mail slot in door or ring doorbell if during business hours.

• If paying by credit/debit card: Payments may be made by credit/debit card using the ‘Pay Here’ link on your invoice.

• If paying through PayPal: Use the ‘Pay Here’ link on your invoice.

ADDING OR CANCELLING DATES

If you would like to add dates to your schedule, please contact the Market Manager. The approval will be determined by the amount of space available for the date requested. NOTE: Vendors cannot add dates in Manage My Market! Once your application and original selected dates are approved, the vendor cannot make changes, only the Market Manager can.

Cancellation policy:

If you are paying weekly, you must cancel in writing through email to market@thelandconnection.org by the Friday before the Market BEFORE 8am (24 hours in advance). If this condition for cancellation is met, and you have already paid your weekly fee, you will receive a refund. If you do not cancel in time, and have already paid your weekly fee, you will not receive a refund or you are eligible to transfer that payment to a later date if there is space available. If you have paid the full season discounted rate and cancel, you will NOT receive a refund.
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 for 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 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. To carry other producer’s products:

- Permission must be given by the Market Manager
- The items must be clearly labeled with producer’s name/address
- Products must meet our guidelines for sustainable practices.

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 PRODUCTS**

If you are selling value-added products, such as baked goods, cheese, dairy products, honey, hot sauce, 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.

**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 for vendors. In order to encourage the use of environmentally friendly bags, we strongly discourage vendors from supplying free plastic 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. Signage is important for promotional purposes and for tracking vendor attendance and placement. Please keep signage within assigned booth space(s).

**MAKERS/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.

**COMMUNITY GROUPS**

Community groups are welcome at the CU Winter Farmers Market and must follow the rules and regulations as laid out in this handbook. Community groups need to apply through Manage My Market (www.managemymarket.com) as a community group. Community groups may sell items if the items are not in competitions with other vendors. This decision is at the discretion of the Market Manager. Community groups may use their space during the market for fundraising but may NOT walk around to solicit donations from market patrons. If your community group needs a table and/or chairs, you must let the Market Manager know at least a week in advance.
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 Market’s Information Table. 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.

Vendors participating in the Link program will be reimbursed on a weekly basis through Bill.com, an electronic system that requires registration, to receive your money.

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. Once a vendor has ended their CU Winter Farmers Market season, the folder will be returned to The Land Connection and the vendor will be electronically reimbursed for their last Link payment through Bill.com.

Information about the token/voucher procedure will be provided at each vendor’s first Market.

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 storm, snow, etc.) that necessitate the closing of the market, vendors will not be charged for that 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 Connections’ and the CU Farmers Markets’ 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 trash cans, 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.

LIABILITY INSURANCE

All vendors participating in The Land Connection’s Champaign-Urbana Winter Farmers Market shall be individually 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 2022-23 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. For more information about Certificate of Insurance requirements, contact the Market Manager at market@thelandconnection.org. ALL vendors must hold a liability insurance policy to sell at the CU Winter Farmers Market, no exceptions.

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 beginning of each month, vendors will receive an email requesting a sales estimate for the days at market the previous month. Vendors who do not wish to email this information from their business email address may do so from a private email. Or vendors can submit a sheet of paper with their sales info to the Market Manager on market day.
• 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, AND 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 or call 217.840.2128 ext. 4

COVID-19 REGULATIONS AT THE MARKET

While participating in events held by The Land Connection, consistent with CDC guidelines, participants are encouraged to practice hand hygiene, “social distancing,” and wear face coverings to reduce the risks of exposure to COVID-19 or other illness. By submitting your vendor or community group application, you acknowledge and understand that participation includes possible exposure to illness from infectious diseases. You release, waive, and forever discharge any and all liability, claims, and demands against The Land Connection and its affiliated partners, sponsors, employees, agents, and directors from exposure to illness from infectious diseases and any and all bodily injury, illness, death, or medical treatment that may arise from your participation with this event.