

Champaign

Farmers Market



2024

Champaign Farmers Market Vendor Handbook

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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, farmland programs, 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, nutritious foods. Your participation in the Champaign Farmers Market is a significant step toward making that vision a reality.

2024 Market Calendar

Tuesdays from May-October

May-14, 21, 28; June-4, 11, 18, 25; July-2, 9, 16, 23, 30; Aug-6, 13, 20, 27; Sep-3, 10, 17, 24; Oct-1, 8, 15, 22.

Market Operation

Hours of Operation: 3:00 p.m.-6:00 p.m.

Dates: 14 May-22 October

Set Up: The Market will open for vendor set up at 1:00 pm. All vendors must be set up and ready to sell by 2:45 p.m. at the latest.

Tear Down: Market tear down may begin at 6:00 p.m. Vendors must stay until the market ends at 6:00 p.m. It is important for the market to be just as exciting and vibrant at 6:00 p.m. as it is at 3:00 p.m.!

Market Communication

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 Informational email will be sent out the Monday prior to each market to all attending vendors. Vendors should check their e-mail after 5 p.m. on the Monday before the Tuesday market for any updates or changes.

Fees & Invoicing

Vendor Fee Schedule

Application Fee: \$15

Full Season Pre-payment: \$480 (\$120 discount) for 24 markets/space

Weekly Drop-In: \$25/week/space

New/Beginning Farmer or Food Business Full Season: \$380 (\$100 discount)

New/Beginning Farmer or Food Business Weekly: \$20/week/space

Community Group Fee Schedule:

Application fee: \$15

Full season pre-payment (23 weeks): \$220 for 24 markets/space

Daily drop-in rate: \$10/week/space

Use of table/chairs + set up by market staff: \$5/week

Invoices will be sent out weekly via Manage My Market and must be paid before your scheduled market date.

How to make a payment:

- If paying by mail, please remit payment to The Land Connection, 206 N Randolph St. STE 400, Champaign, IL 61820
- If paying in person, please contact the Market Manager as soon as you receive your invoice
- If paying by credit card, please follow the payment link in your market invoice.

Vendors who miss payments or have accrued any fines will not be permitted to sell at the market.

The only refunded fees issued by The Land Connection will be for market cancellation due to inclement weather. You can contact the Market Manager for additional information on our policy.

Vendor Eligibility

The Champaign Farmers Market encourages the sale of a variety of goods, but places specific emphasis on fresh, local foods and value-added products that utilize local ingredients. All items must be directly and personally homegrown, handmade, and/or created from locally owned operations within 150 miles of Champaign-Urbana. Examples of approved items include produce, flowers/plants, meat, dairy, baked goods/prepared foods, wine, and beer.

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 (1) grow at least a portion of the fruits/vegetables used in their products or (2) source ingredients from area farmers.

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.

Community Groups must be a non-profit, charitable, educational, or government organization.

Application Requirements

The Land Connection requires you complete an application on the Manage My Market platform. There is a required \$15 application fee if you are approved. Applications will be reviewed and considered throughout the season, however, decisions 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.

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.

Market Code of Conduct

The Land Connection expects all vendors to adhere by the following code of conduct:

- Vendors shall respect and adhere to all rules established by the Champaign Farmers Market.
- Vendors shall not willingly deceive customers or the Market Manager concerning product origins.
- Vendors shall always demonstrate the highest standards of personal behavior and integrity and treat everyone with respect.
- Vendors are to resolve conflicts in an unobtrusive manner.

- Vendors are to notify market staff immediately of any unsafe conditions.
- Vendors are to keep vending space clear of garbage and/or other potential hazards.

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. To encourage the use of environmentally friendly/reusable bags, we *strongly* discourage vendors from supplying free plastic bags with handles. *Plastic bags provided by vendors will be completely phased out at the Champaign Farmers Market in 2025.*

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 this signage within assigned booth space(s).

Liability Insurance

All vendors participating in The Land Connection's Champaign 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 applying to the market, each vendor agrees to indemnify and save The Land Connection, 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 for their negligence or that of their officers, agents, or employees. No insurance is provided by The Land Connection for the benefit of participants in the Champaign Farmers Market.

Vendors MUST maintain a policy of liability insurance covering their obligation under this agreement and a certificate of insurance for the policy MUST be given to the Market Manager prior to selling at the Market. If you have questions about the certificate of insurance and/or insurance providers, please ask the Market Manager. They can provide you a sample certificate of insurance to ensure your submission meets our standards.

Permits & State Protocols

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 (217) 363-3269 or eh@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 to participate at the market. If you have any questions, please reference the "Cottage Food Guide" at www.extension.illinois.edu/cottage-food/regulations.

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.

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 Tuesday, rain or shine. In the case of extreme weather conditions that threaten the safety of vendors and patrons (tornados, wind, etc.) and necessitate the closing of the market, vendors will be refunded for that week's fee. The Market Manager will make every effort to communicate decisions about market operations, however, 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 and the Champaign Urbana Farmers Markets social media pages.

For specific details on decision making for market closures due to weather, please refer to the Severe Weather Response section on page 16. You can also find an Emergency Preparedness Plan in the Manage My Market platform or request a paper copy from the Market Manager.

Garbage

Prior to leaving the market area, each vendor must take ALL leftovers or waste, including discarded boxes, with them. These items are not to be left in the market area or disposed of in the city trash cans. A written warning will be issued the first time debris is left behind. 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.

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 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 Market Manager that the products sold at the market are grown by the vendor on their 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 producers' products:

- 1) Permission must be given by the Market Manager
- 2) The items must be clearly labeled with producers' name/address
- 3) Products must meet our guidelines for sustainable practices.

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, if it is labeled that Farmer Betty grew it and if 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 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, 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 area producers.

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). To ensure consistency and clarity for customers, the market requires that all eligible vendors participate in the Link token program. There is no fee for vendors to participate in this 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.

Vendors selling Link-eligible items will be provided with a "Link Welcome Here" sign, which must be displayed at their booth. The market distributes wooden tokens and incentive vouchers to customers using a point-of-sale (POS) machine located at The Land Connection Info 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 must turn in the tokens to The Land Connection at the end of each Market. Vendors are reimbursed within 7-14 business days for the

tokens/vouchers through an electronic transaction via BILL, an online payment system.

BILL Accounts for Vendors

As noted above, vendors who accept Link tokens/vouchers are required to establish an account in BILL (known previously as bill.com) to be reimbursed. Establishing your account with BILL and confirmation by The Land Connection must occur one week before a vendor can operate at the market.

If you have previously received payments from The Land Connection via BILL, you're good to go! Skip ahead to the next section.

If you have not set up an account with BILL, you will first need to apply to the market through Manage My Market. Once your application for market is approved, you will receive an email from BILL inviting you to set up an account. To set up your account, you will need:

- Your name and business name
- A functional email address [NOTE: this cannot be your Manage My Market email address]
- The bank routing number and account number of where you want your funds deposited

Click the link in the invitation email from BILL and follow the steps. Please be sure to sign up for ePay, which is not always the default. We will not accept vendors requesting checks and we strongly advise you to avoid Vendor Direct. To avoid Vendor Direct, select "NO" when asked if you accept credit card payments.

Adding Market Dates

If you would like to add dates, please request the date change in Manage My Market and then contact the Market Manager. The approval will be

determined by the amount of space available for the date requested.

Additional dates must be approved by the Market Manager before they are final.

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.

Vendor Parking

Vehicles are not allowed in vendor spaces during the market unless they are being used as part the booth display or holding extra product. If your vehicle is approved to be in your space and exceeds the 10'x10' limit, you will be charged for an extra space that week. Please confirm that room is available *before* parking a vehicle in your vendor space. Final decisions about vehicles parked at booth spaces will be made by the Market Manager.

Vendors can pay to park in the metered parking lot to the North of the Market area. Free parking is available on Fremont or Walnut Streets north of Main Street with a pass from Market Staff. If you need someone to accompany you to/from your vehicle due to safety concerns, please let market staff know and we will make the necessary arrangements.

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 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 kept in confidence by the Market Manager.
- Vendors should upload their weekly sales in Manage My Market every week. A tutorial on how to do so is linked [here](#). A reminder will be sent out monthly.
- Only the Market Manager is privy to the original data, and they are not permitted to discuss the sales tallies for individual vendors.

Responsibilities

The Market Manager is responsible for administering and enforcing all rules and procedures as well as public safety, space assignments, market data collection, coordination of volunteers, and Link token/voucher 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 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, challenge, or other concern, 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.

Illness & Infectious Disease

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 application, you acknowledge and understand that participation includes possible exposure to illness from infectious disease. 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 in this event.

Severe Weather Response

LEVEL 1: WEATHER ALERT

This means that the National Weather Service has issued a severe weather watch for the area or that we have received information that a weather event is likely to occur and involve the Market grounds.

Market management will regularly monitor the weather in our area and ascertain the estimated arrival, duration, and intensity of the predicted weather event.

Market management will notify the staff and volunteers of the impending weather situation.

NO public announcement will be made if the storm is further than 45 minutes away!

LEVEL 2: WEATHER ALERT

The National Weather Service has issued a severe weather warning for the area.

Market management will regularly monitor the weather in our area and ascertain the estimated arrival, duration, and intensity of the predicted weather event.

Market management will contact the staff and volunteers of the impending weather situation.

Market management will determine whether to shut the market down.

Approximately 45 minutes before the anticipated arrival of the weather event, the following courses of action must be initiated!

Market management will complete the **YELLOW, GREEN, or RED Weather Announcement** with the appropriate information and with or without the closing clause.

Market management will notify all vendors of the impending weather and suggest how to proceed. Market management will immediately collect and return all monies to a secure location if the market is shut down due to severe weather. Market management will notify all volunteers of the pending weather and issue any additional instructions or actions regarding their particular posts.

Approximately 30 minutes before the anticipated arrival of the weather event, the following courses of action must be initiated!

Market management will notify the staff and volunteers of any updated information and the plans to either shut down the market or remain open.

Market management will notify all vendors to close and prepare until further notice. All areas will be secured, tents lowered, and any umbrellas, tables, or other items that may cause damage will be secured.

Approximately 15 minutes before the anticipated arrival of the weather event, the following courses of action must be initiated!

Market management will complete and read the **YELLOW, GREEN, or RED Weather Announcement** with the appropriate information.

After the weather event, the following courses of action should be initiated!

Market staff return to their designated areas to assess the conditions for reopening the market and market management will determine and notify whether the market can resume normal operation. Market management will prepare any necessary announcements and media briefings.

GREEN Weather Announcement

We have been advised by the National Weather Service that a

MODERATE / SEVERE

A weather situation is approaching the area. These storms are expected to begin at approximately:

_____A.M. / P.M. and last until _____A.M. / P.M.

YELLOW Weather Announcement

The National Weather Service has issued a

SEVERE THUNDERSTORM WARNING / TORNADO WARNING

For _____ & _____ COUNTIES

We will be closing the Farmers Market to take weather-related precautions. This will enable us to reopen everything as soon as possible. Thank you for your cooperation and understanding.

RED Market Shutdown Announcement

We regret to inform you that the FARMERS MARKET is closed to patrons due to circumstances beyond our control. We ask that you assist our staff by leaving through the nearest exit at this time. We appreciate your cooperation and understanding.

Extreme Heat/Humidity

When hot and humid weather is forecast for Champaign, the Market will use the Wet Bulb Globe Temperature:

(WBGT) Guidelines for outdoor activities. For more information on WBGT please visit <https://ksi.uconn.edu/prevention/wet-bulb-globe-temperature-monitoring/>.

Please see this website for the WBGT forecast and guidelines:
<https://convergence.unc.edu/tools/wbgt/>

When our area is forecasted to be at the **Black Flag level for more than 50% of the setup and market time (1pm-6pm)**, the market will be cancelled.

When our area is forecasted to be at the **Red Flag level for more than 50% of setup and market time (1pm-6pm)**, the market will have a late start.

The decision to cancel the Market will be made 24 hours in advance of the start of the Market and will be communicated through social media, email, and The CUrrant.