

Logan Square Indoor Farmers Market 2011 - 2012 Market FAQ and Guidelines

FREQUENTLY ASKED QUESTIONS

What is the Logan Square Indoor Farmers Market?

The Logan Square Chamber of Commerce has operated an outdoor Farmers Market since 2005, as a place where local farmers and sustainable food producers sell their goods and build relationships with consumers, where residents come to see and meet their neighbors, be fed and entertained, and grow their participation in the Logan Square community. The Market is also used by the Chamber to showcase local businesses, institutions and organizations to the community. The Indoor Market began in 2009 and continues the same mission.

What is the Logan Square Chamber of Commerce?

The Logan Square Chamber of Commerce is an association of nearly 150 local businesses, working to advance the civic and commercial interests of Logan Square. The Chamber is a tax exempt 501(c)6 not-for-profit organization.

How is the Market supported?

The Chamber seeks to encourage small farmers and agricultural producers to participate in the Market by keeping their fees as low as possible. As a result, vendor payments cover only a part of the cost of operating the Market. The necessary additional support comes from sponsorships, the sale of advertising and promotional opportunities, grants, donations, and community fund raising efforts such as the Chamber's annual Harvest Dinner.

What are the Indoor Market hours?

The Indoor Market is open for business from 10 AM to 2 PM on Sundays from November through March. No Market is held the Sundays after Thanksgiving, Christmas and New Years Day.

Where does the Indoor Market take place?

The Market is held in the lobby of the Congress Theater, at 2135 N. Milwaukee Avenue. This is roughly midway between the CTA Blue Line Western Avenue and California Avenue stations.

Where do vendors park their vehicles during the Market?

After unloading, vendors park in the empty fenced lot northwest of the Congress Theater. Enter and exit on Milwaukee Avenue.

Refrigerated Trucks:

Since the Farmers Market is located in a residential area, refrigerated trucks **cannot** be run during market hours. This is in order to reduce the noise and pollution levels in the neighborhood.

How can I become a vendor at the Indoor Market?

Complete an application and return it to the Chamber. Applications will be accepted throughout the season and vendors added as space is available. For fullest consideration, the application with supporting documentation and non-refundable application fee should be submitted before October 21, 2011. *Acceptance of the application does not guarantee participation as a vendor.*

Does the Market accept credit cards?

Since 2007, the Chamber of Commerce has had a wireless credit card processing device at each Market so that Illinois Link Program (food stamp) participants can purchase food from our vendors. The same device allows the Chamber to accept debit cards and Mastercard and Visa credit cards on behalf of vendors. Most vendors take advantage of this service, making additional sales to customers who are short of cash. There is no additional charge to vendors to take advantage of this service; the Market pays all processing fees associated with accepting electronic payments as a courtesy to our vendors. Sales are credited and/or paid to vendors monthly.

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MARKET GUIDELINES

Vendor Selection Criteria

Vendors will be selected based on the following criteria:

- **Vendor's History** with the Logan Square Farmers Market
- **Vendor Mix** – We are a farmers market, and strive for a mix of vendors with a primary focus on local food producers, particularly those continuing to produce raw agricultural products during the indoor season, as well as those that have stored or processed their own summer crops for the winter.
- **Length of Season** -- Indoor season is November through March. Vendors able to provide raw agricultural products for the entire season will have priority in selection.
- **Sustainable Practices** – We encourage the use of humane, sustainable and organic agriculture practices including limiting the use of pesticides, herbicides and fungicides and the use of integrated pest management techniques.
- **Proximity to Market** – Although we do not have a strict definition of ‘local’ in terms of distance food travels to the market, we give preference to vendors closest to the market.
- **Size of farm** – We support and encourage participation of small, individual and family farms at the market

In addition to above, prepared foods vendors will be selected based on the following criteria:

- Use of seasonal, local ingredients, including those from other vendors at the market
- Use of certified organic ingredients
- Innovative product and marketing concepts
- Existing Logan Square neighborhood location or production site

Vendor Types

1. **Farmer/Producer** – Farmers/producers must grow/produce 100% of the product they sell, with any exception approved by the Market manager. Please note any exceptions in the application and/or by notice to the Market manager in advance of any sales of such items. Farmer/producer-owned cooperatives are included in this category.
2. **Processor** – Any vendor who sells a value-added product. In most cases the processor is not the primary grower or producer of the raw ingredients used to make that product.
3. **Prepared Foods** – Any vendor, including Farmer/Producers and Processors that intend to prepare foods on site for sale and/or consumption are considered Prepared Foods Vendors
4. **Other** – Although the Market is primarily a place for local farmers and processors of agricultural products and prepared foods, we may accept a limited number of vendors of other goods at our discretion.

Vendor Fees and Rental Rates: see the Fee Schedule on page 6

Indoor Market fees can be paid on either a pay-as-you-go or seasonal advance payment basis. **Seasonal advance payments are non-refundable.** Pay-as-you-go space rental fees are normally billed *monthly* and payment is *due upon receipt*. Non-payment may result in suspension or removal from the market. Final fee payment is due no more than 30 days after the last market day.

Applications from vendors with balances due will not be considered until all invoices are paid in full.

Space Assignment

The Market and vendors benefit from consistent location within the Market from week to week. Once the season has begun, the Market Manager will endeavor to assign vendors to the same space each week; however, no vendor can be guaranteed the same location, and all space assignments are at the discretion of the Market Manger and may

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change from week to week. In particular, vendor's late arrival; changes in the number of vendors attending; weather conditions; and changes to the Market layout may result in vendor space location changes.

Arrival, Departure and Selling Time

- Vendors may begin setup when doors open at 9 AM and must be set up by the 10 AM Market start.
- Late arriving Vendors may lose access to previously used stall/spaces, or may be denied Market participation.
- Vendors may begin to conduct sales as soon as the public is admitted to the Congress Theater lobby.
- Vendors may not leave their space before the Market closes without approval from the Market Manager.

Attendance Policy - If weather conditions, traffic problems or other factors cause a delayed arrival or force a Vendor to skip or miss a Market day, the Market Manager should be notified as long in advance as possible. Vendors will be provided the Manager's cell phone number for this purpose. Vendors on a pay-as-you-go basis will be billed for any market day missed if the Market Manager has not received such notice by noon Friday before the Market.

Food Coupons - All Farmer/Producers and Processors selling qualified products at the Market must participate in the Farmers Market Nutrition Program and accept USDA Coupon and Link Card payments. The Coupon Program may require Farmer Vendors to register with the State of Illinois Department of Agriculture or Department of Human Services.

Insurance Requirements - All applicants must have a Commercial General Liability Insurance Policy listing both the Logan Square Chamber of Commerce and the Congress Theater as additional insured. It must have a minimum coverage of \$1 million per occurrence and aggregate and include:

- Broad Form Coverage
- Products/Completed Operations
- Personal Injury
- Automobile
- Advertising Injury Coverage

Product Signage, Prices and Product Authenticity

All products must be identified by signage, which includes: price per unit, product name and variety, and for raw agricultural products, if not grown in a field, the growing method (e.g.: hydroponics).

Organic Product - All products sold as "organic" must be prominently labeled as "*Certified Organic*" with the certifying agency name. The use of the word "organic" is prohibited unless the product is certified. This includes both raw and processed products.

Potentially Hazardous Foods - It is the responsibility of the vendor to abide by Chicago Department of Health guidelines concerning the storage and vending of potentially hazardous products. These include but are not limited to meats, poultry, fresh eggs, dairy products and cheese.

Electrical Connection - Electrical power is available to a limited number of spaces at the Congress. Vendors needing electricity must so indicate on their applications. Access to electrical power is not guaranteed. Portable generators are not permitted.

Product Temperature - The vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell products that must be kept refrigerated or frozen must have an accurate thermometer on-site.

Meats and Poultry: must be held at 0° or lower

Eggs: must be held at 40°

Dairy and Cheese: must be held at 40°

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Prohibited Products

- Live birds or live animals
- Products purchased by a seller from third parties but not approved by the Market Manager, such as (but not limited to) sodas, water, coffee and tea, manufactured goods.
- Unauthorized agricultural products.

Trash Management - Before leaving the market, each vendor must remove all trash and debris, leaving their area "broom clean". This includes the area around the space and in the common walkway. Trash must be completely removed without regard to whether the litter originated in the vendor's area and must be disposed of in Market provided containers, or off-site.

Tables and Display Equipment

- Sellers must furnish their own tables, chairs, drop cloths and displays. The use of drop cloths is suggested for all vendors selling products that can potentially cause damage to, or stain, floors.
- Tablecloths made of cloth or vinyl are required for all tables.
- Tables must be sturdy and stable, and shall not be used beyond load capacity.
- Products on display and table signage must be secured against movement caused by vibration or jostling.
- Prepared food Vendors cooking on site must provide fire extinguishers and otherwise comply with Chicago Fire Department safety requirements.

Vendor Signage - All vendors must display a sign, with lettering at least 3" inches high, clearly identifying the name of their establishment, phone number and the city or town, county and state where their production occurs.

ADDITIONAL REQUIREMENTS

Requirements for Vegetable, Fruit, Meat and Poultry Producers

Raw agricultural products should be minimally handled or processed before packing for market. Preference is given to farmers bringing field-run or better grades. Waxed produce is not allowed unless approved by the Market Manager. Labels on produce are prohibited. No commercially prepackaged, wrapped or labeled products are allowed.

Requirements for Meat and Poultry Producers - The following potentially hazardous foods may be sold in the frozen state within these requirements:

- All beef and bison stock held for sale shall have been raised by the vendor for at least 50% of the live weight or for twelve months at slaughter.
- For meat and poultry products processed by others (e.g., sausage) the vendor must produce the meat ingredients. All processing must take place in a USDA or state licensed facility.
- Vendor must ensure that the processed product contains a majority (75%) of the original raw ingredient grown by the producer for processing.
- Meats (beef, lamb, pork, bison and goat) and poultry must meet the requirements of the Chicago Food Service Sanitation Municipal Code 4-8, 7-40 and 7-42 and the Rules and Regulations of the Chicago Board of Health.
- All items must be packaged and frozen at the time of slaughter and remain frozen until sold.
- Product temperature must be maintained at 0°F or below and the temperature must be checked every two hours. Insulated chests with dry ice or cold plates or electric freezers must be used to meet this standard.
- Packaging and labeling of meat and poultry must meet USDA standards and clearly state safe handling guidelines.
- Meat and poultry must be stored in a licensed facility and a copy of the last inspection of the vendor's storage facility must be provided before permission to sell is granted.

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Requirements for Egg Vendors - Vendors must comply with State regulations for egg production and selling including candling requirements and licensing. Eggs must be held at 40° after harvesting, during transportation and at market.

Requirements for Bedding Plant, House Plant, Herb Plant Vendors

- The vendor shall have performed the propagation, germination, planting of cuttings or division work for all potted plants, trees or nursery starters that are sold.
- It is strictly forbidden for vendors to purchase plants for the sole and immediate intent to resell them without sufficient propagation or without necessary growing time. Noncompliance will result in expulsion from the market.
- Purchased plant materials must be grown on vendor's premises for at least 60 days before being offered for sale.

Requirements for Floral and Ornamental Producers

- Products offered for sale must be grown or, if wild, gathered, by the vendor.
- Must not be treated with any substance other than a clear lacquer spray. Dyes and paints are prohibited.

Requirements for Value-Added Vendors

- Processors and vendors who are not growers must be able to verify that 75% of their ingredients are purchased from local growers/producers. An exception may be granted by the Market Manager for tropical ingredients such as cocoa, chocolate, coffee, tea or spices.
- All value-added products must satisfy all public health labeling, permitting and other requirements pertaining to processed products.

Requirements for Bakery Vendors - It is strictly forbidden for vendors to purchase ready-made or frozen baked goods with the intent to resell them.

- All bakery items must be made from scratch. Vendors may not sell items made from purchased pre-made dough, batter, crust, or dry ingredient mixes. For example, the shortening (fats and oils), the leavening, and the salt must be added by the vendor to comply with this rule.
- A vendor must participate on a regular basis in the physical production of the product.
- The vendor must keep all recipes and receipts for ingredients on file and must be able to produce them at an inspection.
- Logan Square Farmers Market strives to support participating farmers/producers and encourages other businesses to support them and source their raw ingredients through them whenever possible.

Requirements for Honey Producers

- Honey must be produced by bees kept by the vendor, or, if bees are on vendor's land for pollination, the vendor may sell the resulting honey with prior approval by the market manager.
- Honey must not be adulterated.

Requirements for Soap Vendors

- Hand-milled soap must be processed by the vendor and contain either an emollient or fat or both that is produced by the vendor, unless otherwise permitted by the Market Manager.
- Vendor-produced ingredients must be at least 50% of the value of the product.
- Soap must be sold in bar form.
- Any ingredient must be FDA approved.
- Label must include all ingredients.

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Requirements for Prepared Food Vendors at the Indoor Market

Before completing your application, please review the *Guidelines for Food Handling at Temporary Food Service Events* document, published by the Mayor’s Office of Special Events. (A copy is available on the Logan Square Farmers Market web site, www.logansquarefarmersmarket.org.) In particular, if cooking or using open flame at the Market, note Fire Department regulations requiring fire extinguishers and fire safety. **Include with your application** a copy of the most recent “approved” health inspection certificate from your production facility.

Requirements for Other (non-food) Vendors

Please attach to your application a detailed description of what you would like to sell at the Logan Square Indoor Farmers Market. Be sure to include where and how it is produced, where the raw ingredients and materials come from and who will benefit from the sales of these items at the market.

Unsold Food Products

The Logan Square Farmers Market works with Elijah’s Kitchen, a neighborhood food pantry run by St. Luke’s Lutheran Church of Logan Square. We encourage vendors to donate any products that are unsold or which would otherwise spoil to the pantry. Representatives from Elijah’s Kitchen are on site to accept donations before the end of each Market.

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Logan Square Chamber of Commerce Indoor Farmers Market November 2011 thru March 2012 Fee Schedule

Vendor Type	Application Fee (non-refundable)	Pay-As-You-Go, per Market, per space	18 Market Season Advance Payment Rate, per space
Farmer -- Producer or Processor	\$50	\$25	\$360
Prepared Food (eat on site)	\$50	\$35	\$540
Non-Food (Chamber Member)	n/a	\$75	n/a
Non-Food	n/a	\$125	n/a

Notes: **Pay-as-you-go:** Will be charged for all scheduled dates unless Market Manager is notified of cancellation by noon Friday before the Market.
Advance Payment: Non-refundable. Will be charged at pay-as-you-

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