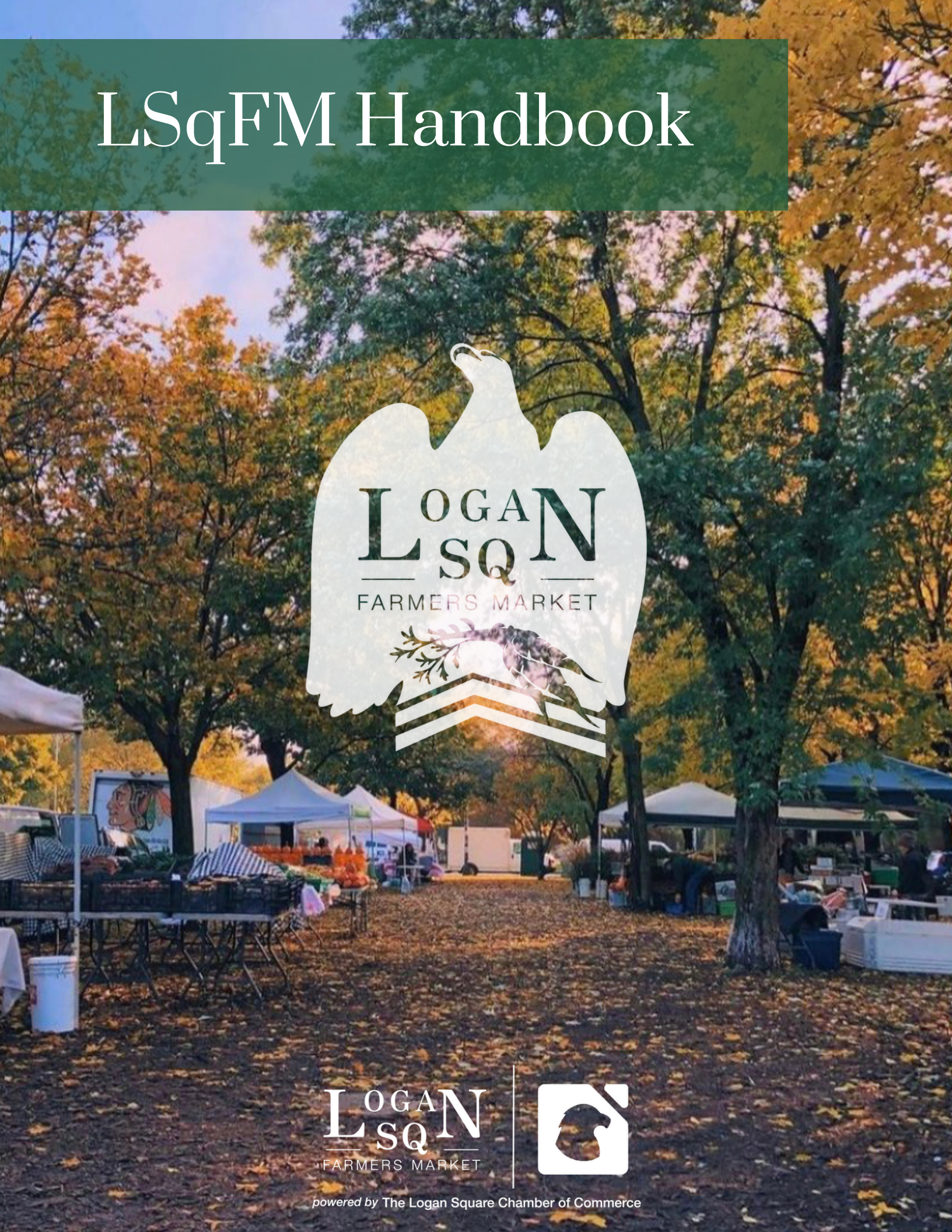


# LSqFM Handbook



LOGAN  
LSQ  
FARMERS MARKET



powered by The Logan Square Chamber of Commerce



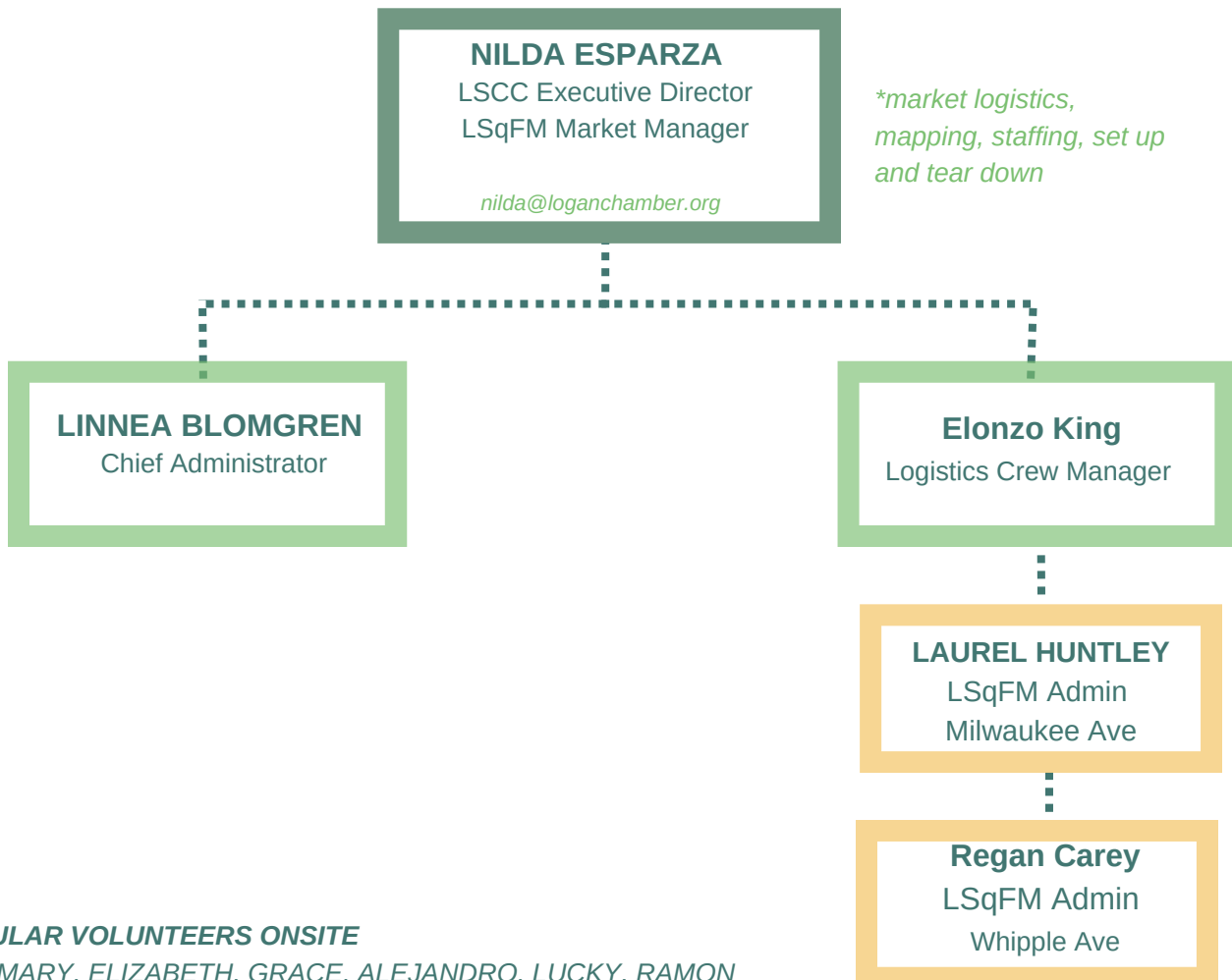
# About the LSqFM

Since 2005 the Logan Square Farmers Market has been an open air food market and weekly community gathering. The market is powered by the Logan Square Chamber of Commerce. The Chamber is a 501(c)6 not-for-profit community organization, whose mission is to advance the civic and commercial interests of Logan Square.

## Goals

1. Build an Alternative Food System: The LSqFM provides an outlet for nutritious, conscientiously grown, and produced local foods, and education about these foods, for all members of our community regardless of income level.
2. To Foster Entrepreneurship: The LSqFM functions as an incubator for small-scale, local entrepreneurs in the food sector.
3. To Build Community: The LSqFM serves the community by raising the profile of the neighborhood, reinforcing a positive image of Logan Square, and creating a site for civic engagement and entertainment.

## Market Staff



### REGULAR VOLUNTEERS ONSITE

JILL, MARY, ELIZABETH, GRACE, ALEJANDRO, LUCKY, RAMON



# What's New?

## Little Peas Kids Club



The Little Peas Kids Club turns 2! This is a program where all the kids at the market can participate in for free. This program is fully sponsored by Liberty Bank! This year, the program will be facilitated by The Joy Stand. Each kid who joins the club will get a welcome bag with the following inside:

- activity schedule
- membership punch card - punched every time they visit the market, punched 2x if they participate in an onsite activity. Once their card is full they get to pick a prize out of the prize box at either welcome table
- 6 free fruit or vegetable vouchers (one for each month) *When a kid comes to redeem the voucher, please let them pick one item of their choosing. Put the voucher in your token pouch and if you want to be reimbursed by the Logan Square Chamber of Commerce for your voucher, your account will be credited for the amount you specified.*

## Weekly Raffle Fundraiser



This raffle will be held each week for our patrons and is open to vendors as well. It is \$1 per entry or \$5 for 10 entries. The winner will get a box full of goodies from the market at a \$60+ value. The winner will come pick their box up the following market day (or a market day that works for them). A market staff member will come around in the morning to create the basket asking for items for the winner that do not need to be refrigerated immediately. Participation is not mandatory, but may be a great way for your products to reach a customer who is bypassing your booth each Sunday.

## Signature Ingredient Audit



While using local ingredients is not a new rule, it hasn't been enforced in a while. One of our staffers will go around on market Sundays asking what your signature ingredient is and which local farm you purchased it from. This will enable us to foster transparency by sharing some of this info in our marketing and put the community at ease that we are running a sustainable market that sells local goods.



# Safety

## Weather Cancellations

By 12pm on the Saturday prior to the market, we will announce cancellation if

- 45mph winds or higher
- rain accompanied by lightning

## LSqFM's 2023 Emergency Preparedness Plan

- [LSqFM 2023 Emergency Preparedness Plan](#)





# Code of Conduct

## Read it

Please review our [Code of Conduct](#), and [Rules and Regulations](#) if you haven't already. Vendor and staff participation is contingent on compliance. We are cultivating a community of inclusivity and kindness. If these are things you simply are not capable of, the Logan Square Farmers Market is not the place for you.

## Everybody has bad days

We also know everybody is human. We all have bad days or have said or done something we truly regret. A verbal warning and a written warning will be extended to you before disciplinary action. Everyone deserves a little grace.

## Market Survey

I will offer a vendor survey for all vendors to provide feedback. Please take advantage of the survey to share your thoughts, suggestions, complaints, and love!



# Lost & Found

## If you find something

Please bring it to the Chamber Booth at the Milwaukee Ave. entrance and alert a market volunteer or market staff member working. Please tell them any pertinent information like the location in which you found it or a description of the person who may have lost it, etc. If you are staff or volunteer and are unsure of what to do, please be sure to alert the market manager.



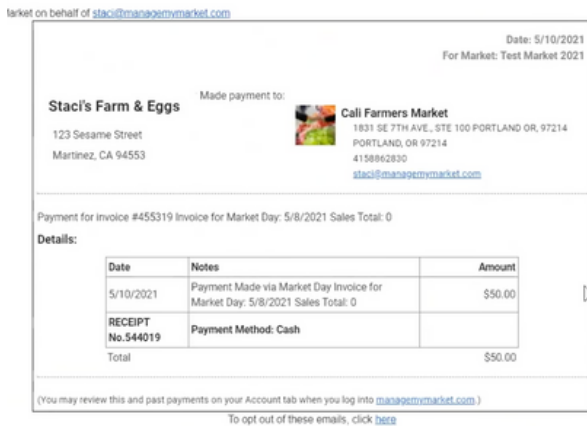
Section 1:  
Vendors





# Vendor Billing

**ALL VENDORS STALL FEES WILL BE AUTO-CHARGED WEEKLY AFTER ATTENDANCE. SNAP/LINK PAYOUTS WILL BE DISTRIBUTED THE FIRST SUNDAY OF THE MONTH. IF A VENDOR SELECTED TO PAY FOR THE FULL SEASON they will be charged for the full season on April 26th.**



## LSFM Fee Structure

Vendor Type	Application Fee	Weekly/Occasional Vendor Payment	Full-Season Vendor Payment
	Due with application Non-refundable *Late fee - additional \$50	Per market day per stall Due on market day Non-refundable	Per season per stall Non-refundable
Farmer, Producer	\$100	\$35	\$788
Processor	\$100	\$45	\$1,013
Prepared Food	\$100	\$60	\$1,350
Artisan	\$100	\$75	\$0

### Definition of Vendor Types

**Farmer/Producer** - farmer or producer of raw, minimally processed agricultural products

**Baker/Processor** - baker or processor of raw ingredients produced by others creating a value added product

**Prepared Foods** - food produced in whole or part at the Market, intended primarily for immediate consumption

## Penalty Fee Breakdown

\$50 Late arrival to the market - If your table, tent, and product is not set up, (displayed) by 9am

\$25 Lack of Tent Weights - each leg of your tent must have a 40lb. weight

\$25 Set Up Delays - If you are setting up and unloading simultaneously

\$25 Ticket Count - All vendors must count their tickets and purple link match coupons and fill their tracker out accordingly to be ready to turn in the last Sunday of the month. Color coordinated bins will be placed at the Community Booth in the middle aisle at Albany Ave. for ticket pouch collection the last Sunday of the month.



# Market Currency



## LSqFM gift cards

Customers are able to purchase gift cards from the LSqFM. When customers want to redeem gift cards with a vendor, the vendor will give them their groceries and write their total and business name on a post-it note and the customer will have to bring it to either welcome table to have their gift card redeemed. Direct them to either tent to process payment. If for some reason their gift card does not go through, we will return the groceries to you or reimburse you if we are unable to do so. Please keep track of all gift card redemptions on your tracker in your token bag.



## LINK/EBT/SNAP

The post-it note system was replaced by tokens in 2022 and in an effort to continuously stream our processes, we are now replacing link tokens with LSqFM branded "carnival" tickets valued at \$1 each. All Link customers will buy tickets at each entrance (Milwaukee Ave. & Whipple Ave.) and pay vendors directly with them for their groceries. Vendors will now only receive an empty pouch to store their tickets along with a tracker sheet to tally their earnings. The pouches with total ticket count will be turned in the last Sunday of every month.

### Common Terms

- **SNAP** - Supplemental Nutrition Assistance Program
  - In Illinois, the program is known as Link. We use the SNAP and Link interchangeably
- **EBT** - Electronic Benefits Transfer
  - System that allows for the credit and debit of benefits onto a SNAP/Link card
- **Link Card** - the name of the card used in Illinois, operates like a debit card
  - Each state names their card for branding purposes
- **HFIP** - "healthy food incentive program"
  - e.g. Link Match, Double Up Food Bucks
- **Link Match Voucher** - the paper vouchers we provide to customers for redemption with farmers markets and retailers



**All vendors accept Link tokens unless they sell hot prepared food or non-food items.** This is an extremely important program that gives link eligible customers access to fresh local food and helps them contribute to a circular economy. It is one of our goals at the LSqFM to provide food access to everyone, regardless of their economic status. There are many stigmas surrounding people who use link and we are here to actively change that. **If we receive more than two complaints from a customer about you turning them away or disrespecting link customers, you will no longer be welcome to vend at the LSqFM. There will be no exceptions made for this particular rule.**





# Market Currency

## Link Match Dollar Value Coupons

Link Match Dollar Value Coupons are provided through a grant from LinkUp Illinois. This grant enables us to match Link purchases with paper coupons at \$1 value each. **The vouchers are good for fresh produce only at any farmers market in the city.**


All farmers must accept these vouchers in order to vend at the LSqFM. Please keep these in your ticket pouch and count them at the end of the month. Write the total on your balance sheet. We will process your check

**ONLY FARMERS WHO SELL FRESH FRUITS AND VEGETABLES CAN ACCEPT THESE. IF NON FRUIT AND VEGETABLES VENDORS ACCEPT THESE, THEY WILL NOT BE REIMBURSED BY THE LOGAN SQUARE CHAMBER OF COMMERCE.**




### Link Up Illinois Program Overview

- Program of Experimental Station, created in 2011
- Increase and improve access and affordability of fresh fruits and vegetables grown locally
- Rebuild the connection between local agricultural producers and families most in need
- Help local small to mid-sized farmers expand client base
- Tell the complete story of incentives, SNAP, and sales at Direct Marketing Farmer venues in IL to influence policy on a State and Federal level



experimental station  
building independent cultural infrastructure



### Link Up Illinois - Link Match Program Overview

\$25 of local food with Link





\$50 of local food with Link & Link Match





**\$1 for \$1 match up to \$25 per customer, per swipe, no limit on swipes**



# Market Map

## Vendor Booth Location

For returning long-time vendors, we did our best to place them where they were located previously. The first day map is much different than the rest of the season and it takes a few weeks to get it down with the biweekly and pop up schedules that are being incorporated. The map is available for you to view at all times on Manage My Market [click here](#). If there are any discrepancies in scheduling please reach out to me so we can get it resolved.

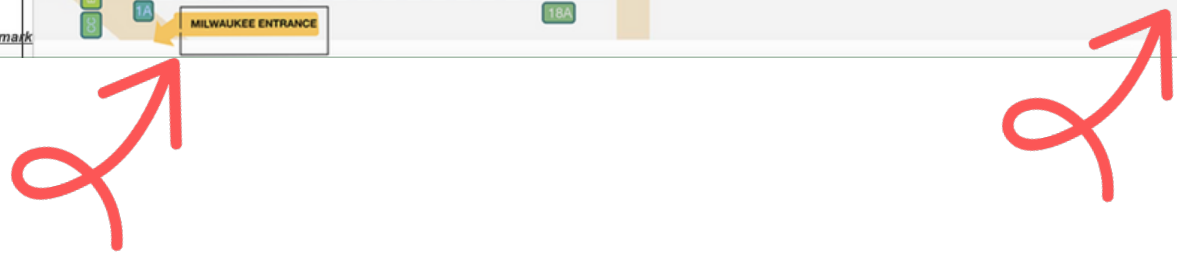
*\*Please keep in mind it takes 5-6 weeks to nail the map down and situate comfortably. Please be flexible and patient this first month while we figure it out together.*

### Logan Square Farmers Market (LSqFM) - 2023 Outdoor Season

Scroll through the list of vendors for more information about who is at this market date, and where they are located.

Market Date: 5/14/2023

- Gorman Farm Fresh Produce
- La Boulangerie & Co
- Abbey Brown Soap Artisan
- Albaik Sesame & Tahini
- American pride MicroFarm
- Anticonquista Cafe, LLC
- Ascend
- Avrom Farm
- Baked Cheese Haus, LTD
- Banato
- Baskethouse
- Bee in Beeziness with God
- Bennett Farms
- Blossom Nutraceuticals, LLC (DBA: Blossom)



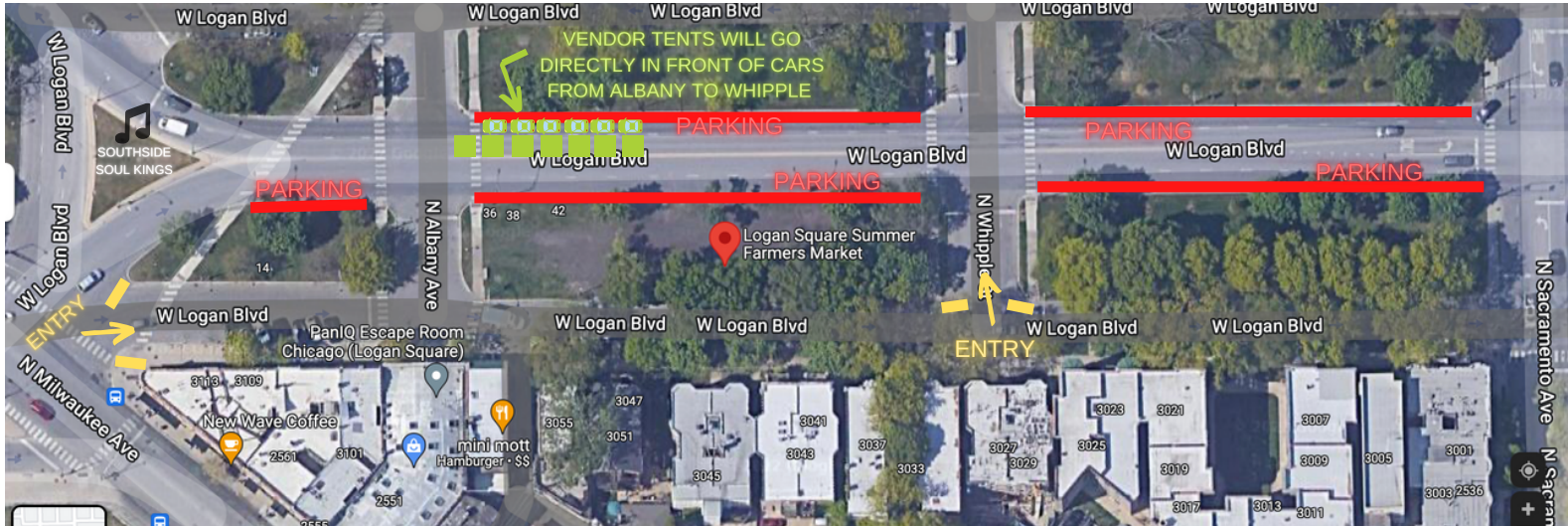
**"Open Boulevards" concept for first and last market. This day is expanded, meaning the main thoroughfare will be closed to cars and open to pedestrians.**



# Vendor Reminders!

## Unload, park, then set up!

*This is the most efficient way to get set up while being mindful of your peers who are doing the same. Parking along the Boulevard from Albany to Sacramento is permitted for all vendors who display a parking pass provided by market staff.*



*\*With the exception of 7 vendors, there is NO reserved parking. It is a first come first serve basis. If you'd like to park near your booth, arriving early will increase your chances of doing so.*

## BE KIND!

*Please be mindful there are a lot of new people onsite and we are all human. Rather than getting upset with people who may need help, lend them a helping hand.*

## Tent weights are mandatory!

*This is the Windy City, remember?! For everyone's safety, you must use weights with a min of 40lbs on all four posts of your tent. Please secure the weight to each leg. Tether your tent to your neighbor for additional stability, if you can! All vendors who do not weight their tents with the minimum requirements will receive a \$25 fine and on your second offense you will be asked to leave indefinitely*

## Please call or email

*If you need to chat about future market dates or have any questions or concerns that need to be discussed in great detail, please call or email the Market Manager from 1PM to 5PM Wednesday thru Saturday. Market Sundays are extremely busy! Talking to the Market Manager outside of the market day will allow you to get their undivided attention and get a complete and clear-headed response.*

Section 2:

# Volunteers





# Volunteers!

The Logan Square Farmers Market wants to thank all volunteers for donating their time to this alternative food system and community event. It truly cannot go on without your help.

## Please wear a badge

*This will help people who may need help identify you and will also help you receive all vendor discounts offered to market staff and volunteers!*

## Customer or Vendor Complaints/Issues

***Please direct all complaints or issues that need to be resolved to the Market Manager, Nilda Esparza at 773.575.1912.***

## Volunteer Tasks

*Volunteer tasks include:*

- *greeting and counting market visitors*
- *customer service*
- *processing LINK/SNAP/EBT/P-EBT payments*
- *selling LSqFM merchandise*
- *cleaning Logan Boulevard*
- *taking vendor attendance*
- *welcoming kids to the little peas kids program*
- *assisting the joy stand in running the little peas kids program on-site activity*
- *having a good ole time!*



# Volunteers!

*The Logan Square Farmers Market wants to thank all volunteers for donating their time to this alternative food system and community event. It truly cannot go on without your help.*

## FAQs

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### **1. How do I cancel if I signed up for a volunteer shift I can no longer make it to?**

*Go to the confirmation email you received and click "edit my sign up." Then when you get to the screen to edit your sign up press the "Delete" button. That brings you to a page that you can add a comment and confirm your cancellation!*

### **2. What's the difference between LINK and LINK Match?**

***LINK/SNAP/EBT/P-EBT** is a card that customers can use at the market and grocery stores to buy food. They can buy ANY food that's not prepared ready-to-eat food with this card. ALL VENDORS selling non-hot prepared ready to eat foods accept this card.*

***LINK match dollars** are paper coupons customers receive to match up to \$25 PER SWIPE, WITH UNLIMITED SWIPES of what they have spent using LINK/SNAP/EBT/P-EBT cards. These can ONLY be used on fresh fruits and vegetables. ONLY VENDORS selling fresh fruits and vegetables can accept match dollars.*

#### Common Terms

- **SNAP** - Supplemental Nutrition Assistance Program
  - In Illinois, the program is known as Link. We use the SNAP and Link interchangeably
- **EBT** - Electronic Benefits Transfer
  - System that allows for the credit and debit of benefits onto a SNAP/Link card
- **Link Card** - the name of the card used in Illinois, operates like a debit card
  - Each state names their card for branding purposes
- **HFIP** - "healthy food incentive program"
  - e.g. Link Match, Double Up Food Bucks
- **Link Match Voucher** - the paper vouchers we provide to customers for redemption with farmers markets and retailers

### **3. What do I do if a market guest has a question I do not know the answer to?**

*If Nilda or Elonzo are nearby, have them field the question. If they are not, give them a call! Nilda - 773.575.1912 Elonzo - 661.332.2276*

*If they don't answer, give them Nilda's business card located on the chamber table.*



# Volunteers!

## Quick Reference Guide

**LSqFM Market Sales Log - WHIPPLE ST.**

Date: **5/8/22** Page: **1**

Time	Staff Initial	Merchandise / Vendor Rent	Quantity	\$ Amount	Cash / Check / Square	Notes (i.e. Check #)

**Sales Log** - this is used to log the following:

- ALL merch sales
- Gift Card Sales

**LSqFM Link & Link Match Tracking Sheet**

Date: \_\_\_\_\_ Temperature: \_\_\_\_\_ Weather Conditions: \_\_\_\_\_

Total # of vendors: \_\_\_\_\_ # of Link eligible vendors: \_\_\_\_\_ # of fruit + veggie vendors: \_\_\_\_\_

#	Staff Initial	New Link Customer (Y or N)	Last 5 Digits of LINK/EP-EBT Card	\$ SNAP Total	Total Link Match distributed (max \$25)	Notes
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

**Link Tracker** - fill this out when you sell tickets:

- Top portion of this must be filled out
- Customer can swipe as many times as they would like for the \$25 Link Match \$
- Please ask them if they are a new customer to the market if you do not know the answer to that question



# Volunteers!

## Morning Checklist

- |   |  |
|---|--|
| <input type="checkbox"/> <i>Hang vendor signs on their tents</i>        | <input type="checkbox"/> <i>Fill out weather portion of Link Payment Log</i>       |
| <input type="checkbox"/> <i>All signage posted at the welcome table</i> | <input type="checkbox"/> <i>Little Peas Kids Program Event Posted (if applies)</i> |
| <input type="checkbox"/> <i>internet is synced with tablets</i>         |  |

## Running Daily Checklist

- |  |  |
|--|--|
| <input type="checkbox"/> <i>Clean Boulevard of garbage and debris</i>  | <input type="checkbox"/> <i>Check garbage cans and take them out if needed</i> |
| <input type="checkbox"/> <i>SNAP PICTURES!!! Always ask for peoples' permission before taking their picture.</i> | <input type="checkbox"/> <i>Take Vendor Attendance</i>                         |

### *Things that we need pictures of onsite:*

- *Kids joining the Little Peas Club*
- *The box + contents for the winner of the weekly raffle*
- *"Farmer Fashion" - people or pets looking cuuuute!*
- *Link Match transactions (this is a requirement of our grant)*
- *pictures of food! These are the most popular with our followers*

*SEND ALL PHOTOS TO [INFO@LOGANCHAMBER.ORG](mailto:INFO@LOGANCHAMBER.ORG) OR 815.325.3092*

## Closing Checklist

- |   |  |
|---|--|
| <input type="checkbox"/> <i>Remind vendors to bring al surplus to the Love Fridge table at the whipple entrance</i> | <input type="checkbox"/> <i>Clean boulevard and take out garbage</i>               |
|   | <input type="checkbox"/> <i>take down banners and signage at the welcome table</i> |