



2016 McKinley Park Farmers Market RULES AND REGULATIONS

Operated by the McKinley Park Advisory Council

2210 W. Pershing Rd.

Chicago, IL 60609

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The Farmers Market seeks to create a welcoming, alternative marketplace in order to enhance the quality of life in the greater McKinley Park neighborhood.

VENDOR ELIGIBILITY

Approved selling privileges are valid for a single growing season. All products sold at the Market are subject to restrictions by MPFM. Admission to the Market is given to Vendors based on the following criteria:

- The submission of a **complete application**.
- The submission of all applicable **permits and licenses** required by the health department, city, county and state for legal sale of the goods offered by the Vendor at the Market.
- Vendor mix, with a primary focus on local farmers and producers
- **Small-scale** producers are strongly encouraged to participate in the Market. Small, individual and family farms and businesses will receive preference.
- **Availability** and capacity to attend all markets.
- Priority is given to applicants whose products are grown using **organic and sustainable practices**.
- While we do accept vendors that are from the larger tri-state area, vendors that are in **close proximity** to market will be given preference.
- **Uniqueness** of products offered.

In addition, prepared food vendors will be evaluated based on:

- Use of seasonal, local ingredients, including those from MPFM vendors
- Use of certified organic or sustainably grown ingredients
- Innovative product and marketing concepts
- Existing McKinley Park neighborhood location or production site

GENERAL MARKET INFORMATION

VENDOR TYPES

1. **Farmer/Producer:** Farmers/producers must grow/produce 100% of the product they sell, with any exception approved by market management. Please note any exceptions in the application and/or to market management in advance of sales of such an item. Farmer/producer-owned cooperatives are included in this category.
2. **Processor:** Any vendor who sells a value-added product who 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 food partially or completely at the Market, for sale and/or immediate consumption, are considered Prepared Foods Vendors.
4. **Non Food:** Although the Market is primarily a place for local farmers and processors of agricultural products and prepared foods, a limited number of vendors of other goods may be accepted at the discretion of the Market Manager.

MARKET LOCATION AND DATES

The McKinley Park Farmers Market is held in McKinley Park, 2210 W. Pershing Rd., Chicago, IL 60609, in the northwest corner of the park in front of the President McKinley Statue. The area is bounded by the intersections of Archer Ave/Western Blvd and Archer Ave/37th Street.

The Market is open for business from 10:00AM to 2:00PM on Sundays from July 10 to September 25, 2016. There is the possibility of the Market season being extended into October. Vendors will be notified of the decision whether to extend the season on August 28, 2016.

VEHICLES AND PARKING

Vendors are encouraged to bring hand trucks for load in/out of products to the Market, however access to drive on the park district pathways will be limited (no more than 2 vehicles at a time) and approved on an “as needed basis” with prior approval from the Market Manager. With each stall fee, Vendors are granted one **reserved** parking space on the Park side of 37th Street (closest to the Market location) from the hours of 8:00AM to 3:00PM. Reserved parking spaces will be marked for Farmers Market Vendors. Additional free parking available as first come first serve in the parking lot by the Field House at 2210 W. Pershing Rd.

ARRIVAL, DEPARTURE AND SELLING TIME

- Vendors may begin setup at 8:00 AM and must be set up by the 10:00 AM Market start; tear down begins at 2:00pm and must be finished by 3:00 PM.
- Late arriving Vendors may lose access to assigned stall(s), or may be denied Market participation.
- Vendors may not begin to conduct sales until the Market opens at 10:00 AM.
- Vendors may not leave the space before the Market closes at 2:00pm without approval from the Market Manager, and only if a safe exit can be made.

ATTENDANCE POLICY

If weather conditions, traffic problems or other extenuating circumstance cause a delayed arrival or force a Vendor to miss a market day, the Market Manager should be notified as far in advance as possible. Vendors will be provided the Manager's cell number for this purpose. Vendors will be billed for any market day missed if the Market Manager does not receive such notice.

STALL ASSIGNMENT

The Market Manager will make initial stall assignments based on:

- Vendor's history at the Market
- The Market's product mix and customer traffic flow
- The quality of the Vendor's product display and customer service

The Market and Vendors benefit from consistent location of Vendors within the Market from week to week. The Market Manager will endeavor to assign Vendors to the same/stall space each week and from season to season. However, the Market Manager *does not guarantee* a Vendor's stall assignment and changes to the Market layout can be made at the Market Managers discretion. In particular, Vendor's late arrival, changes in the number of Vendors attending on any given day, and changes in the Market layout may result in changes to Vendors' locations.

DISPLAY, TABLES AND TENTS

- Vendors must furnish their own tables, chairs, drop cloths, displays and weather protection.
- Tables must not be loaded beyond capacity, and all products and display items must be sufficiently secured against movement caused by jostling.
- Tablecloths made of cloth or vinyl are required for all tables.
- The use of drop cloths is encouraged for any vendor selling products with potential to stain or damage pavement or sidewalks.
- All tents must be secured to withstand rain and wind. If not secured to a fixed object, tent corners must be weighted with a minimum of 50lbs.
- For any prepared food vendor utilizing cookware: all cooking equipment must be propane or electric. No charcoal permitted.
- Electricity and water are not provided on location.

VENDOR SIGNAGE

All vendors must display a sign, with lettering at least 3" high, clearly identifying the name of their establishment, the city, town or county and state of the farm(s) or production facilities. Vendors will not be permitted to install signage in the aisles that obstructs flow of pedestrian traffic. Each product for sale must be clearly labeled with product name, price per unit, farm name and location. Farming practices must be fully and truthfully disclosed at a customer's request. All products sold as "organic" must be prominently labeled as "Certified Organic" with the certifying agency name.

SAMPLING

Vendors are encouraged to offer samples of their products. When offering samples, Vendors should adhere to these guidelines:

- Keep samples in clean, covered containers
- Use toothpicks or disposable utensils to distribute samples
- Use clean, disposable gloves when handling products to be sampled out
- Use cutting boards that are smooth, non-absorbent and easily cleaned
- Provide a waste container at the sampling area for public use

POTENTIALLY HAZARDOUS FOODS

It is the responsibility of the Vendor to abide by the Chicago Department of Health and State of Illinois guidelines concerning the storage and vending of potentially hazardous products. These include but are not limited to meats, poultry, fresh eggs, dairy products and cheeses.

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 zero degrees or lower
- Eggs must be held at forty degrees
- Dairy and cheese must be held at forty degrees

TRASH MANAGEMENT

Before leaving the Market, each Vendor must remove all trash and debris, whether or not it originated in their stall, leaving their area "broom clean". This includes the area around the stall and the common walkway. Trash not originating with the vendor may be disposed of in appropriate containers on-site. All other trash must be taken with the Vendor for disposal following the "Haul it in, haul it out" policy.

VENDOR FEES

FEE STRUCTURE

All McKinley Park Market Vendors are subject to stall rental fees that help to cover the cost of running the Market. Vendors may also be subject to a late fee of \$20 for applications submitted after the deadline of May 1, 2016.

There are two payment options, Weekly Payment or Full Season Advance Payment.

Weekly Payment:

Vendors will be charged for all selected participation dates unless the Market Manager is notified by noon the Friday before the Market. Payment may be made directly to MPAC each week at the Market by cash or check. Non-payment may result in suspension or removal from the market.

Full Season Advance Payment:

Those that opt to pay for the Full Season of 12 Market days prior to the first market will receive a discount of two free markets, paying for 10 markets instead of 12.

Payment is due by July 1, 2016. Payment may be made by check or money order mailed to MPAC. This payment is non-refundable.

VENDOR TYPE	WEEKLY PAYMENT per Market per stall	FULL SEASON 12 Market days per stall due in advance
Farmer/Producer	\$30	\$300
Processor	\$35	\$350
Prepared Food	\$40	\$400
Non-Food	\$50	\$500

A Market stall is approximately 11' x 11' space to accommodate a 10' x 10' canopy.

INSURANCE REQUIREMENTS

All applicants must have a Commercial General Liability Insurance Policy naming the McKinley Park Advisory Council, the Chicago Park District, and the City of Chicago as additional insured. It must have a minimum of \$1 million per occurrence and aggregate and include:

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

LINK/SNAP

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.

When third party funding is available, the McKinley Park Farmers Market may offer Double Value Program for SNAP users to increase purchasing power at the market. All SNAP-eligible vendors will be expected to participate in the program and given educational material on how the program works.

Vendors may process credit card sales independently. If vendors cannot process LINK/SNAP transactions, they must use the MPAC POS system.

POLICIES REGARDING FARMERS, PRODUCERS, AND PRODUCTS

PRODUCER ONLY RULE

McKinley Park Farmers Market places high priority on being a producer-centered market. This means that vendors must only sell produce they have grown on their own land or land they control, prepared food vendors may only sell food that they have personally created, and other types of vendors may only sell products they have had a primary role in manufacturing.

Exceptions to this rule may be made on a case-by-case basis as decided by the Market Manager and provided that the product complies with MPFM requirements and a “farm of origin” label is displayed with the product.

PRODUCTS TO BE SOLD

Market management reserves the right to prohibit a vendor from selling any product not previously approved in the application process at any time.

- Products at the Market must be of the highest and freshest quality
- The resale of agricultural products produced by others is prohibited (including Wholesale produce), unless exception is approved by the Market Manager.
- Products must not be labeled “organic” unless they have been certified by a USDA approved third party certifying agency, and a copy of the current certificate stating such has been provided to market management

PROHIBITED ITEMS

- Live birds or animals
- Fresh meat and poultry
- Unauthorized agricultural products
- Products purchased by the vendor from third parties but not approved by the Market Manager, such as but not limited to: sodas, water, tea and manufactured goods
- Processed products improperly labeled or made in unlicensed facility or that fails to follow preservation standards established by the USDA or other governmental agency.

PRODUCT VALIDITY

MPFM reserves the right to question the validity of any product sold at the Market. MPFM also reserves the right to request proof of any product’s origin, and the right to inspect any Vendor’s stated location of product production, at any reasonable time, with no prior notice.

A Vendor requested to submit proof of a product’s validity or site of production will be required to submit this proof to market management upon request. Failure to provide the necessary information will be deemed a violation of the rules.

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.

REQUIREMENTS FOR EGG VENDORS

Vendors must comply with State regulations for egg production and selling including candling requirements and licensing, labeling and packaging. Eggs must be held at 40°F 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 PROCESSORS AND 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.
- Packaging should be biodegradable or made of paper, cardboard, glass, steel, aluminum, plastic #1, 2, 3, 4, 5 or 7 (no #6).

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, 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.
- McKinley Park Farmers Market strives to support participating farmers/producers and encourages other businesses to support them and source their raw ingredients through them whenever possible.
- Packaging should be biodegradable or made of paper, cardboard, glass, steel, aluminum, plastic #1, 2, 3, 4, 5 or 7 (no #6).

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.

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.

REQUIREMENT FOR PREPARED FOOD

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.

REQUIREMENTS FOR NON-FOOD VENDORS

Please attach to your application a detailed description of what you would like to sell at the McKinley Park 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.

STANDARDS OF CONDUCT

FOR VENDORS, THEIR REPRESENTATIVE, AND MARKET STAFF

- Be knowledgeable about how products are used, grown or produced. Be able to communicate this information clearly to customers.
- Be courteous, professional and presentable at all times.
- Display products in a sanitary, presentable and attractive manner.
- Behave in a polite manner and practice clean personal hygiene. Drinking alcohol, yelling, throwing objects, swearing, name-calling, slanderous remarks, and other rude behavior are not permitted.
- Refer difficulties with customers to the Market Manager.
- Make complaints about other Vendors, Market staff or volunteers, or the Market Rules and Regulations in writing to the Market Manager. Complaints about the Market Manager are to be directed to the President of the McKinley Park Advisory Council.
- Stalls should be staffed at all times but, if necessary, vendors may leave their assigned stalls and request the market staff or other vendor to watch over product for a short period of time.

COMPLAINT PROCESS

If the Market Manager receives a complaint (including complainant's name, address and phone number) pertaining to quality, conduct, or unfair practices of a Vendor, the Market Manager will contact and/or visit the Vendor and request that the complaint be remedied. The Market Manager will follow up to confirm compliance. Vendors are required to satisfy any customer complaint. They must accept a returned item and dispose of it off-site.

REFUND POLICY

Suspension from the market due to accumulated fines or policy violations will not trigger any refund of stall rental or other fees that had been paid in advance.