

2015 FAQ and Market Guidelines

Horner Park Farmers Market

MISSION STATEMENT

The mission of the Horner Park Farmers Market is to provide a community marketplace for local farmers and makers of food related products, bakers, specialty food producers, live plant, flower and herb growers, and consumers. The Farmers Market also seeks to enhance the quality of life in the greater Horner Park area by supporting environmentally sound and sustainable agriculture, encouraging direct communication between growers and consumers, and providing an environment that fosters social gathering and interaction.

WHAT IS THE HORNER PARK FARMERS MARKET?

The Horner Park Farmers Market (HPFM) is an open-air food market and weekly community gathering. It is operated by the Horner Park Advisory Council (HPAC) and runs from June through October 2015. It is 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 Horner Park community.

WHAT IS THE HORNER PARK ADVISORY COUNCIL?

The Horner Park Advisory Council (HPAC) was chartered in 1989 as a 501(c)(3) not-for-profit organization to lend Park User insight to the Chicago Park District's Horner Park and its satellite parks: Buffalo, Jacob, Ravenswood Manor, and Sunken Garden. HPAC's aim is to steward improvements that will allow our parks to be enjoyed by all park users. Through community action, HPAC keeps gardens nurtured, playgrounds safe and updated with great equipment, sports facilities maintained to current standards, and park user experience a reliable constant that generations of Chicagoans have enjoyed.

HOW IS THE MARKET SUPPORTED?

HPFM seeks to encourage small farmers and agricultural producers to participate in the Market by keeping the 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 fundraising efforts.

WHERE DOES THE MARKET TAKE PLACE?

The Market is held in Horner Park, 2741 W. Montrose Ave., Chicago, IL 60618, in the northwest corner of the park, the area bounded by Montrose Avenue (N) and California Avenue (W), in front of the Field House. Horner Park is part of the Chicago Park District.

WHAT ARE THE MARKET HOURS?

The Market is open for business from 9:00 AM to 1:00 PM on Saturdays from June 6 to October 3, 2015.

There is a possibility that the Market will be open 8:30 AM to 12:30 PM. A final decision on Market time will be made once Horner Park has established their staffing for the summer.

IS THIS MARKET RUN BY THE CITY'S DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS (DCASE)?

The Horner Park Farmers Market is an independent market in Chicago. While this Market is not directly part of the DCASE, our Guidelines are similar to those of the DCASE-run markets. We consider ourselves partners with the DCASE and other independent markets in the City and work cooperatively with them to provide all residents with easy access to fresh, wholesome, locally produced agricultural products.

DOES THE MARKET ACCEPT LINK, FMNP AND WIC?

Not at this time. Individual vendors may accept FMNP, including WIC.

ARE ALL OF THE VENDORS AT THE MARKET CERTIFIED ORGANIC?

While all of our vendors are small growers, producers, and artisans from the Midwestern Foodshed, not all of them are certified organic. The Market strongly supports and encourages sustainable agricultural and business practices. For many of our vendors, their operation is too small to allow them the resources to pursue USDA Organic Certification. The Horner Park Farmers Market has decided to allow these vendors to sell at our Market anyway, with the belief that as we help them succeed, they will be ever more able to follow healthful and sustainable practices.

HOW CAN I BECOME A VENDOR AT THE MARKET?

Complete an application and return it to HPFM. Applications will be accepted throughout the season and vendors may be added. For fullest consideration, the application with supporting documentation and non-refundable application fee should be submitted by April 1, 2015. Acceptance of the application does not guarantee participation as a vendor.

CAN MY COMMUNITY ORGANIZATION HAVE A TABLE AT THE MARKET?

An important function of the Market is as a community building tool and place for public interaction, so the Horner Park Farmers Market makes at least one market stall available to community groups, neighborhood non-profits, political organizations, arts organizations, educational groups, and

other civic-minded organizations free of charge, at every market. If you think that your group would be a good fit for our Market, contact the Market Manager by email at farmersmarket@hornerpark.org.

CAN MY LOCAL BUSINESS HAVE A TABLE AT THE MARKET?

The Market is operated in part as an economic engine for the neighborhood. To that end, we rent out at least one stall per market to local non-food businesses. Rates for members of the Chamber of Commerce are \$100 per market and for non-members the rate is \$300 per market. If you are interested in reserving a spot for your business, contact us at (708) 658-HPFM (4736) or via email at farmersmarket@hornerpark.org.

CAN I BE ONE OF THE MUSICAL PERFORMERS AT THE MARKET?

We are always looking for great local musicians to perform at the Market. It's a great opportunity to reach a large audience. Musicians volunteer their time, but are allowed to put out a hat or guitar case to collect donations from the crowd. If you are interested in performing at the Market, please email us at farmersmarket@hornerpark.org.

CAN I VOLUNTEER AT THE MARKET?

Absolutely! We have lots of volunteer opportunities both on the day of the Market and behind the scenes during the rest of the week. If you would like to find out more about volunteer opportunities, please email us at farmersmarket@hornerpark.org or call (708) 658-HPFM (4736). Or, do you see a way you want to make the Market even better? Let us know and we will see if we can support your effort.

HOW DO VENDORS COMPLY WITH CHICAGO PARK DISTRICT REGULATIONS?

It is strictly prohibited from driving and parking vehicles on the pathways or grass. The penalty is \$75 per axle. Polystyrene (Styrofoam) or #6 plastic is prohibited. Use of recyclable food and beverage containers is encouraged. Use of biodegradable plastic bags is encouraged. Trash must be separated into either the blue recycle bin or green trash containers.

WHERE DO VENDORS PARK THEIR VEHICLES DURING THE MARKET?

Unload your vehicle on the east side of the 4300 block of N. California Avenue or the south side of the 2700 block of W. Montrose Avenue, being careful not to park in the designated CTA bus area. Convey your products to your assigned location. Vehicles may be parked along the east side of the 4300 N. blocks of California Avenue; please display the supplied parking permit by the rear license plate. Please do not park your vehicle in the Chicago Park District parking lots along California Avenue or in the Chicago Park District staff parking lot off Montrose Avenue.

WHAT ARE VENDOR EXPECTATIONS AND RESPONSIBILITIES?

Vendors shall comply with all rules and regulations of the State of Illinois and the City of Chicago relating to the products they sell (including but not limited to: State ID Tax Number, sales tax, labeling and processing laws, insurance, etc.). All vendors are expected to participate in the market in the spirit of cooperation. Vendors may occasionally be asked to contribute produce or products towards promotional events, fundraisers, and giveaways for market customers or sponsors. For example, vendors may be asked to donate a basket of berries or a few potatoes for a special HPFM-sponsored event. Please support the market by participating in these events. Produce vendors must use certified legal-for trade scales if selling by the pound. The State of Illinois Dept. of Weights and Measures may inspect scales at random through the summer. No smoking is allowed in any sales area.

VENDOR SELECTION CRITERIA

Vendors will be selected based on the following criteria:

- Vendor's History with the Horner Park Farmers Market
 - Vendor Mix: We are a farmers market, and strive for a mix of vendors with a primary focus on local food producers.
 - New Vendor Applications: New vendor applications will be reviewed to avoid over representation of similar vendors and also is based on space availability. The Horner Park Farmers Market strives to achieve a high percentage of agricultural vendors.
 - Sustainable Practices: We encourage the use of 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. Only crops grown in Illinois and/or within 175 miles of Chicago will be allowed at the Market.
 - Size of farm: We support and encourage participation of small, individual and family farms at the Market.
- In addition to the previous, 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
 - Experience in outdoor food service
 - Existing Horner Park 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 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 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 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, prepared foods and food related services, live plant, flower and herb growers, we may accept a limited number of vendors of other goods at our discretion. Examples include vermiculture, handmade soaps, and rain barrels.

VENDOR FEES AND SPACE RENTAL RATES

- A non-refundable fee of \$35 must accompany all vendor applications.
- Vendors exhibiting in one market space: \$20 per market day
- Vendors exhibiting in two adjacent market spaces: \$30 per market day
- Vendors exhibiting in three adjacent market spaces: \$40 per market day
- Non-profit organizations are exempt from the non-refundable application fee and market day fees. Proof of non-profit status must be included with the application.
- Market space rental fees will be collected at each market by a HPFM representative. Non-payment may result in suspension or removal from the market. Applications from vendors with balances due will not be considered until all invoices are paid in full.
- Vendors who pay for the entire 2015 season of 18 markets prior to the first market will receive a discount of two free markets, paying for 16 markets instead of all 18:
- Entire 2015 season, in one market space: \$320 + \$35 application fee
- Entire 2015 season, in two adjacent market spaces: \$480 + \$35 application fee
- Entire 2015 season, in three adjacent market spaces: \$640 + \$35 application fee
- A Market space is approximately 11 feet square to accommodate a 10-foot square canopy.

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 spaces each week; however, no Vendor can be guaranteed the same location, and all space assignments are at the discretion of the Market Manager and may change from market to market. 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 at 7:30 AM and must be set up by the 9:00 AM Market start.
- Late arriving Vendors may lose access to previously used spaces, or may be denied Market participation.
- Vendors may not begin to conduct sales until 1/2 hour before the Market opens.
- Vendors may begin takedown at 1:00 PM when the Market closes and must be finished by 2:00 PM.
- Vendors may not leave their space before the Market closes at 1:00 PM without approval from the Market Manager, and only if a safe exit can be made.

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 far in advance as possible. Vendors will be provided the Manager's cell phone number for this purpose. Vendors will be billed for any market day missed if the Market Manager has not received such notice.

INSURANCE REQUIREMENTS

All applicants must have a Commercial General Liability Insurance Policy listing the Horner Park Advisory Council, the Chicago Park District, and the City of Chicago 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 have proper signage, which include the following: price per unit, product name and variety, and if not grown in a field, the growing method (e.g.: hydroponics). Prices must be posted on all products.

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

If power is required the vendor must provide a portable generator in good operating condition. Generators that are excessively noisy or fume producing will not be permitted. Generators are not allowed, unless by specific permission of the Market Manager.

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°F or lower
- Eggs: must be held at 40°F
- Dairy and Cheese: must be held at 40°F

SAMPLING

All samples must meet the following criteria:

- Samples must be kept in clean, covered containers approved by the Dept. of Public Health.
- Toothpicks or disposable utensils must be used to distribute the samples.
- Clean, disposable plastic gloves must be used when cutting any samples.
- Cutting surfaces must be smooth, non-absorbent and easily cleanable.
- Producer must have control over samples at all times.
- There must be a waste container in a prominent place adjacent to the sampling area for public use.

Failure to abide by these sampling requirements may result in the loss of sampling privileges.

PROHIBITED PRODUCTS

- All types of crafts, clothing, and live animals including birds
- 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.
- Unauthorized agricultural products
- Crops grown using Genetically Modified (GM) seed
- Any items determined by the Market Manager to be inappropriate.

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 walkways. 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, TARPS AND TENTS

- Sellers must furnish their own tables, chairs, drop cloths, displays and weather protection. The use of drop cloths is suggested for all vendors selling products that can potentially stain or cause damage to pavement or sidewalks.
- 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 wind, vibration, or jostling.
- 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 50 pounds.
- Prepared food Vendors cooking on site must provide fire extinguishers and otherwise comply with Chicago Fire Department safety requirements. Only propane heated grills or electrically operated equipment or generators are allowed (no charcoal).

VENDOR SIGNAGE

All vendors must display a sign, with lettering at least 3" inches high, clearly identifying the name of their establishment, the city, town or county and state where their production occurs. If you sell products from a neighboring farm, that information must be disclosed on the application form. Each farm's product must be clearly identified with the farm name and location.

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. Freezers at markets must be maintained by an electrical generator or cold plates to ensure the proper temperature is maintained.
- 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 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 EGG VENDORS

Vendors must comply with State regulations for egg production and selling including candling requirements and licensing. Eggs must be held at 40°F after harvesting, during transportation, and at market. Egg cartons cannot be reused.

REQUIREMENTS FOR FLORAL AND ORNAMENTAL PRODUCERS

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

REQUIREMENTS FOR VALUE-ADDED VENDORS

- Processors who are not growers must be able to verify that 75% of their ingredients are purchased from local growers/producers.
- 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.
- The Horner 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.

REQUIREMENTS FOR COTTAGE FOOD OPERATIONS

Cottage food products must adhere to the regulations outlined in the Illinois Dept. of Public Health, Office of Health Protection, Division of Food, Drugs and Dairies Technical Information Bulletin #44. Refer to www.ilstewards.org for cottage food operation information. It is listed under "Resources".

- The cottage food operator must have a Food Service Sanitation Manager Certificate.
- Only the cottage food operator or his/her family member is allowed to sell at the Market.

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.

REQUIREMENTS FOR PREPARED FOOD VENDORS

If cooking or using open flame at the Market, note Fire Department regulations requiring fire extinguishers and fire safety. In addition to the standard application, all prepared foods vendors must submit:

- Production facility "approved" health inspection certificate dated within six months of Market start.
- City of Chicago Summer Festival Sanitation Certificate. This is required for anyone preparing food at the Market.

REQUIREMENTS FOR OTHER (NON-FOOD) VENDORS

Please attach a detailed description of what you would like to sell at the Horner 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.

UNSOLD FOOD PRODUCTS

The Horner Park Farmers Market works with a local charity to collect fresh market products for donation. We encourage vendors to donate any products that are unsold or which would otherwise spoil. The donations will be accepted before the end of each market.