



WELCOME TO THE 2024 VENDOR MEETING!

A PRE-SEASON FARMERS' MARKET VENDOR MEETING



INTRODUCTIONS

- Hannah Horn : Co-Market Manager
- Taylor Kern : Co-Market Manager
- Marin Moss : Farmers' Market Intern



ABOUT US

- Founded in 1974, Reestablished in 1997
- Managed by the City of Bloomington's Economic Development Department
 - Co-market managers & co-downtown development specialists
 - University intern (ISU, IWU, UIUC, etc.)
- Year-round, producer-only market
- 26 Weeks May-Oct
- 6 Indoor Farmers' Markets (third Saturday November-April)
- Location: Downtown Square & Grossinger Motors Arena



2023 RECAP

- Volunteer Hours: 325
- Attendance:
 - Total: 45,000
 - Weekly Average: 1,500
 - Total Vendors: 84
 - Weekly Average: 35
 - Community Groups: 66
 - Musicians: 29



2023 RECAP

- LINK Match & LINK Stats
 - LINK sales: \$11,149
 - LINK redeemed: \$10,890
 - LINK Match distributed: \$11,108
 - LINK Match redeemed: \$8,799
- Slightly lower due to decrease of LINK program participants following the pandemic





2024 FARMERS' MARKET CHANGES

CLUB CARROT

- Soft launched our new kids' program
- Primary focuses on agricultural education, encouraging healthy habits, but we will have entertainment-only activities
 - Partnering with Ag in the Classroom
 - Revamp of the 2-bite club
 - Take home kits & activities
 - Story time
 - Kid's yoga & other activities
- Ideas? Please talk to Hannah



DOWNTOWN BLOOMINGTON
FARMERS' MARKET

**CLUB
CARROT**

INCREASED ACCESSIBILITY

- Working on temporary accessible parking signage on Jefferson St.
- Ramp or ramps on the larger curbs in the market
- Trying to partner with assisted living facilities and communities to bring folks to the market on specific days
- Increased Spanish resources for customers





2024 FARMERS' MARKET APPLICATION INFORMATION

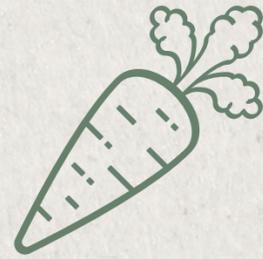
PRODUCER ONLY DEFINITION

- Grown & Raised
- Created
- Produced



Farmers

Fruit/Vegetable/Fungi
Meat/Egg/Honey
Flower



Artist

Original pieces
All mediums

VENDOR

TYPES

Prepared Good

Baked goods
Skincare
Other



Community Groups

Non-profit, educational,
governmental, children's
activities

VENDOR ATTENDANCE TYPES

- Full season:
 - Attends more than 14 weeks of the market
 - Same spot every week
- Drop-In:
 - You choose the schedule
 - Aren't guaranteed the same space
 - Pay as you attend
- Vehicle vs. No Vehicle
- Booth size:
 - Vehicle - 20'x17'
 - No Vehicle – 20' x 10'



FARMERS' MARKET SCHEDULE

- Outdoor Season – Downtown Square
 - Every Saturday rain or shine May - October
- Indoor Farmers' Market Season – Grossinger Motors Arena
 - Applications open September 1; close October 1
 - Thanksgiving Farmers' Market – November 23
 - Holiday Farmers' Market - December 21
 - Once a month – January through April on the third Saturday
- Dates to Remember
 - Applications accepted February 1 – March 1
 - Vendors notified of status by April 1



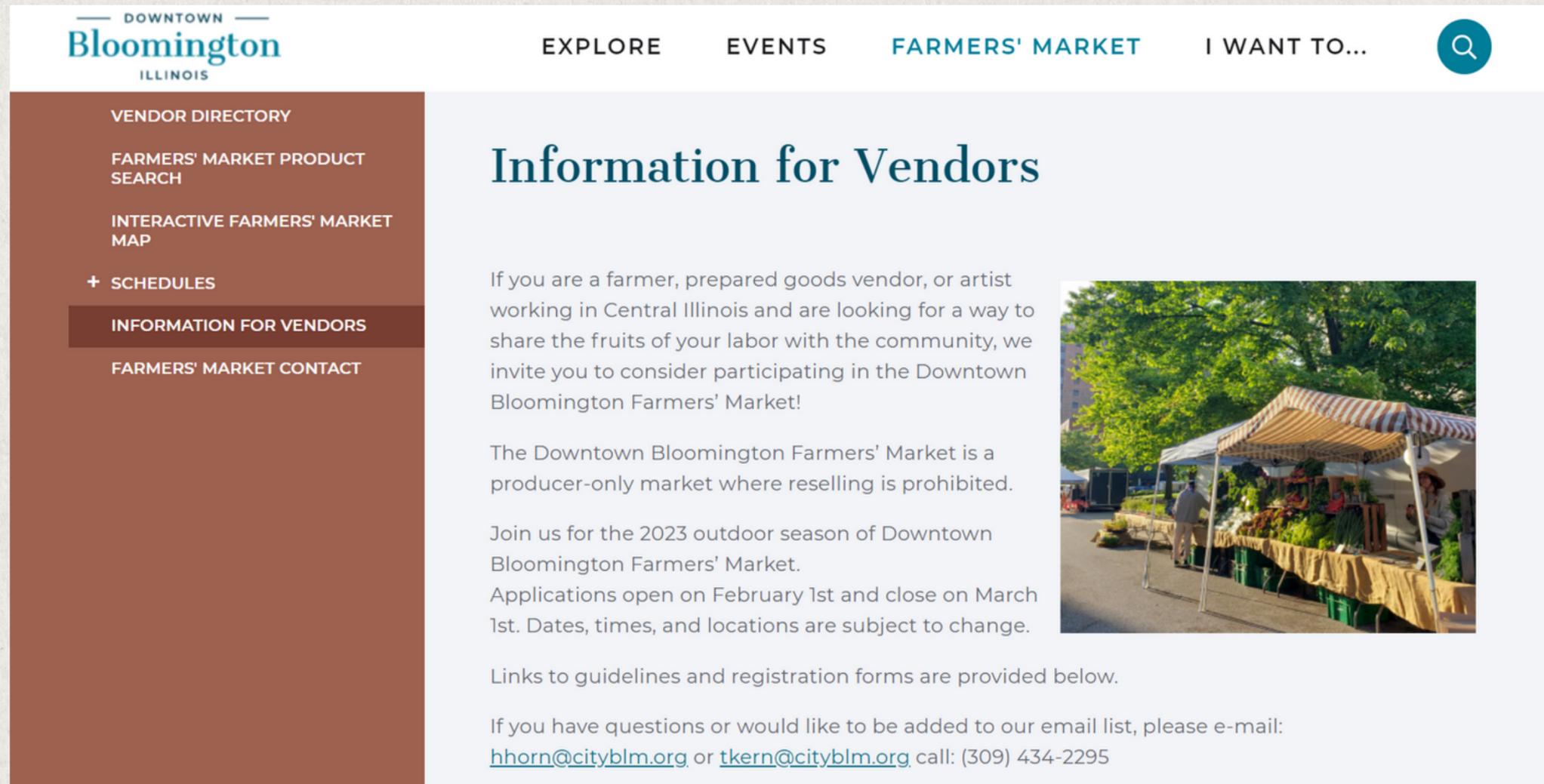
FARMERS' MARKET FEES

Season	Fee type	Full season	*Drop-in
Outdoor	Single stall-vehicle	\$300	\$25/day
	Single stall – no vehicle	\$275	\$20/day
	Double stall	\$550	\$50/day
	Triple stall	\$800	\$75/day
	Application fee	\$15	\$15
	Inspection fee	\$20	\$20
Indoor	Single stall	\$150	\$50/day
	Double stall	\$200	\$100/day
	Triple stall	\$250	\$150/day

If your full outdoor season fee is paid by May 31, 2024, you will receive a 5% discount. If your full year is paid by May 31, 2024, you will receive a 10% discount. All full season fees must be paid by June 30, 2024.

2024 APPLICATION PROCESS

Check out our website for the full list of rules and regulations <http://downtownbloomington.org/farmers-market/information-for-vendors/>



The screenshot shows the website for Downtown Bloomington, Illinois. The navigation bar includes links for EXPLORE, EVENTS, FARMERS' MARKET (highlighted), and I WANT TO... with a search icon. A left sidebar menu lists: VENDOR DIRECTORY, FARMERS' MARKET PRODUCT SEARCH, INTERACTIVE FARMERS' MARKET MAP, + SCHEDULES, INFORMATION FOR VENDORS (highlighted), and FARMERS' MARKET CONTACT. The main content area is titled "Information for Vendors" and contains the following text:

If you are a farmer, prepared goods vendor, or artist working in Central Illinois and are looking for a way to share the fruits of your labor with the community, we invite you to consider participating in the Downtown Bloomington Farmers' Market!

The Downtown Bloomington Farmers' Market is a producer-only market where reselling is prohibited.

Join us for the 2023 outdoor season of Downtown Bloomington Farmers' Market. Applications open on February 1st and close on March 1st. Dates, times, and locations are subject to change.

Links to guidelines and registration forms are provided below.

If you have questions or would like to be added to our email list, please e-mail: hhorn@cityblm.org or tkern@cityblm.org call: (309) 434-2295



APPLICATION PROCESS

- Applications go live February 1!
- Log in or create a “profile” in Manage My Market
 - <https://www.managemymarket.com/home.aspx?orgID=321>
 - Product registry takes the most time depending on how descriptive and extensive you are with labels.
 - Add anything you might possibly want to sell at the market.
 - Returning vendors make sure you update your contact and emergency information and product registry
 - Once you are finished, you should receive an email notifying you about your application being submitted.
 - The deadline for the outdoor season is March 1.

APPLICATION PROCESS CONT.

- Selection of vendors
 - Vendor type
 - Use of sustainable practices
 - Quality and uniqueness of products
 - Percentage of locally-grown ingredients (Prepared goods)
 - Presence on social media and/or connection to the community
- Notes about Scheduling on Manage my Market:
 - Only sign up for the dates you want
 - If you would like to participate in the Thanksgiving Market/Holiday market, you must add an Indoor drop-in and select the date in your profile.

The application covers the entire market year from May 2024-April 2025

VENDOR INSPECTIONS

- **New applicants:** All vendors are required to pay an inspection fee and allow your production site to be inspected. Based on the distance and availability of the potential vendor can be virtually done.
- **Returning Vendors – no cost for either type**
 - **Marketing-focused inspection**
 - Get to know your business better
 - Get photos for us to use in social media and a variety of other marketing materials
 - **Re-Inspection of Practices**
 - Based on feedback from customers and other vendors we are adding a re-inspection of practices for returning vendors
 - Ensure rules & regulations are upheld, sourcing, and all other standards

ADDITIONAL APPLICATION ITEMS

- Provide IL Business Tax ID # - Required (Sales tax)
- Provide link to social media page(s) and website, if applicable
- Must get approval for cottage foods, if applicable
- Must upload a copy of all licenses to MMM before your first day at the Market
- Must be compliant with the McLean County Health Department and Illinois Department of Agriculture, where applicable. MCHD admin has access to the MMM for this purpose.





CERTIFICATIONS

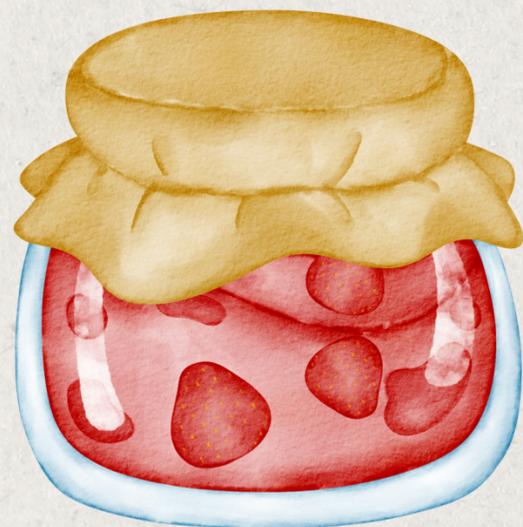
PRODUCT SAMPLING

- IDPH Illinois Farmers Markets Food Product Sampling Handler Training
 - The Farmers Market Food Product Sampling Handler Certificate is required for all persons who engage in performing tasks such as unpacking, cutting, slicing, preparing, or distributing food product samples. Certificates are not transferrable.
 - The Department's Farmers Market Food Sampling Handler Training can be accessed at: <https://i.train.org> - Course: #1061218. Application and handouts are also available on I-TRAIN. Upon successful completion of the course, a certificate of completion will be available to print and are valid for 3 years from issue date.



WHAT IS A COTTAGE FOOD OPERATION?

An operation conducted by a person who produces or packages non-potentially hazardous food or drink, other than foods and drinks listed as prohibited in paragraph (1.5) of subsection (b) of this Section, in a kitchen located in that person's primary domestic residence or another appropriately designed and equipped kitchen on a farm for direct sale by the owner, a family member, or employee.

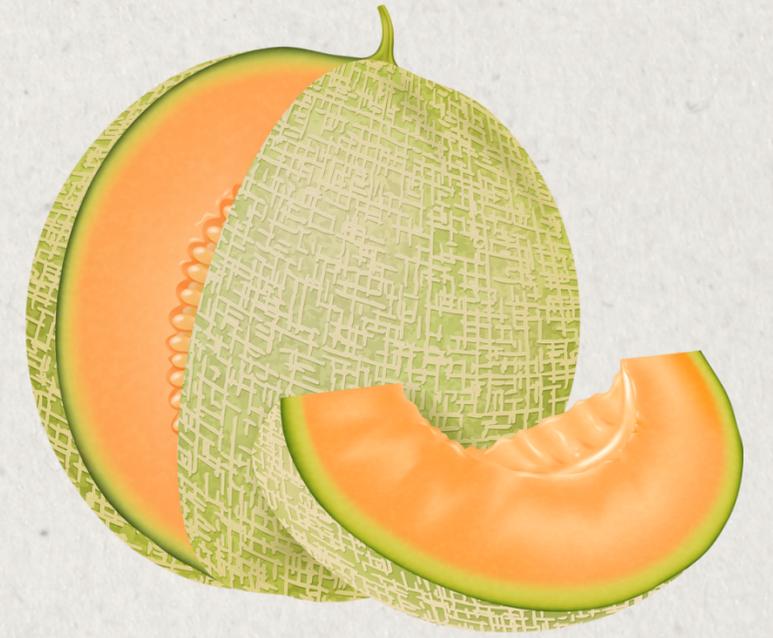


COTTAGE FOOD LAW AT THE MARKET

- Requirements:
 - Take an American National Standards Institute-approved Certified Food Protection Managers Course
 - Must be registered in the county you reside.
- Minor changes in 2023
 - For more information visit, <https://extension.illinois.edu/food/selling-food>
- Primarily prepared food vendor
 - Encouraged to use local fruit, vegetables, or flour in baked goods
- Primarily a farmer selling prepared goods
 - Strongly encouraged that ingredients come from their farm
- IL Stewardship Alliance- [2023 Cottage Food Guide](#)

COTTAGE FOOD IS NOT

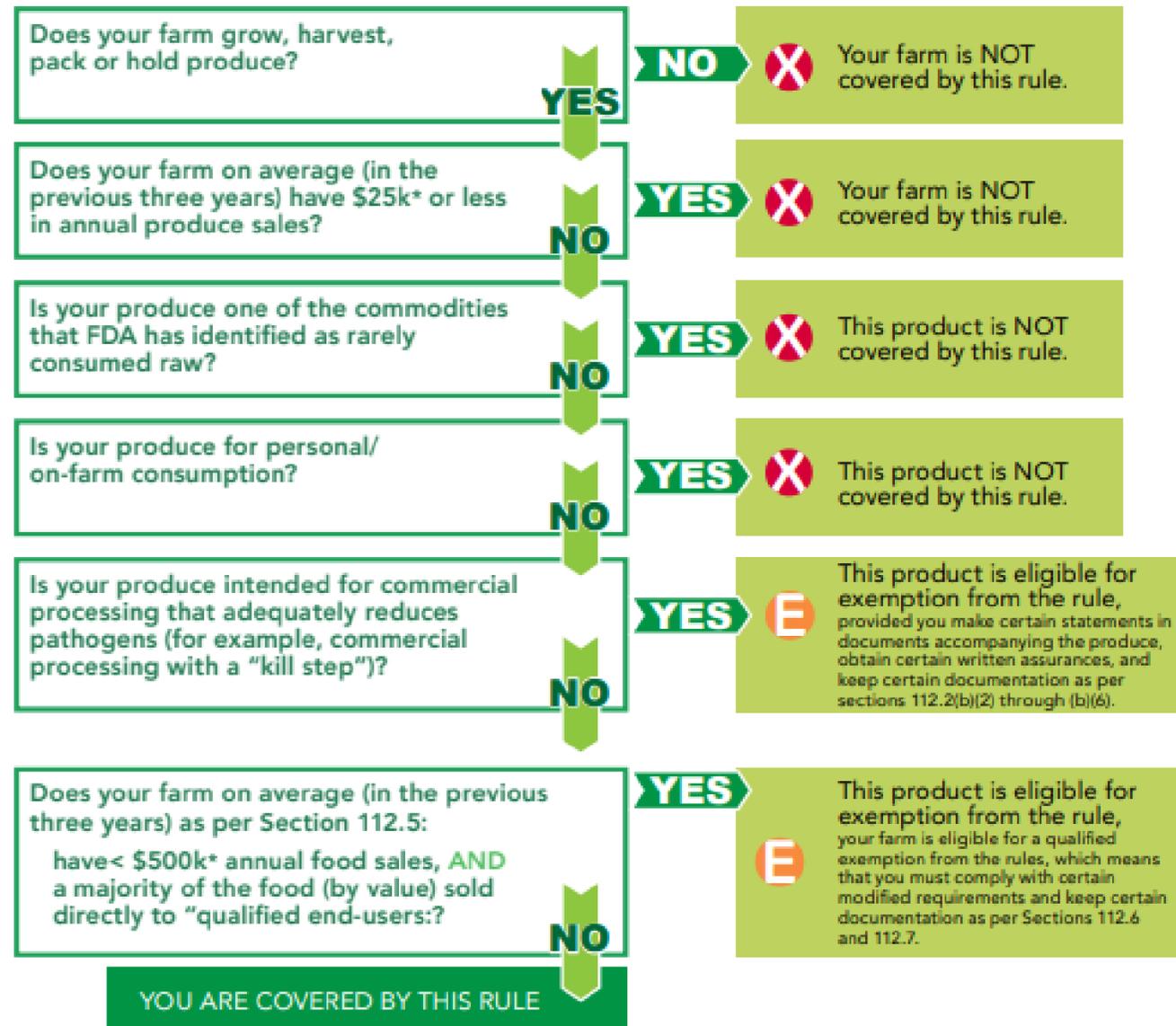
- Low acid canned foods
- Sprouts
- Cut leafy greens (can be dehydrated or blanched and frozen)
- Cut fresh tomato or melon
- Dehydrated tomato or melon
- Frozen cut melon
- Wild-harvested mushrooms, non-cultivated mushrooms
- Alcoholic beverages
- Kombucha
- Prepared on site food and drink – separate license



FOOD SAFETY MODERNIZATION ACT (FSMA)

HOW DOES THE RULE APPLY TO YOU?

If you grow, harvest, pack, or hold produce, you may be subject to part or all of the Produce Rule. Check out this chart to see how the rule applies to you.

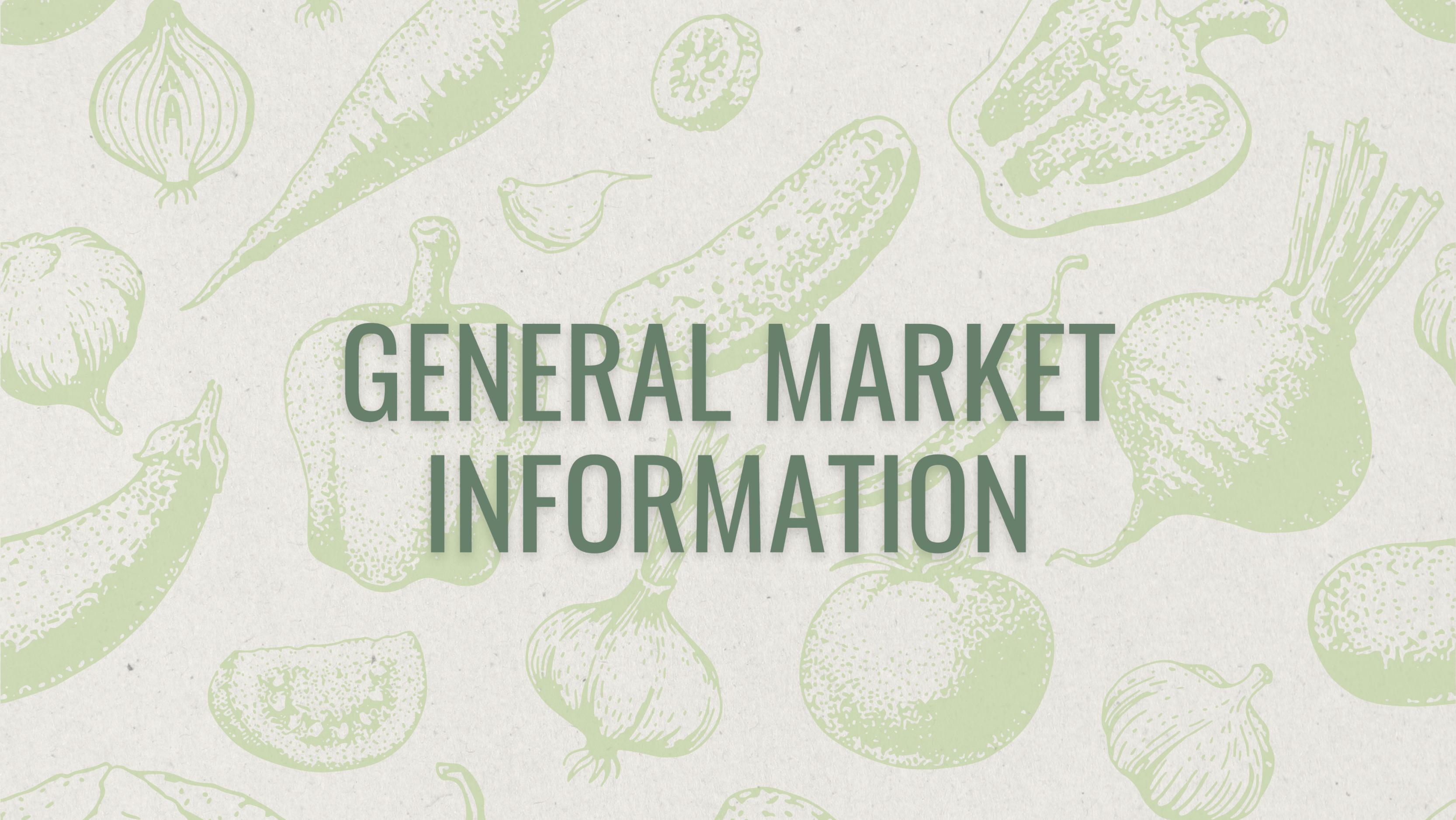


Source: Illinois Farm Bureau

<https://www.ilfb.org/media/5838/fsma-online-brochure.pdf>

Produce Safety Alliance Grower Training

<https://extension.illinois.edu/news-releases/produce-safety-alliance-grower-training>



GENERAL MARKET INFORMATION

GENERAL MARKET INFORMATION

- Signage Policy
 - Must include business name, location (city, state)
 - FSMA requirement
- Vendor/Employee Parking –
 - Must park in one of the parking decks, unless pre-arranged with Market Staff. Decks are free on Saturdays.
- Clean up
 - Before you leave, check your area for debris and clean it up before leaving the area.
 - If debris is present prior to the market notify Market Staff



MARKET CURRENCY

- Credit/Debit tokens
 - \$5 in value- works like cash
 - No expiration date
 - Change given
- SNAP/LINK tokens
 - \$1 in value
 - Only used on LINK approved items
 - No expiration date
 - No change given
- LINK Match vouchers
 - \$1 in value
 - Only for fruits and vegetables
 - NO EXPIRATION DATE
 - No change given



Once accepted to the Market, all vendors have to register online with the City to get reimbursed.

FARMERS' MARKET NUTRITION COUPONS

- \$5 fruit and vegetable coupons for Women, Infant, Children (WIC) or senior clients
- Must be spent directly with the farmer
- To sign up, call Illinois Department of Human Services at 217-782-2166 or the McLean County Health Dept.
- Maps will be given to all farmers participating in the program



INSURANCE REQUIREMENT

- Insurance Requirement
 - You will need to provide a Certificate of Insurance listing the City of Bloomington as an additional insured.
 - You will need to provide a copy of this document to Market staff annually.
 - Insurance needs to be provided prior to the first market attended



CODE OF CONDUCT

- Agree and adhere to all Rules and Regulations
- Be courteous and respectful
- Arrives and exits on time in a safe manner
- Sexual Harassment
- Complaint process
 - How to file a complaint?
 - Notify market staff in writing (email) or by calling 309-434-2295.
- What happens if we receive a complaint about you?
 - Market staff will investigate the complaint
 - Market staff will talk to vendor. If the vendor fails to comply with our 3-strike policy for minor offenses, they will be asked to leave the market, and no fees collected will be returned for the leased space.



DATES TO REMEMBER

- Applications go live February 1st
- Applications close March 1st
- Vendors Notified of status by April 1st
- Full season vendor fees due May 31 for discount
- Indoor Season Applications September 1st – October 1st





QUESTIONS??

CONTACT INFORMATION

- City of Bloomington / Market Management
 - Office: 309-434-2295
 - farmersmarket@cityblm.org
- Hannah Horn | Cell: 309-846-4012 | hhorn@cityblm.org
- Taylor Kern | Cell: 309-275-7980 | tkern@cityblm.org

- McLean County Health Department
 - Linda Foutch | Food Program Supervisor | P: (309) 888-5482 | linda.foutch@mcleancountyil.gov