

WELCOME TO THE 2023 VENDOR MEETING!



Introductions

- Catherine Dunlap, Co-Market Manager
- Hannah Horn, Co-Market Manager
- McLean County Museum of History – Norris Porter
- Intern – Ella Young
- MCHD – Linda Foutch, David
- WIC – Mary Colby



About us:

- Founded: 1974, Reestablished in 1997
- Managed by the City of Bloomington's Economic and Community Development Department
 - Co-Market Managers/Downtown Development Specialists
 - College Intern/Assistant Market Manager
- Year-round, producer-only market
 - 26 outdoor markets (May to October)
 - 6 Indoor Markets (third Saturday Nov-April)



Our outdoor
home:
Downtown
Square



Photo credit: Tony
Meizelis, City of
Bloomington

RECAPPING 2022

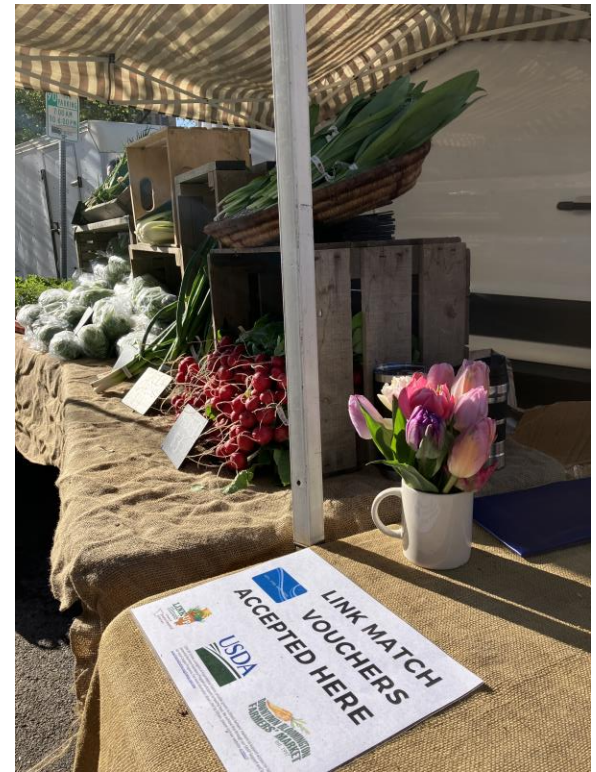
2022 Recap

- Volunteer hours: 310
- Attendance:
 - Total- 66,773
 - Weekly Average – 2,355
 - Total vendors - 96
 - Weekly Average - 32



2022 Recap

- LINK & Link Match Stats
 - LINK sales: \$16,567
 - LINK redeemed: \$15,523
 - LINK Match distributed: \$16,035
 - LINK match redeemed: \$12,305



2023 CHANGES

Emergency Action Plan

- New Emergency Plan
 - Communicating in advance of potential hazards with vendors and public
- Weather Emergencies
 - Outlines communication on our part prior and during the market
 - When we will be closing the market or delaying operations
 - Weights on tents
- Medical Emergencies & Assailant-Based Emergencies
 - Handled by PD/EMS

Community Organization Registration Process

- Types:
 - Bake Sale
 - Community Information Booth
 - Children's Groups & Activities
- Groups must be:
 - Non-profit, charitable
 - Government Organization
 - Educational Organization
- Registration Process:
 - [Seamless Document](#)
 - Provide 3 dates
 - One date will be selected, first-come, first-serve



Music at the Market

- Application process is now embedded within the City
 - Same application cycle dates Feb 1 – March 1, (will remain open until all spots are filled)
 - Rate \$100 per performance, from 9:30-11:30 am
 - Must register as a vendor with the City of Bloomington
- [Simple form application](#)
- Criteria
 - Family Friendly music no expletives
 - Music should remain within an appropriate range of volume in order to not disrupt vendor sales
 - Musicians will be scored on a variety of performance attributes
- Staff Contact
 - Hannah Horn, hhorn@cityblm.org will coordinate all music at the market

2023 FARMERS' MARKET APPLICATION INFORMATION

How to apply

Producer Only Definition

- Grown/Raised
- Created
- Produced



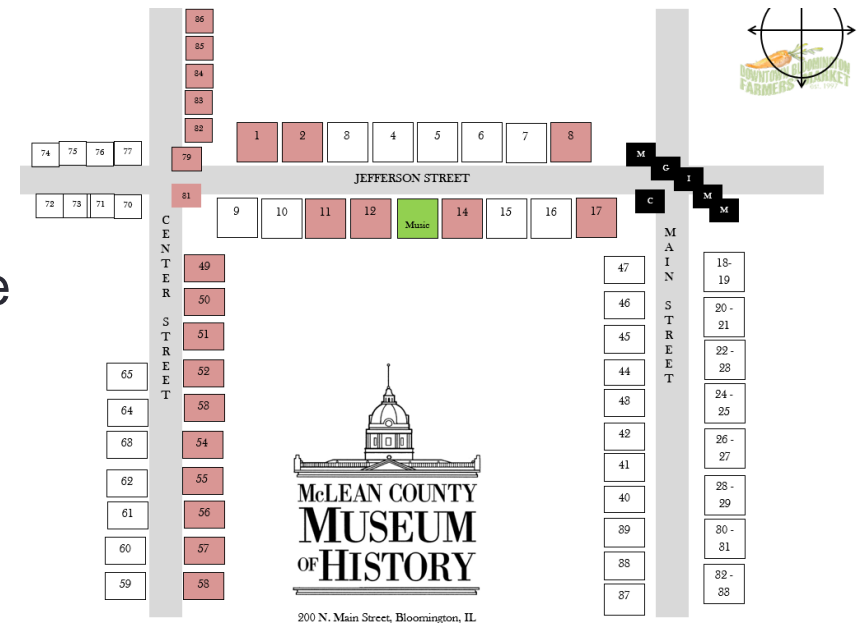
Vendors Types

- Farmers
 - Fruit/Vegetable/Fungi
 - Meat/Egg/Honey
 - Flower
- Prepared good
 - Baked good
 - Skin care
 - Other
- Artist
 - Original pieces
 - All mediums
- Community groups/bake sales



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 go
- 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 18
 - Holiday Farmers' Market - December 23
 - 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

Breakdown of 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

Discounts

If your full outdoor season fee is paid by May 31, 2023, you will receive a 5% discount. If your full year is paid by May 31, 2023, you will receive a 10% discount. All full season fees must be paid by June 30, 2023.

2023 Application Process

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

The screenshot displays the website for Downtown Bloomington, Illinois. The header includes the logo and navigation links for 'About Us', 'Resources', and 'Contact Us'. A secondary navigation bar features 'EXPLORE', 'EVENTS', 'FARMERS' MARKET', and 'I WANT TO...' with a search icon. The left sidebar lists menu items: 'VENDOR DIRECTORY', 'FARMERS' MARKET PRODUCT SEARCH', 'INTERACTIVE FARMERS' MARKET MAP', '+ SCHEDULES', 'INFORMATION FOR VENDORS', and 'FARMERS' MARKET CONTACT'. The main content area is titled 'Farmers' Market » Information for Vendors' and includes a 'Font Size' selector, 'Share & Bookmark', 'Feedback', and 'Print' options. The text on the page states: '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!' It also notes that the 2021 outdoor season applications have closed and that the 2022 outdoor season applications are open from February 1st to March 1st. A photograph of a market stall with fresh produce is shown. At the bottom, it provides contact information for Catherine Dunlap and a link to 'Rules & Guidelines'.

— DOWNTOWN —
Bloomington
ILLINOIS

About Us Resources Contact Us

EXPLORE EVENTS FARMERS' MARKET I WANT TO... 🔍

VENDOR DIRECTORY
FARMERS' MARKET PRODUCT SEARCH
INTERACTIVE FARMERS' MARKET MAP
+ SCHEDULES
INFORMATION FOR VENDORS
FARMERS' MARKET CONTACT

Farmers' Market »

Information for Vendors

Font Size 📏 Share & Bookmark 📌 Feedback 🗨️ Print 🖨️

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.

Applications for the 2021 outdoor season have closed. Join us for the 2022 outdoor season of Downtown Bloomington Farmers' Market. Applications Open and 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 mailing list, please e-mail: Catherine Dunlap at cdunlap@cityblm.org call: (309) 434-2293.

[Rules & Guidelines](#)

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

- 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 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 an entire year May 2023 – April 2024.

Vendor Inspections

- New applicants: All vendors are required to pay an inspection fee and allow your production site to be inspected. Based on 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
 - NEW: 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

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.

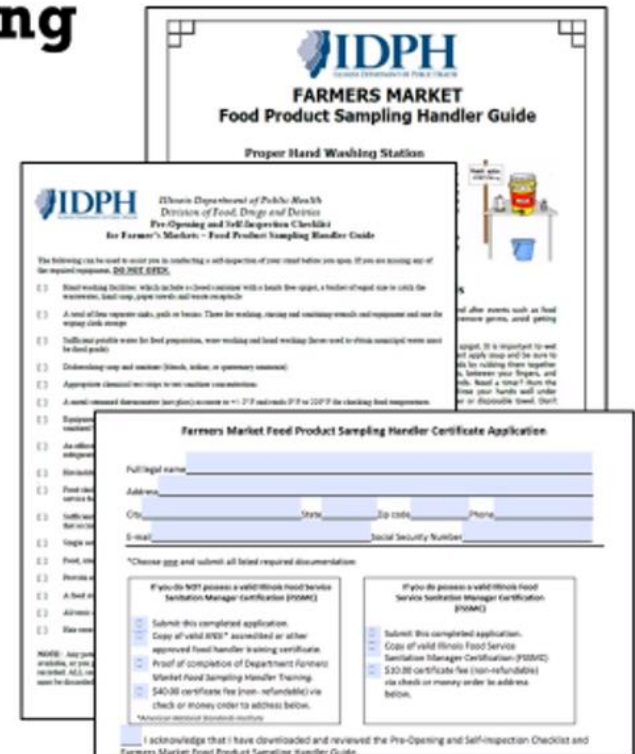
EXTRA CERTIFICATIONS

Cottage Food & Food Safety Modernization Act

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 here: <https://i.train.org> - Course # 1061218. The 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.



Source: Justin Dwyer, Peoria County Health Department

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.
- Changed in 2022
 - ILFMA Webinar - https://www.youtube.com/watch?v=IAj_N-5kF4k
 - 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- [2022 Cottage Food Guide](#)

Cottage Food Law Overview

- Everything EXCEPT:
 1. Meat, poultry, fish, seafood, or shellfish
 2. Dairy, except as an ingredient in a non-potentially hazardous baked good or candy
 3. Eggs, except as an ingredient
 4. Pumpkin pies, sweet potato pie, cheesecakes, custard pie, crème pie, and pastries with potentially hazardous fillings
 5. Garlic in Oil or oil infused with garlic
 6. Canned foods (can have preserves, jams, jellies, butters, and acidified vegetables)

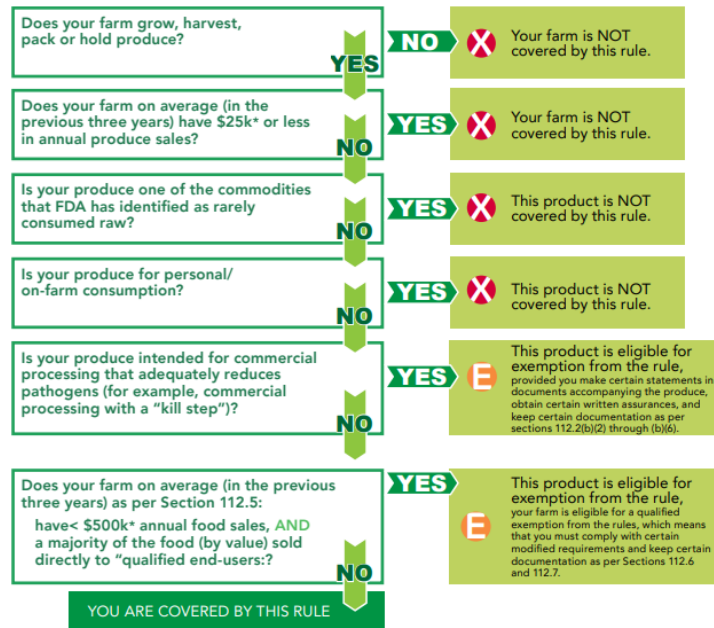
Cottage Food, everything, except

- 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>

CLARIFICATION OF COMPLIANCE DATES

BUSINESS SIZE

	SPROUTS	MOST PRODUCE	WATER **	QUALIFIED EXEMPTION LABELING REQUIREMENT	RETENTION OF RECORDS SUPPORTING A QUALIFIED EXEMPTION
ALL OTHER BUSINESSES (>\$500K)*	1/26/17	1/26/18	1/26/22	1/1/2020	1/26/16
SMALL BUSINESSES (>\$250K-500K)*	1/26/18	1/28/19	1/26/23	1/1/2020	1/26/16
VERY SMALL BUSINESSES (>\$25K-250K)*	1/28/19	1/27/20	1/26/24	1/1/2020	1/26/16

*Sales are adjusted for inflation annually. **Track changes to water compliance rule at www.fda.gov/fsma.

Food Safety Modernization Act (FSMA)

TRAINING AVAILABLE

ILLINOIS
Extension
COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES

- Farmers Market Food Safety Training – IA State University Extension (free)
<https://www.safeproduce.cals.iastate.edu/farmers-market-food-safety-training>
- National Good Agricultural Practices Program – based at Cornell University (\$\$)
<https://gaps.cornell.edu/>
- Produce Safety Alliance Grower Training (\$\$)
<https://producesafetyalliance.cornell.edu/training/grower-training-courses/>



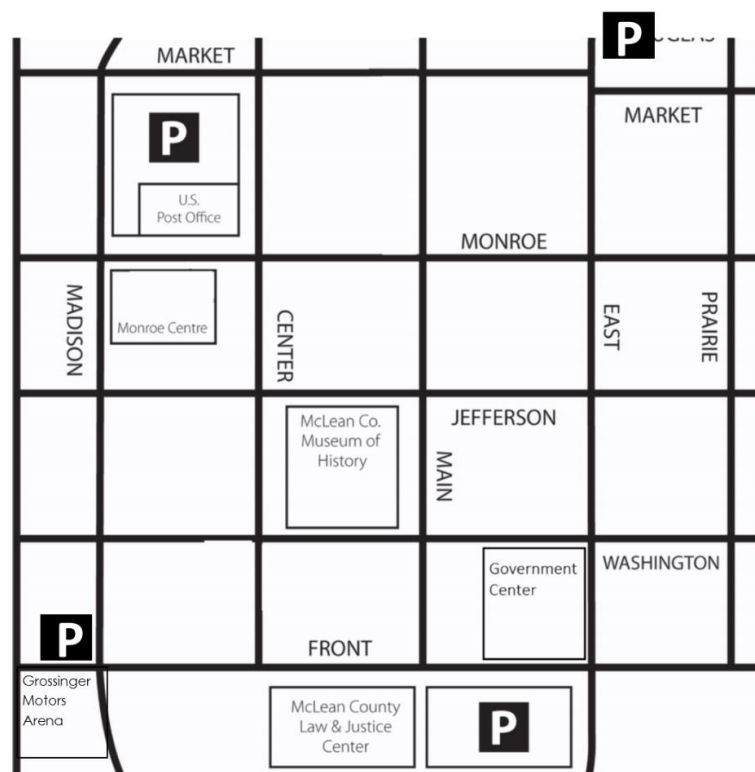
Certificate of Completeness needs to be uploaded to Manage my Market by first day at the market.

MARKET REQUIREMENTS

Things you need to know after you are accepted in the market.

Market Reminders

- 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



Registering as a Vendor with the City

- Once accepted to the Market
- Online process
- What you need before you apply?
 - Check name, DBA, W9

The screenshot shows the 'Vendor Self Service' portal for the City of Bloomington, Illinois. The header includes the city logo, 'Munis Self Service', and a 'Log In' button. The main content area displays a 'Welcome to Vendor Self Service' message and a navigation menu with options for 'Home', 'Vendor Self Service', and 'Registration'. The footer contains the copyright notice: '©2021 Tyler Technologies, Inc.'.

Bloomington ILLINOIS

Munis Self Service

Log In

Welcome to Vendor Self Service

Welcome to Self Service for Business Vendors

Home

Vendor Self Service

Registration

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Market Token system

- 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
 - Expires 12-31-23
 - No change given



Insurance

- **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.

WIC AND SENIOR COUPONS

Farmers' Market Nutrition coupons

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



MARKET MAKER & CONNECT FRESH ILLINOIS

Connect Fresh

ConnectFresh Collaborative

Benefits & Ease of Use

One robust **FREE** market/producer profile and login

Profile and data shared on multiple sites state-wide

Expands your reach exponentially through the searchable map

Increases both farmers market and farm product sales

Connects to customers with our **FREE *What's in Season* app**

ConnectFresh Collaborative

Farmers Market Producers

FREE profile listing with all the who, what and where about your food business

Connect with your Farmers Markets to show where and what you sell

Discover new markets and additional selling opportunities

Improve patronage and attract new customers to your market booth and/or farm stand

<https://il.foodmarketmaker.com/page/register>

Connect Fresh- An Illinois Marketing Collaboration



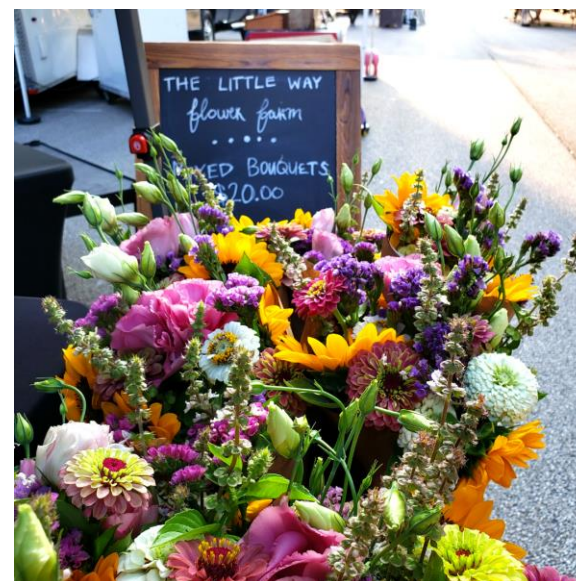
MARKET  MAKER™

New Additions to the Collaboration



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?

Thanks for coming



Contact us!

Office: 309-434-2295

Farmersmarket@cityblm.org

<http://downtownbloomington.org>

Government Center

115 E. Washington St. Suite 202

Catherine Dunlap- Cell: 309-275-7980; cdunlap@cityblm.org

Hannah Horn- Cell: 309-846-4012; hhorn@cityblm.org