



PRESENTED BY



CHAMPAIGN - URBANA

WINTER FARMERS MARKET

2026-2027 VENDOR HANDBOOK



CONTENTS

Who We Are.....	1
Office Location	2
Contact Information	2
2026-2027 MARKET CALENDAR.....	2
Holiday Market 2026	2
Winter/Spring Market 2027	2
Market Operations	2
Hours of Operation	2
Set Up	3
Tear Down	3
Vendor Communications	3
Vendor Eligibility & expectations.....	4
Prioritization	4
Agreement	5
In Good Standing.....	5
Meeting Attendance Required.....	5
Attendance Expectations	6
Adding, Changing or Withdrawing Dates	6
Cancellation Policy.....	6
No Call No Show Policy	6
Application Requirements	7
General Application Information	7
Application Deadlines	7
How to Apply	8
Farm Producer Policies	8
Value Added Food Business Policies	9
Prepared Food Business Policies	9
Community Group Eligibility & Policies	9
Fees.....	10
General Fee Information.....	10

Booth Fee Structure Options	11
Additional Fees	11
Required documentation.....	12
Liability Insurance	12
Public Health Department Permits	13
Cottage Food Registration	13
Vendor Booths	13
Signage Policies & Requirements	14
Waitlisting.....	14
LINK Tokens and Vouchers	15
Electricity	17
Weather	17
Smoking.....	18
MARKET PROGRAMS	18
Buy One, Give One.....	18
Kids Kits.....	19
Gleaners.....	19
Mandatory Gross Sales Reporting	19
Grievances & Complaints.....	19
Resolution Process	20
Policy Changes	20
Illnesses & Infectious Diseases	21
Public safety response	21
Growing practices	21
Farm Visits.....	21
Selling Other Farms Products	22

WHO WE ARE

The Land Connection is a Champaign-based nonprofit organization working to build a stronger, more resilient food system from soil to supper plate. Our main programs are farmer training, farmland access, food access, and consumer education. We envision a community-based food system in which every farmer has the opportunity to grow food in a sustainable manner, and every person can access local, healthy foods. Your participation in the CU Winter Farmers Market is a significant step toward making that vision a reality.

Office Location

The Land Connection
206 N Randolph St STE 400
Champaign, IL 61820

Contact Information

Farmers Market Coordinator: Stephanie Birch
Food Access Manager: Ian Nutting
Phone: (217) 840-2128
Email: market@thelandconnection.org
Website: www.thelandconnection.org
CU Farmers Market Facebook: [/cufarmersmarkets](https://www.facebook.com/cufarmersmarkets)
CU Farmers Market Instagram: [@cufarmersmarkets](https://www.instagram.com/cufarmersmarkets)

2026-2027 MARKET CALENDAR

Holiday Market 2026

- November: 7, 14, 21, 28
- December: 5, 12, 19
- **NO MARKET ON DECEMBER 26**

Winter/Spring Market 2027

- January: 2, 9, 16, 23, 30
- February: 6, 13, 20, 27
- March: 6, 13, 20, 27
- April: 3, 10, 17, 24

MARKET OPERATIONS

Hours of Operation

8:00 AM-12:00 PM

Set Up

The market site will open for vendors to set up at 6:15 AM. Vendors are expected to arrive, unload, and set up stalls by 7:45 AM. Vendors may unload from the South, East, or West entrances of Lincoln Square Mall. Vendors with larger vehicles should use the South entrance. Vendors must provide their own rolling carts to transport products and supplies from their vehicles to their stall location.

Please do not hold or prop doors open!

Tear Down

The market closes at 12:00 PM. At this time, vendors may begin tearing down stalls. All stalls must be taken down and all products and supplies loaded by 1:00 PM.

Vendors are expected to stay open until 12:00 PM. Vendors who habitually close or tear down early may be withdrawn.

Per the Memorandum of Understanding between CUWFM and Lincoln Square Mall, vendors are not permitted to remain set up or participate in any subsequent events within Lincoln Square Mall after CUWFM concludes. Exceptions may be made only with prior authorization from the management of the subsequent event. CUWFM staff may request proof of vendor authorization if you remain in your booth following the close of the market.

Vendor Communications

All communications for the market will be done via email, and vendors are required to know all information given through email.

Vendors are responsible for updating their Manage My Market profile to ensure that contact information is current, including email addresses for employees operating market stalls.

Market staff will distribute a weekly **Market Day email**, sent each Friday by 12:00 PM, with a link to the market map, weather forecasts, and information on market programs and important reminders.

Vendors should check their email on Friday afternoons/evenings before the Saturday market for any updates or changes. In cases of emergency or inclement weather, additional emails may be sent as needed.

VENDOR RESPONSIBILITIES

The Farmers Market Coordinator and Food Access Manager are responsible for administering and enforcing all rules and procedures, as well as public safety, space assignments, market data collection, and Link token redemption.

It is the vendor's responsibility to comply with all rules and to conduct business in the market accordingly. Any vendor who fails to comply with market regulations may lose their privilege to participate. The Farmers Market Coordinator and/or Food Access Manager has final authority in resolving issues in a civil and efficient manner and retains the final decision on conflicts and/or loss of privileges.

VENDOR ELIGIBILITY & EXPECTATIONS

The Champaign-Urbana Winter Farmers Market encourages the sale of a variety of goods, but places specific emphasis on fresh, local foods, and locally handcrafted items. All items must be directly and personally homegrown, handmade, and/or created from locally owned operations within 150 miles of Champaign-Urbana.

Prioritization

In line with The Land Connection's mission, The Land Connection gives highest priority to small, family farms using sustainable practices, who operate within 150 miles of Champaign-Urbana.

Priority will also be given to value-added food and farm product vendors who:

- Grow at least a portion of the fruits/vegetables used in their products, OR
- Source ingredients from area farmers market vendors.

The following process will be used to prioritize vendors when vendors of a similar category apply.

1. Farm and food vendors
2. Vendors who select a full season
3. Returning vendors who have participated the longest and are in good standing
4. Product selection, quality, and variety

The Land Connection strives to meet the needs of all vendors, while also providing a wide range of options for market shoppers. The Farmers Market Coordinator and/or Food Access Manager has final decision on which products are allowed at the market.

For farm and ranch vendors, all items must be grown, raised, or produced by the vendor. Growers and producers found to be re-selling produce, meat, or any other items at the market will receive one written warning by the Farmers Market Coordinator. If the infraction is repeated, the vendor will be withdrawn for the remainder of the season, and all pre-paid fees shall be forfeited.

Agreement

Within the vendor application, each vendor will be required to agree with a series of statements pertaining to the rules, regulations, and processes of the market, including:

- The CUWFM Link Program (only applies to farm and value-added businesses)
- Sales reporting protocols
- Vendor handbook
- Market code of conduct
- Waitlisting

To complete the application, all vendors must agree with these statements, indicating their acknowledgement and understanding of The Land Connection's policies and procedures.

In Good Standing

Vendors who have participated in past Champaign Farmers Market, CU Winter Farmers Market, and/or Urbana's Market at the Square seasons must be in good standing before

their application can be processed. Applications from vendors with outstanding balances will be marked as 'pending' until the balance is paid. Booth spaces will not be held while waiting for payment.

Meeting Attendance Required

Attendance at the pre-season vendor meeting is required for all accepted vendors. An online meeting will be held on **Thursday, October 22 at 6:00 PM**. Attendance will be taken to ensure everyone has attended.

Vendors who are unable to attend and/or who are approved in the 2nd application round will be required to watch a recording of the meeting. You will also be required to answer a few questions about the handbook, to ensure your understanding of CUWFM policies and procedures.

Attendance Expectations

Vendors are expected to have good, consistent attendance at the market. If a cancellation is necessary, vendors must notify the Farmers Market Coordinator at least 24 hours before the start of the market.

Vendors with excessive cancellations, recurrent last-minute cancellations, and/or recurrent no-shows may be withdrawn from the market and lost eligibility for future market seasons.

Consistent communication and reliability help ensure a successful market for everyone.

Adding, Changing or Withdrawing Dates

Vendors can request to add, withdraw, or change dates via Manage My Market, or by sending an email to market@thelandconnection.org. Verbal requests will not be honored.

Requests to add will be processed by the Farmers Market Coordinator, based on availability of space and product variety. All requests to change dates must be submitted at least 24 hours in advance via Manage My Market.

Cancellation Policy

If you are paying weekly, you must cancel in writing through email to market@thelandconnection.org **BEFORE** 8:00 AM on Friday (24 hours in advance). If your cancellation notice is not received 24 hours in advance of market, you will still be charged

your booth fee as an administration fee. Pre-paid vendors will not receive a refund for cancelled dates.

No Call, No Show Policy

Vendors who cancel without prior notification will be charged the booth fee for the day. No refunds for vendors who have paid in advance. Additionally, a second offense of a No Call No Show is subject to termination from the market, and booth fees will not be refunded.

APPLICATION REQUIREMENTS

General Application Information

- To be approved and assigned a stall, vendors must submit a complete application via our market management platform, Manage My Market.
- An application will not be approved and/or a stall assigned, if:
 - The vendor has an outstanding balance, OR
 - The application is missing required documents (e.g., proof of liability insurance).
- When applying, vendors must complete a product list. Only items listed in your completed application can be sold at the market. You can add new items after your initial application is submitted, but they must be approved by the Farmers Market Coordinator or Food Access Manager before you sell them. Please make these requests to the Farmers Market Coordinator via email at market@thelandconnection.org.
- Products sold by weight must comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation at the market. For a list of Illinois Registered Small Scale Service Companies, visit www.agr.state.il.us or call 217.785.8466.
- All vendors selling goods or services must have an Illinois Business Tax (IBT) number before their first day of sales at the market, this is not required to apply but is required to have listed on your Manage My Market application before your first market appearance. Once you obtain your IBT number, upload a copy of the document to Manage My Market.
- All vendors are required to collect and pay all sales tax related to items sold at the market. These taxes must be reported to the Illinois Department of Revenue as

collected in Champaign. The Market Coordinator will provide a tax form through Manage My Market.

- For business registration forms, contact 217.785.3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application. Applications lacking the IBT will be considered incomplete and will not be processed.

Application Deadlines

Applications will be accepted and reviewed in rounds:

FIRST ROUND: Applications will open on **Thursday, October 1** and close **Thursday, October 15, 2026**. Vendors wishing to attend the holiday season market (Nov–Dec) must submit a round 1 application.

Application processing will begin on October 16. Vendors who submit during the first round can expect to receive notification of a decision by end of the day **Monday, October 19**.

SECOND ROUND: Applications will open on **Monday, November 16, 2026**, and remain open throughout the remainder of the season.

HOW TO APPLY

Applications must be submitted through Manage My Market.

When beginning your application, please select the appropriate vendor type from the options below:

- Farm Producers
- Value-Added Food Businesses
- Prepared Food Businesses
- Makers and Artisans
- Community Groups

An application must be received and approved before a vendor can attend market.

Farm Producer Policies

Farmer producers include businesses selling fruits, vegetables, meat, and/or eggs.

The CU Winter Farmers Market is designed to support small family farms, with priority given to farms using sustainable practices. All farmers must be able to answer questions about their growing/raising practices, including listing all fertilizers, soil amendments, and other processes used. Produce sold at the CU Winter Farmers Market should:

- Be of the highest and freshest quality possible
- Reflect Midwest seasonality
- Be from a small farm or small-scale artisanal food producer
- Not be labeled “organic” unless it is certified by a USDA approved third party certifying agency and follows USDA’s Organic Labeling requirements

For additional policies on growing & selling policies, see below.

Value Added Food Business Policies

Value added food businesses include businesses producing and selling food products, including baked goods, cheeses, jellies and jams, seasonings, and confections.

Please make sure your products reflect the market’s mission to support local agriculture. Preference will be given to vendors that source ingredients from other vendors at the market and local and regional food businesses (e.g. Sola Gratia produce, Janie’s Mill flour)

Prepared Food Business Policies

This vendor category includes food truck vendors and ready-to-consume foods, including hot foods and beverages. Prepared food vendors generally follow the same policies as other vendors but are not eligible to participate in our Link program.

Makers and Artisan Policies

This category broadly refers to vendors selling products designed, fabricated, and hand-crafted by the artisan vendor. Acceptance is based on originality of designs, materials used, and production techniques. All items must be of excellent workmanship both in quality and design. The items must show evidence of manual skills obtainable through a significant period of dedication and experience.

Eligible products include (but are not limited to) soaps, candles, pottery, textiles, jewelry, and floral design.

Ineligible products include (but are not limited to) assembly line or kit crafts, items featuring licensed images, resale items, mass printed items, and 3-D printed items.

Community Group Eligibility & Policies

The Land Connection defines a community group as a non-profit 501(c)3 or grassroots organization. Community groups must abide by the same code of conduct and market rules as vendors.

For-profit business entities will not be accepted to the market as a community group, unless providing education or services to fulfill community needs. For-profit entities without a clear community service or educational purpose may still attend the market as a sponsor. To learn more about becoming a market sponsor, please contact the Farmers Market Coordinator.

Vendors applying to this category may sell items but must not compete with other vendors. Additionally, groups may fundraise at the market but may NOT walk around to solicit donations from market patrons.

If selling raffle tickets, appropriate permitting is required. It is the responsibility of the group to obtain the permit, including the payment of any permit fees. Raffle permits must be submitted to the Market Coordinator via email within 72 hours of the market date. To obtain your permit visit: <https://www.urbanail.gov/city-clerk/page/raffle-licenses>.

Not all requested dates may be approved on your application. Space for community groups is based upon availability at the time of submitting your application. Participation is not exclusive; there may be other community groups at the market that day.

If your community group needs a table and/or chairs, you must let the Farmers Market Coordinator know at least one week in advance. Community groups are responsible for setting up and returning borrowed tables and chairs.

FEES

General Fee Information

- The Land Connection and CUWFM do not refund fees.
- All fees will be paid through Manage My Market, unless alternative arrangements are made in writing with the Farmers Market Coordinator.
- A non-refundable \$15 application fee will be charged for all approved applications.
- Full-season payments must be made in advance to receive the discounted rate.

- Booth fees will be invoiced to vendors' Manage My Market accounts on the Tuesday following each market. Vendors are responsible for making prompt payments via credit/debit card.
- Vendors are required to maintain an updated credit or debit card on file, attached to their Manage My Market account. Note: Market staff do not have access to your credit card information and are unable to verify which card is attached.
- Vendors with outstanding balances may be subject to waitlisting. Accounts exceeding \$100 in past due vendor fees may be subject to withdrawal from the market and lose eligibility for future market seasons.
- Alternative payment arrangements (e.g., cash or check) may be available. Please contact the Farmers Market Coordinator.

Booth Fee Structure Options

Full Season, November–April (24 markets):

- \$610 total, includes a \$60 discount if paid in full
- Payment due October 27, 2026

Half Season, Holiday Market Only (November–December, 7 markets):

- \$210 total, includes a \$35 discount if paid in full
- Payment due October 27, 2026

Half Season, Winter Market Only (January–April, 17 markets):

- \$400 total, includes \$25 discount if paid in full
- Payment due December 29, 2026

Vendor Weekly:

- Holiday Market (November–December): \$35 per market
- Winter Market (January–April): \$25 per market

Community Group Weekly:

- \$25 per market

Additional Fees

APPLICATION FEE: A \$15 application fee will be charged to all approved vendors. Application fees will be processed via Manage My Market on:

- November 10, 2026: Full Season and Holiday Market Only vendors
- January 5, 2027: Winter Market Only vendors*

*Application fees for new vendors joining the market after January 5 will be processed on the Tuesday after the vendor's first market date.

GARBAGE FEE: A \$20 garbage fee will be charged to any vendor or group which, at the close of market, leaves any leftovers or waste behind. Boxes must be taken and not discarded in mall trashcans, which are provided for patron use.

- **First Offense:** the vendor will be issued a written warning and a \$20 fine invoiced to the vendor's Manage My Market account.
- **Second Offense:** another \$20 fine will be invoiced to the vendor's account.
- **Third Offense:** the vendor will be invoiced for another \$20 fine, withdrawn from the market, and pre-paid booth fees will be forfeited.

REQUIRED DOCUMENTATION

All vendors must provide all required documents in their application. Required documentation varies depending on vendor type, but may include:

- Certificate of Insurance that names The Land Connection (all vendors)
- Proof of Cottage Food Registration
- CUPHD Health Permit
- Farmers Market Food Product Sampling Handler Certificate
- Egg License

Liability Insurance

All vendors participating in The Land Connection's CU Winter Farmers Market shall be individually responsible for any loss, bodily or personal injury, death, and/or property damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees.

By applying to The Land Connection's 2026-2027 CU Winter Farmers Market, each vendor agrees to indemnify and save The Land Connection, Lincoln Square Mall, and their officers, agents, and employees harmless from any loss, cost, damages, and other expenses, including attorneys' fees, suffered or incurred by reason of the vendor's negligence or that of its servants, agents and employees; provided that the vendor shall not be responsible nor required to indemnify The Land Connection or Lincoln Square Mall for their negligence or that of their officers, agents, or employees. No insurance is provided by The Land Connection or Lincoln Square Mall for the benefit of participants in The Land Connection's CU Winter Farmers Market.

All vendors must:

- Maintain a policy of insurance covering their obligation under this agreement
- Attach a copy of the policy to their Manage My Market account or email a copy to the Market Coordinator prior to selling at the Market

For more information click [HERE](#) to read about Certificate of Insurance requirements. ALL vendors must hold a liability insurance policy to sell at the CU Winter Farmers Market.

Public Health Department Permits

All food items must comply with appropriate local, state, and federal health regulations. Please visit <https://www.c-uphd.org/environmental-health.html> or contact the Champaign-Urbana Public Health District, Environmental Health Division at (217) 373-7900 or by email eh@c-uphd.org for current regulations. Please allow at least 30 working days for any health department reviews and inspections. All local, state, and federal food/health safety requirements must be met prior to selling at the market. Food license, permit, and/or certification copies must be given to the Farmers Market Coordinator prior to your first market day.

Cottage Food Registration

Cottage Food vendors should contact the Champaign-Urbana Public Health District for further information on the specific requirements and processes involved with this type of operation. To participate in the market, Cottage Food vendors must adhere to the specific requirements set forth by Public Health.

Champaign-Urbana Public Health District

201 W. Kenyon Rd., Champaign, IL 61820

(217) 352-7961

<https://www.c-uphd.org/>

For further information, please refer to:

[2026 Cottage Food Guide by the Illinois Department of Public Health](#)

VENDOR BOOTHS

The Land Connection will try to ensure that vendors remain in the same space throughout the season; however, changes may be necessary. Full-season vendors, farm producers, and value-added vendors will be given priority when assigning spaces, with the highest priority given to vendors who require electricity for their operations. If you require access to an electrical outlet, you must indicate this on your application.

Vendor spaces are 10' × 10'. Vendors may sell products and goods from tables, carts, or other similar structures. All tables, chairs, and other booth infrastructure will be supplied by the vendor. The Land Connection does not provide booth supplies and is not responsible for the set-up or tear-down of any tables, chairs, or other materials.

All vendors:

- Should obtain and utilize a rolling cart for the easy transportation of supplies and products from their vehicles to their designated space.
- Must display signage with the name of their business or organization and comply with all signage policies (see the next section).
- Should present their business or organization in an attractive, clean manner with a well-organized and inviting display.
- Should use environmentally friendly bags. **We strongly discourage the use or supply of free plastic bags.**

Signage Policies & Requirements

The State of Illinois requires that all growers display signage with their business name and farm location/product origin. The Land Connection requires that all vendors, no matter what products they sell, prominently display signage noting their business name and their

product origin. Signage is important for promotional purposes and for tracking vendor attendance and placement. All vendor signage and display items must be contained within your booth space. Signage must be kept out of walkways.

Waitlisting

NEW! When necessary, the Farmers Market Coordinator may waitlist or withdraw an approved vendor.

Waitlisting may occur when the number of vendor requests for space exceeds the number of stalls available. Space availability may be reduced on a given market day due to factors beyond the control of the Farmers Market Coordinator, such as other events taking place in Lincoln Square Mall. When necessary, the Farmers Market Coordinator may move some vendors to a waitlist, as needed.

Prioritization will be given to:

- Full-season and pre-paid vendors
- Farm and food businesses
- Vendors with a consistent and reliable attendance record
- Vendors with a zero balance on their Manage My Market accounts
- Product diversity

Waitlisted vendors will be offered space as it comes available, based on the prioritization scheme above.

LINK TOKENS AND VOUCHERS

The Land Connection operates several food access programs at the CU Winter Farmers Market. These programs distribute wooden tokens and incentive vouchers to eligible customers, including recipients of benefits under the USDA's Supplemental Nutrition Assistance Program (SNAP, known in Illinois as Link), among others.

To ensure consistency for customers, the Market requires that ALL vendors selling SNAP-eligible products participate in The Land Connection's food access programs. All vendors, including those selling items not SNAP-eligible, must be familiar with these programs and comply with the requirements in this handbook.

Customers may shop the Market using tokens and incentive vouchers as they would cash. No change is to be given for these currencies. Vendors may accept tokens/vouchers ONLY for eligible items. Please refer to the list below.

Market Currencies & Eligible Products

Wooden tokens:

- Fresh, unprepared fruits and vegetables, cut herbs, and mushrooms
- Seeds and potted plants intended for growing food
- Meat, fish, poultry, eggs, dairy products, baked goods
- Prepared foods *not* sold hot
- Sealed beverages intended for off-site consumption

Green Link Match paper vouchers:

- Fresh, unprepared fruits and vegetables, cut herbs, and mushrooms
- Seeds and potted plants intended for growing food

Ineligible Products

- Non-food items
- Foods that are hot at the point of sale and/or intended for immediate on-site consumption

Participating vendors will receive an information packet at their first market which includes a list of eligible currencies and products, an envelope for storing tokens/vouchers during the market, and a “Link Welcome Here” sign. At the end of each market day, vendors will count the tokens/vouchers they received and return them to market staff in the provided envelope. *Please return your currencies the week they are received; this ensures that the data we report to state and federal grant partners is accurate and helps us maintain relationships with these partners to secure further funding.*

The Land Connection will reimburse vendors for tokens/vouchers redeemed for valid purchases.

Vendors are required to set up direct deposits with The Land Connection for currency reimbursements. Prior to a vendor’s first market, they will receive via email an ACH Authorization Form, sent through DocHub. This must be completed to receive any reimbursements from The Land Connection. Once the ACH Authorization Form has been

submitted, The Land Connection will enroll the vendor for payments through Bill, a third-party service used for direct deposit payments. Each time a reimbursement is initiated, Bill sends an email to the vendor indicating a payment was made.

A fee of \$1 will be deducted from each reimbursement to cover processing fees from the transaction. Please do not retain tokens/vouchers for multiple weeks; this will not reduce the \$1 transaction fees and will complicate the reimbursement process for all vendors.

Vendors are responsible for informing The Land Connection if/when their bank account information changes. The Land Connection is not responsible for any payments made to incorrect bank accounts due to a vendor providing incorrect information or not updating their account information.

Please direct all payment questions and/or changes to bank account information to info@thelandconnection.org.

ELECTRICITY

Not all CUWFM booths have access to electricity. Vendors requiring electricity must request it via the market application. Priority will be given to vendors requiring electricity for food safety reasons.

Vendors using electricity must:

- Provide information on the amperage of their equipment
- Secure cords tightly and safely to the ground using 4" wide tunnel tape or plastic cord covers
- Supply their own power equipment, extension cords, and cord covers

Vendors **may not** use duct tape or rubber matting without approval from the Farmers Market Coordinator. Vendors approved to use these materials must ensure tape and adhesives are removed from Lincoln Square Mall's flooring at the end of the market. Vendors who fail to do so will be subject to the \$20 garbage fee.

WEATHER

The market will operate every Saturday, snow or shine.

Market Closure:

In the case of extreme and dangerous weather conditions threatening the safety of vendors, customers, and market staff, the Farmers Market Coordinator will close the market. Market staff will monitor the weather and, in case of closure, inform vendors via email and post notices on the Land Connection's website and CUWFM social media pages. Vendors will not be charged booth fees for that day, though refunds for pre-paid vendors will not be issued.

For the safety of all, the Farmers Market Coordinator may choose to delay the opening of the market or close early on a case-by-case basis.

Vendor Cancellation:

Vendors may choose to cancel due to weather conditions, even if the market remains open. Vendors who choose to cancel should notify the Farmers Market Coordinator as soon as possible to avoid a no-call, no-show fee. In cases of severe weather, the Farmers Market manager may elect to temporarily waive the 24-hour cancellation policy.

SMOKING

Smoking is prohibited inside the market space; this includes e-cigarettes. Any violation of this policy may result in eviction from the market at the discretion of the Farmers Market Coordinator.

MARKET PROGRAMS

In addition to organizing and facilitating the weekly market, the Land Connection runs community-focused programs to enhance the market and bolster the local food economy.

Buy One, Give One

Every week, The Land Connection invites market customers to purchase extra portions of food from eligible vendors for donation to a local food pantry. At the close of market, the Farmers Market Coordinator will collect all purchased donations for pick-up by the food pantry. This program aims to bolster farm and food business sales while also combatting hunger in our local community.

Vendors may elect to donate eligible products, but this is not expected or required.

Eligible products:

- Meat and eggs
- Fruits and vegetables
- Value-added products produced in a commercial kitchen
- Hygiene and body care products

Market staff will track the amounts of donated products each week, which may be used to apply for grants to support the market and The Land Connections food access initiatives.

Kids Kits

A free monthly program for kids ages 0-18. Each kit contains a kid-friendly recipe plus all the ingredients needed to make a healthy and delicious snack. Kids Kits are available on the last market of the month and feature ingredients from local farm and food businesses.

Gleaners

The market works with local social service agencies to establish the gleaning of food contributions at the end of market days. These agencies are a great resource for distributing your unsold product to the local community in need.

Receiving agencies can provide you with a receipt of product donated if requested. Vendors are under no obligation to donate leftover products.

MANDATORY GROSS SALES REPORTING

Vendors are required to report gross sales each week. Due to the sensitivity of this information, vendors reports are anonymized. The Land Connection will exclusively use sales data to support fundraising and vendor recruitment efforts to support the market.

- The Farmers Market Coordinator will distribute the Google form link via email. Use this form to submit your sales report.
- Vendors who do not wish to email this information from their business email address may:
 - Submit using a private email address
 - Submit a paper copy of their sales data directly to the Farmers Market Coordinator on market day.

GRIEVANCES & COMPLAINTS

The Farmers Market Coordinator is responsible for hearing and resolving grievances and complaints about the market and/or vendors. To file a grievance or complaint, please email the Market Coordinator at market@thelandconnection.org.

Vendor grievances and complaints include disputes between vendors, market policies and procedures, and product challenges from vendors or customers. A product challenge is defined as a reasonable doubt that a product was not grown or produced in line with market policies.

Examples of product challenges:

- A vendor suspects that another vendor is reselling factory-made items and presenting those items as hand-crafted goods
- A customer complains that a product is not properly labeled
- A vendor contests a particular market policy or procedure

Resolution Process

Responsibilities of the Farmers Market Coordinator:

- Receives verbal or written complaints from other vendors or community members

- Reviews the complaint and examines relevant documentation (e.g. application materials, market, vendor handbook)
- Notifies the vendor or group that a grievance/complaint was filed, without disclosing the identity of the complainant
- Allows the vendor/group to respond to the grievance/complaint and provide additional documentation/information
- Decides on the appropriate, actionable steps needed to resolve the dispute, grievance, or complaint
- Informs both parties in writing (if possible)

POLICY CHANGES

Any modifications to The Land Connection market policies will be communicated via email.

For any concerns on market day and beyond, please contact the Farmers Market Coordinator. We are here to help everyone enjoy successful sales and a great market atmosphere!

ILLNESSES & INFECTIOUS DISEASES

By submitting your application, you acknowledge and understand that participation includes possible exposure to illness from infectious disease. You release, waive, and forever discharge any and all liability, claims, and demands against The Land Connection and its affiliated partners, sponsors, employees, agents, and directors from exposure to illness from infectious diseases and any and all bodily injury, illness, death, or medical treatment that may arise from your participation in this event.

PUBLIC SAFETY RESPONSE

The Land Connection and the CU Winter Farmers Market are committed to promoting the safety, inclusion, and well-being of all members of the market and its surrounding communities, regardless of race, gender, religion, ability, national origin, or citizenship

status. In the event of a public safety event, the Farmers Market Manager and/or Food Access Manager will make every effort to monitor and document the incident.

In life-threatening situations, such as a medical emergency or an active-shooter event, market staff will call local first-responder agencies for assistance.

GROWING PRACTICES

Farm Visits

The Farmers Market Coordinator and/or Food Access Manager may visit growers at their farms. These visits are free of charge. Farm visits are done to provide The Land Connection with context regarding farmer operations and to help gather information for market promotions. Farm visits reassure the Farmers Market Coordinator that the products sold at the market are grown by the vendor on their designated property. Vendors are not obligated to provide any trade secrets or personal growing methods to the Farmers Market Coordinator or Food Access Manager.

Selling Other Farms Products

All produce must be grown by the vendor selling it at the market.

In special cases, vendors may be allowed to sell small quantities for other growers. To carry other producers' products, written permission must be obtained from the Farmers Market Coordinator. The products must be clearly labeled with the producer's name/address, and products must meet our guidelines for growing practices.

For questions and clarifications on this policy, please email the Farmers Market.