

# Welcome to the Friends of Round Lake Area Library Farmers Market Vendor Information Package.

We urge you to read this entire packet prior to submitting an application to the market.

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# OVERVIEW

## Our Mission:

The Round Lake Library Friend's Farmers Market is a nonprofit, all-volunteer organization committed to providing a diverse shopping experience for all our citizens while supporting our local farmers, artists and entrepreneurs. Every dollar we raise goes towards advertising and promotion and to cover operating expenses for the market and to promote Friends programs and the Library in general.

The Round Lake Library Friends Farmers Market operates a Summer Market held on Friday afternoons during the months of June, July, August and Sept from 3:30 PM to 7:30 PM. We have two categories of Vendors:

- ◆ **Food Purveyors:** An eligible participant is any grower, producer or chef offering for sale items for human consumption, such as fruits, veggies, grains, nuts, berries, apiary products, maple syrups, preserves, baked goods, meat, fish, etc., and non-edible items such as cut, dried, or potted flowers or plants. Other items may be offered for sale at the discretion of the Market Managers. The Market Managers will make decisions regarding imported items. Lake County Illinois Health Department rules prohibit the sale of jellies, jams, pickles, salsas, sauces or baked goods etc. if prepared in your home. These same items if prepared in a licensed kitchen are permitted.
- ◆ **Crafters/Artists:** Original Art made and created by you! All items are *juried* ahead of time. As part of your application submission you will be required to email pictures of your work to us for review and evaluation.

Applications will be reviewed and accepted based on product mix and space availability. Your application will be reviewed carefully and you will be notified of your status within 15 days of receipt of your application. Returning vendors are given preference over new vendors.

*Round Lake Library Friends Farmers Market 2009/2010 Information and Registration Packet can be found at the back of this packet.*

- ◆ **Accepted:** means you must submit a non-refundable deposit for 25% of your seasonal fees within 15 days of application to hold your space. The rest of the payment may be made in monthly installments. There may be some single spaces available on a weekly basis.
- ◆ **Pending/Wait Listed:** means we like what you have, but we may not have space available or we currently have too many vendors selling similar products at this time. You will be notified if space becomes available at a future date.
- ◆ **Declined:** we do not believe that your current offerings are a good fit for our market at this time.

# APPLICATION PROCESS

All vendors will be required to fill out an extensive application (vendor profile). This is only done one time. The data is then stored and can be updated at any future time. Located in the appendix you will find a check list outlining the information you will be asked to provide as you complete the initial application.

**Step 1:** Review the entire Market package to understand the rules and operating guidelines before completing the application process. **Refer to the grid pages at the back of the Vendor Information Packet, while completing the application process. This grid explains in detail the information that we are looking for by vendor type**

**Step 2:** Select your vendor type:

- ◆ **Actively Farming:** actively involved and invested in the planting, growing, and harvesting of agricultural product or livestock on owned, rented, leased, or share-cropped land.
- ◆ **Value-Added Processor:** actively involved and invested in the processing of product sold at the market; a processor may sell processed farm foods, value-added processed foods.
- ◆ **Hot Food Concession:** selling/sampling food that is freshly made and available for immediate consumption on-site.
- ◆ **Craft/Artists:** selling non-food products that are functional, utilitarian or decorative.

**Step 3:** The application process requires the initial payment of a non-refundable annual fee.

- ◆ Initial Application Fee Structure:
  - Food Purveyors: \$15.00
  - Crafters/Artists: \$10.00

**Step 4:** You will also be asked to confirm that you agree to operate under the rules of operation as outlined in this document and to confirm acceptance of the Hold Harmless agreement as outlined below:

The participant assumes all responsibility for and shall bear all liabilities and expenses relating to the products offered for sale. The participant shall save the sponsoring groups, Friends of the Round Lake Area Library, and the Round Lake Area Library, their successors, agents and assigns harmless from and against and indemnify them for all liability, loss, cost, attorneys fees, expenses or damages howsoever caused by reason of products sold by participant or any act of omission of participant, including but not limited to any injury (whether to body, property, or personal or business character or reputation) sustained by any person to any person or to property, and for any violation of municipal, state or federal laws or regulations governing the products of their sale, which may result from the sale or distribution of the products by the participant.

The participant shall further indemnify sponsors, market management, Friends of the Round Lake Area Library, Round Lake Area Library, their successors, agents and assigns from all costs and attorneys fees

incurred in successfully defending or prosecuting any dispute regarding a violation of the rules and regulations set forth under this agreement.

I agree to sell or offer for sale only those items that have been approved by the Market Management Team. I acknowledge full responsibility for my activities and conduct and those of anyone working in my space at the Friends of Round Lake Library Farmers Market and hereby acknowledge receipt of the rules of operation and agree to comply with them. I agree to the terms of the Hold Harmless Agreement as outlined in the Market Rules and Regulations. I have read and reviewed the market rules and agree to abide by them.

### **Step 5: Vendor Fees and Payment information**

Make your check payable to the Friends of Round Lake Library Farmers Market.

Mail your check to:

Friends of Round Lake Library Farmers Market  
C/O Round Lake Area Library  
906 Hart Road  
Round Lake, IL 60073

**Step 6: Certifications/Licenses etc.** Copies of all required licenses and permits must be faxed to 847-546-7104 prior to your first day at the market! If the product mix you are selling requires special certificates or license you must have them prior to your first market day, or you will not be allowed to sell!

**Liability Insurance:** All Food Purveyors and vendors selling soaps, lotions (skin products) are asked to provide a current certificate of liability insurance for the duration of the market, naming the Friends of Round Lake Area Library Framers Market, 906 Hart Rd., Round Lake, IL 60073. Certificates must be received prior to your first date at the market. They can be faxed to 847-546-7104.

**Temporary Health Permit:** Lake County Illinois Health Department

- ◆ Lake County requires that all vendors who will be handling food (sampling or on site preparation) at the market be licensed.
- ◆ Visit the Lake County Health Department website for a Lake County Health Dept. application or contact 847-377-7780
- ◆ All Food Handling Applications, certifications and fees must be mailed directly to the Lake County Health Dept., 500 W. Winchester Rd., Suite 102, Libertyville, IL, 60048

**Step 7:** Read the rules and the Marketing Tips to help you prepare for your first day at the market. See you there!

**Power:** The Friends of Round Lake Library Farmers Market has NO access to electricity.

## **ARRIVAL AT THE MARKET**

On your first day at the market please arrive early so that the volunteers can help you locate your space and assist you with unloading your vehicle. When you arrive at the market be sure to check in with the volunteers in the orange shirts to confirm the exact location of your space.

- ◆ **Food Purveyors:** Plan on arriving between **1:30 – 3:00 pm** for set up. If you are not selling from your car and wish to unload next to your vendor stall you must arrive and complete the unloading process prior to **3:00 p.m.**. Note: Late arrivals will have to hand carry their equipment and product to their vendor stalls if they arrive after **3:00 pm** in order to assure the safety of the other vendors and our volunteers!
- ◆ **Artists/Crafters:** Plan on arriving in the market area between **2:30 – 3:00 p.m.** to facilitate set up by **3:30 p.m.**

**Power: The Friends of Round Lake Library Farmers Market has  
NO access to electricity.**

**No arrivals before 1:30 p.m.**

# **RULES OF OPERATION**

## **I. Location of Market**

The Friends of Round Lake Library Farmers Market is located in the parking lot of the Library at 906 Hart Road, Round Lake, IL.

## **II. Hours of Market Operation**

Participants may begin selling as soon as they are set up! All vendors must be ready to begin sales no later than **3:30 pm**. All participants must be open for business until the close of the market at **7:30 pm** on Fridays. The area must be cleared within one hour of closing. When setting up, market participants must limit themselves to their assigned spaces.

## **III. Eligible Participants**

- ◆ **Food Purveyors:** An eligible participant is any grower or producer offering for sale items for human consumption, such as fruits, veggies, grains, nuts, berries, apiary products, maple syrups, preserves, baked goods, meat, fish, etc. Also non-edible items such as cut, dried, or potted flowers or plants. Other items may be offered for sale at the discretion of the Market Managers. The Market Managers will make decisions regarding imported items.

**Note:** Lake County Health Department rules prohibit the sale of Jellies, Jams, Pickles, Salsa's, Sauces or baked goods etc. if prepared in your home. These same items if prepared in a licensed kitchen are permitted.

- ◆ **Crafters/Artists:** Original Art made and created by you! All items are "juried" ahead of time. As part of your application submission you will be required to mail pictures of your work to us for review and evaluation.

A complete and accurate list of all items that you wish to sell/promote must accompany your application and must be approved by the Market Managers. Once your application has been approved should you wish to expand your product offerings, please send us and e-mail with your request. It will be reviewed and you will be notified via e-mail if the product has been approved.

## **IV. Displaying and Selling Goods**

- ◆ Participants must furnish their own tents, tables, chairs and display arrangements. All tents must be secured with weights regardless of weather conditions. This is not optional. It is our responsibility to assure the safety of our shoppers and vendors alike. Spaces measure 9'by 16'.
- ◆ Prices of all items must be clearly marked and in full view of the customers.
- ◆ All vendors who are handling foods intended for human consumption are required to provide a hand washing station. This consists of the following items:
  - Water dispenser that allows for free flowing water to facilitate two handed hand washing (available at camping stores and some hardware stores)
  - Waste bucket

- Water
- Soap
- Paper towels

## V. Participant Conduct

Market participants as well as their employees shall conduct themselves in a pleasant and courteous manner. They shall avoid using any unduly loud, vulgar, profane or otherwise objectionable language. Market participants and their employees shall avoid playing radios, tape or CD players, etc., at a volume level objectionable to their neighboring participants or Market Managers. They shall avoid all appearance of being or having been intoxicated. They shall avoid belligerent behavior or actions that might be reasonably expected to lead to disputes or altercations with other producers or their representatives, prospective customers, or other persons in the Market area. In the event persons other than the producer or his/her representative cause or promote a dispute or altercation with a producer, the producer shall seek assistance from the Market Managers. Market participants may only promote their products within the assigned booth space area, no product promotion is permitted in the common areas of the market.

## VI. General Regulations

No participant shall:

- a) Pack up their products and leave the market area prior to **7:30 pm**
- b) Sell apiary products, maple syrup, or any sugars or processed foods unless properly labeled in accordance with Illinois State standards for labeling.
- c) Sell meat/cheese/fish/poultry/pork or prepare food on site without a current Lake County Health Department Permit. All vendors requiring permits must contact the Lake County Health Dept. 847--377-7780
- d) Sell or offer any article according to weight except in accordance with established Illinois State standards for weight.
- e) Sell or offer for sale any unwholesome or spoiled articles.
- f) Sell or offer for sale any article without first obtaining an Illinois State tax license for the current year.
- g) Attempt to attract attention by hawking or yelling loudly or distributing flyers throughout the market.
- h) Transport or display food without adequate protection against contamination; Delivery trucks and equipment used for transportation and display shall be kept clean at all times.
- i) Allow any waste or refuse to remain after the closing hour of the market; the participant is responsible for the cleanup and removal of all waste from the site. Vendors must bring their own brooms and waste receptacles for removing trash from the Market Area. You must take your trash with you. The Village Permit requires that the trash be hauled away by the vendors at the end of the day. **Fines of \$50.00** per incident will be levied on all vendors not cleaning up their areas. Repeat offenses will result in vendors being banned from participating in future market days.
- j) Bring live Animals; Vendors are not to bring live animals to the market!

## VII. Enforcement of Rule and Regulations

Participants in the market must conform to Market rules at all times. The Market Managers have the full authority to enforce all rules. Any participant failing to comply will lose space at the discretion of the Managers. Market rules supplement village code provisions.

### **VIII. Notification of Absence**

- Emergency: Please contact the Market Managers immediately and leave a message at 847-546-7060.
- The market will be held on each day as designated in the application, there will be no refunds should you choose to not participate on the dates originally agreed to.
- The market operates in all weather conditions, rain, snow, sleet or sun we are open for business. In the event of severe weather conditions the Market Manager may elect to close the market to insure the safety of all vendors and shoppers alike, i.e. tornado warnings, severe lighting, sub-zero temperatures.

### **IX. Safety Rules**

Canopies, Tents, Tarps & Umbrellas etc. must be securely tied down and all tie downs must be secured with sufficient weights to prevent tipping or shifting during market hours. This is Chicago after all, and the weather can change on dime we request that you take the necessary steps to secure your tents and canopies every market day!



## **MARKETING TIPS FOR VENDORS**

In these challenging times it's more important than ever to give serious consideration to becoming more consumer focused than ever before. All of the Friends of Round Lake Library Farmers Market Vendors take great pride in your product and the strong personal connection you have as you place the product in the consumer hands. We also have to remember that having the best product in the world does not make the sale! It is important to think about how you engage the customer, what draws them to your booth to inquire about your product, what distinguishes your product from the other vendors, if your customer has a limited budget how do they know you are providing them with the best value and product. These are just a few of the questions that will be going thru each of your customers minds when they visit the market.

**Who are you?** What's the name of your business? Do you have a banner/sign on your booth that clearly communicates your business name, your product, where you're from? These are all things the customer wants to know about you. Take the time to create a professional banner/sign with a brand identity that clearly communicates who you are. If you have a special logo (creative representation of your business) that can go a long way to getting customers engaged.

**Price!** Have the prices clearly displayed for every item you are selling. Customers want to know the price of what they are considering purchasing and sometimes they may be uncomfortable asking you for the information for fear of having to tell you they can't afford something or your booth may be so busy that they can't reach you personally to ask the price and so they go to the next vendor. If you are having a special promotional deal, make sure that all your customers are aware of it and make a special sign. Price will play a large role in the consumer's decisions as they shop the market. Make sure your prices are competitive and you can clearly articulate the added value of your products.

**Appearance:** What does the consumer see when they visit your booth? Take a hard look at how your booth looks to the consumer. Is the tent cover clean, are the tables covered with a colorful cover, are your products displayed in an attractive manner? Can they tell who is working at the booth or do your representatives look like everyone else at the market. Matching ball caps, aprons, t-shirts with your company name clearly communicate who to talk to for more information or to gain assistance. If you look like one of the crowd how do they know who to reach out to for service?

Take the time to arrange your products in an attractive manner. Beautifully arranged and stocked tables can capture a consumers eye and make them stop to see what you have to offer.

**Differentiate your Products:** Be able to offer recipes or cooking instructions for unique products, remember no everyone knows the difference between Kale and Collard Greens. Be sure to label your products and be able to discuss how they are best prepared. Be in a position to educate your customer.

**TALK to the Customer:** are you sitting in your booth reading the paper, or are you up on your feet inviting people to come and talk to you . Are you busy talking to the vendor next to you and ignoring your customer or busy talking to your friends via cell phone. Stand up on your feet, smile and talk to the customers as they walk by your booth. Offer samples, coupons etc. to get them to stop and learn about your products. Hiding behind the newspaper or talking on your cell phone is a sure way to assure the customers keep walking toward the next vendor on the street.

## VENDOR APPLICATION CHECKLIST

For Each Market You Apply To, Supply the Following Information	Food Purveyors	Crafters/Artists
Company Name: If your business does not have a name-enter your name in this space	Required	Required
Primary Vendor Type: select the appropriate category	Select: Actively Farming , Value Added Processor or Hot Food Concession	Select Craft/Artists
Business Structure	Optional	Optional
Business Owners	Required	Required
Liability Insurance	Required	Required only if selling soaps or cosmetics.
Policy Number	Required	Required only if selling soaps or cosmetics.
Expiration Date	Required	Required only if selling soaps or cosmetics.
Brief Company Description: who you are what you sell, why are you unique. This will be displayed on our website. Be accurate	Required	Required
Company Photo or Logo	Required	Required
May we display your company information on our website?	Optional but strongly encouraged	Optional but strongly encouraged

Business Phone	Required	Required: business or home phone
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For Each Market You Apply To, Supply the Following Information	Food Purveyors	Crafters/Artists
<p><b>Food Purveyors:</b> Check this box if you will be distributing samples or preparing food on site. If you check this box you must apply to the Lake County Health Dept for a temporary food permit.</p>	Required	Skip-only applies to food purveyors
<p><b>Liquor Permits:</b> Check this box if you will be distributing samples or selling wine, beer or liquor. You must contact the Village of Grayslake.</p>	Required only if you are selling/sampling wine, beer or liquor.	Skip
<p><b>What is the length of your truck?</b> Vendors who wish to have their car or truck in there space are subject to a \$50.00 seasonal surcharge. There are only a limited number of spaces where trucks or cars will be permitted.</p>	Required only if you are requesting to have your truck or car in the booth with you.	Not Available



THIS SECTION DETAILS INSTRUCTIONS FOR UPDATING THE TABLE OF CONTENTS. IT IS NOT PART OF THE FARMERS MARKET PACKET. - JIM

—Create a table of contents from entries you mark yourself

Use the **Mark Table of Contents** box to insert TOC fields into your document.

1. Select the first portion of text that you want to include in your table of contents.
2. Press ALT+SHIFT+O.
3. In the **Level** box, select the level and click **Mark**.
4. To mark additional entries, select the text, click in the **Entry** box, and click **Mark**. When you have finished adding entries, click **Close**.
5. Click where you want to insert the table of contents.
6. On the **Insert** menu, point to **Reference**, and click **Index and Tables**.
7. Click the **Table of Contents** tab.
8. Click the **Options** button.
9. In the **Table of Contents Options** box, select the **Table entry fields** check box.
10. Clear the **Styles** and **Outline levels** check boxes.