

Low-Line Market: Frequently Asked Questions and Market Guidelines

Frequently Asked Questions

What is the Low-Line Market?

On Thursday evenings from June through October, the Low-Line Market will transform the Southport CTA Brown Line station into a conveniently located and carefully curated farmers market. The goal of the market, which is entering its eighth season, is to create an experience where neighbors can meet and gather while having greater access to a collection of fresh, high quality produce, proteins, flowers, and prepared foods from local farms and vendors. By providing an increased availability of local food sources within walking distance of a high traffic, residential area the Low-Line Market aims at contributing to an increase in sustainability within our community.

What are the Market hours?

The Market will be open from 3:30 pm – 7:30 pm (7:00 pm in Sept & Oct) every Thursday from June 6 through October 10, RAIN OR SHINE. There is the possibility of an extension of the season through October, TBD pending on weather conditions, among other considerations.

Where does the Market take place?

The Market will be held at the Southport Brown Line CTA station, at the auxiliary exit on the West side of Southport, on the plaza in front of the exit and in the newly-developed space to the west of the exit.

Will electricity and water be available?

Electricity is available to a total of 4 vendors at the market. Water will not be available to Vendors. If you are a Vendor seeking electricity, please notify the Market Manager when you submit your application.

Is this Market run by the City's Department of Cultural Affairs and Special Events (DCASE)?

No, we are an independent market, though our guidelines are similar to those of DCASE-run markets. The city supports our work through the marketing and promotion of farmers markets throughout the city of Chicago.

How can I become a Vendor at the Market?

Complete an application and return it to Carisa Marconet, Market Manager, by email or mail to 1409 W. Addison St. Chicago, IL 60613 ATTN: Carisa Marconet. Acceptance of the application does not guarantee participation as a Vendor. Please review our Vendor selection priorities on the next page.

Does the Market accept Link/EBT or WIC/FMNP coupons?

Unfortunately, at this time, we do not accept these forms of payment.

Guidelines

I understand and agree that the answers to these "Frequently Asked Questions" are subject to the "Low-Line Market 2019 Market Guidelines" (the "Guidelines"), which Guidelines shall control in the event of any conflict or ambiguity, and further agree that as set forth in the Guidelines all decisions and interpretations made by the Friends of Lakeview, an Illinois Not-for-Profit corporation, as the operator of the Market, are final.

Further, I agree to strictly adhere to all applicable City of Chicago, Federal, and State of Illinois food, life safety, or other applicable statutes, laws, rules and regulations, and agree that if any of those are more "stringent" or "detailed" than those set forth in the "Low-Line Market 2019 Market Guidelines" I agree that the more "stringent" or "detailed" standards shall govern without notice of any kind.

We value:

- Increasing sustainability through providing access to local foods sources within walking distance of dense, residential areas.
- Products that are locally grown/sourced, have seasonal integrity, are of high quality, and are sustainably produced.

As such, our vendor selection priorities and considerations are as follows:

- We will give priority to local farmers who use sustainable growing methods and producers who use locally sourced and sustainably produced goods to make their products.
- We will give priority to vendors who grow/produce the products they sell at the market over vendors who re-sell products made by other parties.
- We will take into consideration Vendor's history with Low-Line Market (including adherence to market rules and regulations, market attendance, history of positive consumer/producer relationships, payment of fees, and professional behavior).
- We will take into consideration the uniqueness of products offered.
- We will take into consideration the Vendor's ability to engage and educate consumers about products and how they were produced (via knowledgeable employees, informative brochures and handouts, etc.)
- We seek to provide value in our Market by complementing the offerings already available in Lakeview, as well as by providing a well-rounded selection of products at the Market.
- Vendors selling processed foods and baked goods will be prioritized based on one or more of the following criteria:
 - Use of seasonal, local/regional ingredients
 - Use of certified organic or best-practice ingredients
 - Innovative product and marketing concepts
 - Lack of availability of similar products in the neighborhood

HEALTH AND SAFETY REGULATIONS

Setup, Safety and Sanitation:

Markets should be safe, tidy and aesthetically pleasing. Causing or maintaining an unsafe or unsanitary condition at the Market will not be tolerated.

Vendors must adhere to the following regulations:

- Vendors must furnish their own tables, chairs, drop cloths and displays.
- Low-Line Market is conducted in accordance with local, State and Federal laws. Producers are expected to be familiar with and comply with the City of Chicago's DCASE safety guidelines. Producers shall immediately comply with the Market Manager's directions in all matters relating to safety.
- Stall areas, including back areas, shall be kept clean of excessive produce trimmings, garbage and excessive piles of boxes.
- All boxes, crates or bags of produce and other food products must be kept at least 6" off the ground surface.
- Smoking is only allowed 15 feet outside the entrance of markets.
- Boxes, produce displays or signs may not extend into customer traffic aisles. Generally, all tables within a stall must run "border to border".

Samples:

The Illinois Department of Public Health (IDPH) has requirements for food sampling at farmers markets, including certification, effective July 15, 2015. This is a link to the requirements: <http://www.dph.illinois.gov/topics-services/food-safety/farmers-markets>. Vendors who are sampling at the Low-Line Market are expected to comply, and may be asked to provide proof of compliance at any time. When offering samples, Vendors should adhere to these guidelines:

- 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 surface 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.

Product Temperature:

The Vendor is responsible for monitoring and maintaining proper temperature 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 degrees Fahrenheit or lower
- Eggs must be held at 40 degrees Fahrenheit
- Dairy and Cheese must be held at 40 degrees Fahrenheit

Potentially Hazardous Foods

It is the responsibility of the Vendor to abide by Chicago/Cook County Department of Health guidelines concerning the vending of potentially hazardous products. These potentially hazardous items include but are not limited to: **meats, poultry, fresh eggs, dairy products, and cheese**. If any vendor is deemed to be in violation of health codes pertaining to such products, the following measures will be taken:

- The vendor will be immediately removed from the market for that day.
- Penalties will be assessed against the vendor for selling hazardous food product.
- The proper regulatory agency will be notified.

Prohibited Products:

- Live birds or live animals
- Products purchased by a seller that have not been approved by the Market Manager, such as (but not limited to) sodas, water, coffee and tea, manufactured goods.
- Unauthorized agricultural products.
- Crops grown using Genetically Modified (GM) seed planted after March 1, 2000. Consult with the Market Manager for a current list of these crops, which include varieties of canola, soy, corn, tomato, radicchio, summer squash, potatoes, cotton and papaya. Note: since there are no labeling requirements for GM seeds, the Market will give preference to certified organic agricultural products and processed foods.

Unacceptable Ingredients for Food

Low-Line Market will use as a guide Whole Foods Market's document, Unacceptable Ingredients for Food; ingredients listed on this document will be prohibited for the 2019 season. To access this document, please visit: <http://www.wholefoodsmarket.com/about-our-products/quality-standards/food-ingredient>

AT THE MARKET – SETUP AND SPACES

Space allotment and assignment

Each booth space will be 10' x 10'. The Market Manager will assign spaces at the beginning of the season. Booth space locations will depend on the number of vendors as well as the type of vendors at each Market. While every attempt will be made to keep vendors in the same spot each week, issues may arise that require vendors to be moved around.

Arrival/Setup:

- Vendors may arrive and begin setup no earlier than 1:00 pm and **must be completely set up by 3:30 pm** (Market start). Vendors should be set up and ready to sell at least 15 minutes before the Market opens.
- Late arriving Vendors will lose access to previously used space(s) or may be denied Market participation.
- Vendors may not leave their space before the Market closes without approval from the Market Manager, and only if a safe exit can be made. Vendors are expected to be fully set up and selling up through the announced closing time.
- We will try to provide Vendors with parking in the neighborhood surrounding the Market and/or access to specially-designated street parking adjacent to the Market. Every effort will be made to accommodate as many vendors as possible directly adjacent to the Market site.

Attendance Policy:

- If weather or traffic conditions or other factors cause a delayed arrival or missed Market day, the Market Manager should be notified as much in advance as possible. Vendors will be provided with Market Manager's cell phone number for this purpose, and should TEXT or email to lowlinemarket@lakeviewchamber.com.
- Vendors are expected to commit to the entire season, and will be charged as such regardless of attendance.
- More than two instances of non- or late attendance will result in the review of the Vendor's eligibility to participate in the Market.

Insurance Policy:

- All applicants/Vendors must have a Commercial General Liability Insurance Policy listing Chicago Transit Authority, Friends of Lakeview, and Lakeview Chamber of Commerce as additional insured.
- Policy must have a minimum coverage of \$1 million per occurrence and aggregate and include the following:
 - Broad Form Coverage
 - Products/Completed Operations
 - Personal Injury
 - Automobile
 - Advertising Injury Coverage
- Applicants/Vendors should also have \$1 million in hired and non-owned automobile insurance.
- **A copy of your insurance certificate must be on file with the Market Manager before your application can be considered complete, and accepted Vendors will not be allowed onsite without receipt of complete and current insurance coverage.**

Tables and Display Equipment

- Vendors must furnish their own tables, chairs, drop cloths and displays.
- Drop cloths are encouraged for all Vendors selling products that can potentially cause damage to, or stain, pavement or sidewalk.
- Tablecloths made of cloth or vinyl are strongly encouraged.
- 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 weighed with a minimum of 20 pounds per post.

Product Signage, Prices and Product Authenticity:

- All products must be identified by signage, which includes: price per unit, product name and variety, and for raw agricultural products, if not grown in a field, the growing method (e.g.: hydroponics).
- All prices must be clearly marked or posted and list each individual item for sale. Collusion and deceptive pricing practices are strictly prohibited. Bargaining with the consumer is not allowed.
- Vendors should keep their prices consistent throughout the open hours of the Market.
- The use of the word "organic" is prohibited unless the product is "Certified Organic", and the certifying agency name is also displayed. This includes both raw and processed products.
- If some products are organic and some are not, signage must clearly distinguish between the Certified Organic and non-organic products.
- Fresh produce must be sold only during its appropriate growing season.

Vendor Signage: All Vendors must prominently display a sign, clearly identifying the name of their establishment, phone number and the city or town, county and state where their production comes from.

Electrical Connection: Electricity is only available for a select few vendors. The Southport Brown Line CTA station does have lights that turn on upon dusk to keep the Market area well lit.

Water: Low-Line Market does not provide water to Vendors.

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 stall and the common walkway. Trash must be completely removed without regard to whether the litter originated in the Vendor's area and must be disposed of off-site.

Plastic Bag and Foodware Requirements for All Vendors: Plastic bags are highly discouraged. Vendors are encouraged to use Bio-bags, Paper Bags, or customer-provided bags.

Sales Reporting: We ask if all vendors could report an estimate of total of sales at the closing of each market to the Market Manager, rounded to the nearest dollar. This information is purely for research and will not be shared publicly.

Cost: Vendor fees will be due in two installments, by May 24, 2019 and August 1, 2019.

For a 10'x10' space for the entire season (there will be no increase in fees from 2019):

- **Farmer/Producer** (must grow or produce 100% of the products they sell): \$325
- **Processor/Prepared Food** (sells a value-added product of which the Vendor is not the primary grower or producer of the raw ingredients used to make the product): \$425

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 degrees Fahrenheit or below and the temperature must be checked every two hours. Insulated chests with dry ice or cold plates or electric freezers must be used to meet this standard.
- 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 Egg Vendors: Vendors must comply with State regulations for egg production and selling including candling requirements and licensing. Eggs must be held at 40 degrees Fahrenheit after harvesting, during transportation and at Market.

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 Floral and Ornamental Producers:

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

Requirements for Bakery Vendors:

- All Baked Good Vendors must offer at least one item that features a seasonal ingredient preferably sourced from one of our participating farmers/producers at the market, or alternately from another local/regional farmers market. In addition, the items must clearly display the name and origin of the seasonal ingredient. Examples could include: market jam filled pastries, market rhubarb tarts, savory baked goods such as market asparagus and cheese quiche, or market zucchini bread.
- 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.
- Low-Line 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 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 at the Market

Before completing your application, please review the *Public Health Guidelines for Food Handling at Outdoor Special Events*, published by DCASE. (A copy is available at [Chicago Department of Cultural Affairs and Special Events](http://www.chicago.gov/departments/cultural-affairs-and-special-events)). If cooking or using open flame at the Market, note Fire Department regulations requiring fire extinguishers and fire safety. **Include with your application** a copy of the most recent "approved" health inspection certificate from your production facility.

Requirements for Cottage Food Vendors

Cottage Food Vendors must comply with all city and state regulations regarding Cottage Food Operations. Please attached to your application a copy of your Food Service Sanitation Certificate, proof

of registration to the Chicago Health Department, and labeling practices. If you have any questions, please refer to the City of Chicago website regarding [Cottage Food Operations rules and guidelines](#).

Requirements for Other (non-food) Vendors

Please attach to your application a detailed description of what you would like to sell at the Low-Line 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.

Miscellaneous:

- i. The term of this agreement will begin upon our acceptance of your Market application and will end when terminated by either party or upon the completion of the Market. Either you or we may terminate this Agreement at any time, with or without cause, by giving the other party written notice of termination. Upon the termination of this Agreement for any reason, you will immediately cease use of all Market materials provided by or on behalf of us to you pursuant hereto or in connection with the Market. We may modify any of the terms and conditions contained in this Agreement at any time in our sole discretion by making such changes available in our office. Modifications may include, for example, changes in the Market rules or Market hours. IF ANY MODIFICATION IS UNACCEPTABLE TO YOU, YOUR ONLY RECOURSE IS TO TERMINATE THIS AGREEMENT. YOUR CONTINUED PARTICIPATION IN THE MARKET FOLLOWING OUR POSTING OF A CHANGE NOTICE AT OUR OFFICE WILL CONSTITUTE YOUR BINDING ACCEPTANCE OF THE CHANGE.
- ii. You are a "licensee" and nothing in this Agreement will create any partnership, joint venture, agency, franchise, sales representative, or employment relationship between the parties. You will have no authority to make or accept any offers or representations on our behalf. You will not make any statement that reasonably would contradict anything in this Agreement.
- iii. We will not be liable for direct, indirect, special, or consequential damages (or any loss of revenue, profits, or data) arising in connection with this Agreement or the Market, even if we have been advised of the possibility of such damages. Further, our aggregate liability arising with respect to this Agreement and the Market will not exceed the total amount of monies you have paid as fees.
- iv. We make no express or implied warranties or representations with respect to the Market or any products sold through the Market (including, without limitation, warranties of fitness, merchantability, noninfringement, or any implied warranties arising out of a course of performance, dealing, or trade usage). In addition, we make no representation that the operation of the Market will be uninterrupted or error-free and we will not be liable for the consequences of any interruptions or errors.
- v. Further, I as Vendor agree to strictly adhere to all applicable City of Chicago, Federal, and State of Illinois food, life safety, or other applicable statutes, laws, rules and regulations, and agree that if any of those are more "stringent" or "detailed" than those set forth in the "Low-Line Market 2019 Market Guidelines" agree that the more "stringent" or "detailed" standards shall govern without notice of any kind.

YOU ACKNOWLEDGE THAT YOU HAVE READ THIS AGREEMENT AND AGREE TO ALL OF ITS TERMS AND CONDITIONS THAT ARE NOT RELYING ON ANY REPRESENTATION OR STATEMENT OTHER THAN AS SET FORTH IN THIS AGREEMENT. This Agreement and the Market will be governed by the laws of Cook County without reference to rules governing choice of laws. Any action relating to this Agreement must be brought forth in Cook County, Illinois. You may not assign this Agreement, by operation of law or otherwise, without prior written consent. Subject to that restriction, this Agreement will be binding on, inure benefit of, and enforceable against the parties and their respective successors and assigns. Our failure to enforce your strict performance of any provision of this Agreement will not constitute a waiver of our right to subsequently enforce such provision or any other provision of this Agreement.

I have read the guidelines in this document and agree with the terms listed above.

Signature: _____

Date: _____