LaSalle Farmers Market

Summer 2014 Spec Sheet

Welcome to the 2014 LaSalle Farmers Market season! We hope you enjoy our new location, coordinating committee, marketing strategy and musical guests!

Our new location:
We have moved the Farmers Market about 200' north to the northwest corner of Hegeler Park, near the north pavilion. This area provides better parking for vendors and shoppers as well as a safer intersection for loading and unloading of products. A detailed map is included in this packet.

Coordinating Committee:
A team of about 10 community members and volunteers has been assembled to provide a main and backup site representative during the hours of **2-6:00pm** on each Tuesday market.

Marketing Strategy:

- We have created a Facebook page to link all of our vendors, notify shoppers of specials, attract new vendors as well as listing the weekly musical guest, **facebook.com/lasallefarmersmarket.**
    - Please "Like" us on Facebook!
- Crafters and other non-food vendors are always welcome!
- We plan on notifying the NewsTribune on a weekly basis to be included in their weekly event listing, as well as their website and 815 Life.
- Additional signage along St. Vincent's Avenue (IL351) to attract attention to the new location.
- Business cards have been printed and distributed to each of our committee members to pass along the information and attract new shoppers or vendors.
- Advertisements will be distributed to many of the local schools before summer break to remind families of the market.
- All market dates have been added to the City of LaSalle's master city calendar on their webpage, **lasalle-il.gov.**
- We have an email address, **lasallefarmersmarket@gmail.com.**
    - You will be notified by email by 12pm of the day of the market in the event of a market cancellation.

Rules and Regulations

- All booth locations are based on a "first-paid, first-reserved" basis.
- All unloading must be conducted between **2-2:30pm** the day of the market. The areas in red on the map indicate the loading and unloading zones. If customers are waiting, feel free to open before 3:00pm.
- All loading of unsold goods and booth materials must not take place until **6:00pm.**
- All vendors must park in the designated lots on the northeast corner of Hegeler Park when not loading or unloading their goods.
- Any trucks or trailers utilized for the purpose of selling goods (refrigerated trailer, box truck of produce) must be approved by the committee if it does not fit within your 10'x10' booth space, or the shaded red loading/unloading area.
- All vendors are responsible for their own clean up and trash collection.
- Power will NOT be provided to vendors, but generators are allowed. Please be courteous to your neighbors and allow for adequate ventilation near your generator exhaust.
- The market committee on-site rep reserves the right to close the market early in the event of inclement weather, or any other reasons they deem necessary.

The pricing for the 2014 market is as follows (see attached registration form):

- $65 per summer for a 10x10' booth
    - Vendors who pay the $65 will be allowed to choose their booth location based on the order their payment was received. *Please see the attached site map.*
- $5 per week for a 10x10' booth
    - Vendors paying weekly (at the market) will fill in booths that have not been reserved.
    - These will be assigned on a first-come, first-served basis.
- These prices are for a single 10x10' booth - if multiple booths are desired, the same rates apply to the 2nd or 3rd booth.
- Payment can be made by Cash or a check payable to **City of LaSalle**
    - Payments can be mailed or dropped off at City Hall, located at 745 Second St, LaSalle, IL 61301.
    - Or, be handed to the market site rep from 2-2:30pm on the day of the market – exact change only if paying with cash.
    - **All reserved spaces for the $65 package will be on a "first-paid, first-reserved" basis.**

Official 2014 Market Dates – there are 18 markets this summer!

- June 3rd, 10th, 17th, and 24th
- July 1st, 8th, 15th, 22nd, and 29th
- August 5th, 12th, 19th, and 26th
- September 2nd, 9th, 16th, 23rd, and 30th

Thank you for choosing the City of LaSalle's Farmers Market!

The Farmers Market Committee

Our contact information:
(815) 780-7952 - Leah
Email: lasallefarmersmarket@gmail.com
Facebook: facebook.com/lasallefarmersmarket

Kara Garten, City of LaSalle
Jeff Grove, City of LaSalle
Leah Inman, Inman Electric Motors, (815) 780-7952
Jenny Hoehn, Kristine's Shower, (815) 830-8519
Toni Lucas, Grace United Methodist
Joanne Milby, City of LaSalle
Jerry Reynolds, City of LaSalle Alderman
Denise Sabotta, Sew What When

LaSalle Farmers Market

Registration Form

Business Name: _____Main Contact Name: _____

Mailing Address: _____ City: _____ State:_____ Zip: _____

Business Phone:_____ Mobile Phone: _____

Email Address: _____

Business Webpage: _____

Best way to contact you (circle one):
Cell Email Text Bus. Phone

Business Facebook Address: _____ or, "Like" us and we'll already be connected!

Please circle or highlight which market dates you would like to participate:

June						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

_____ I would like to pay for the entire summer (all dates) at once and guarantee my reserved 10x10' space for a total lump sum payment of **$65** payable to City of LaSalle or cash.

_____ I would like to pay as I go, the day of the market (between 2-2:30pm) at a rate of **$5 per market day**, payable to City of LaSalle or cash.

All reserved spaces for the $65 package will be on a "first paid, first reserved" basis.

***By signing below you also give consent to be videotaped and photographed for promotional materials and advertising for both the LaSalle Farmers Market and the City of LaSalle.

I agree to the Rules and Regulations portion of this packet (please sign)_____

Title: _____

Dated: _____

LaSalle Farmers Market

Permitted Items with No Restrictions Updated 4/2014

As provided by the Farm Products Marketing Act [505 ILCS 70/] the following foods are allowed at farmers markets with no restrictions:

- **Fresh fruits and vegetables -** whole, uncut, only minimally rinsed to remove visible soil, but otherwise unprocessed
  - No food samples to be given out.
- **Grains, seeds, beans, nuts** (whole, unprocessed and unsprouted).
- **Popcorn** (kernels can be removed from cob but popped corn is not exempt from restrictions).
- **Fresh herb sprigs; dried herbs in bunches** (only cut for harvesting, minimally rinsed to remove visible soil).
  - The above items are allowed to be in unsealed bags or containers, or bagged at the time of sale by the vendor.
  - Chopped, blended, packaged or otherwise processed herbs must be prepared in an inspected facility.
  - Only if intended for end-use only (direct to the consumer).
- **Honey in the comb** or that is removed from the comb and in an unadulterated condition is exempt from restrictions if the producer packs or sells less than 500 gallons per year.
  - Federal labeling laws apply.
  - No sweeteners can be added.
- **Meat, poultry or wild game**
  - Must bear a IDOA or USDA inspection legend (see Page 12 of the Illinois Farmers Market Safety Guide).
  - Exotic animals are have stricter guidelines (see Page 13 of the Illinois Farmers Market Safety Guide).
- **Commercially produced pre-packaged food products**
- **Lotions, cosmetics and creams**

Foods Prohibited from Sale or Distribution

The following products are prohibited from sale or distribution to the public. Please see the referenced pages for more details.

- Wild-type mushrooms harvested from the wild (see Page 4 of the Illinois Farmers Market Safety Guide).
- Home-canned foods except jam, jellies and preserves that are allowed under cottage food operations (see Page 9).
- Raw milk, cheese or any dairy products made with raw milk (see Page11 for exemption regarding some aged cheese).
- Ice cream made in an uninspected facility (see Page 11 of the Illinois Farmers Market Safety Guide).
- Eggs, unless the vendor has a valid IDOA license.
- Home vacuum-packaged products and Sandwiches prepared at home.
- Pickled food products.
- Herb vinegar, maple and flavored syrups, apple cider, fruit and vegetable juices.
- Garlic-in-oil and other flavored oils.

Retail or Wholesale

Aside from raw agricultural products or cottage food products, the facility and processes for all other goods intended for **direct retail sale** or **distribution**, as items intended for end-use only, must be inspected by the local health department. Additionally, aside from raw agricultural products, the facility and processes must be inspected by the Illinois Department of Public Health or by the local health department where produced for all goods intended for **wholesale distribution**, as items sold across state lines, by mail or Internet, or to an entity that will resell the product. Regardless of distribution type, all perishable foods, including baked goods (i.e., cream or custard-filled items) shall be transported and held at or below 41˚ F.

According to the Centers for Disease Control (CDC), eight foods account for 90% of all food-allergy reactions: cow's milk, eggs, peanuts, tree nuts, fish, shellfish, soybeans and wheat. The FDA estimates each year in the United States there are 30,000 ER visits, 2,000 hospitalizations and 150 deaths due to anaphylaxis due to food allergies. Proper labeling of allergens in products is the first step towards the prevention of anaphylaxis.

Cottage Foods

A "cottage food operation" means a person who produces or packages a non-potentially hazardous food (i.e., baked goods, jellies, jams, preserves, fruit butter, dry herbs, dry herb blends, or dry tea blends intended for end-use only) in the kitchen of that person's primary domestic residence, for direct sale by the owner or an immediate family member to the consumer, and stored in the residence where the food is made.

- The cottage food operation shall register with the local health department where the operation resides.
- A cottage food placard must be prominently displayed at point of sale that states.

  "This product was produced in a home kitchen not subject to public health inspection that may also process common food allergens."
- The owner or family member must be present during sale.
- The owner must have a valid Food Service Sanitation Manager Certification (FSSMC).
- All samples must be pre-packaged in the home kitchen.
- Cottage food operation products can only be sold at farmers markets; such products **cannot** be sold to retail stores, restaurants, online, by mail, or to wholesalers, brokers or other food distributors who resell food.
- All cottage food products must be labeled as outlined on Page 15 of the Illinois Farmers Market Safety Guide.
- Products may only be sold at farmers markets in Illinois.
- May sell up to $25,000 in product each calendar year.
- Sellers must agree to allow the health department to inspect the operation in the event of a consumer complaint of foodborne illness outbreak.

Non-cottage food vendors must label their products according to Page 16 of the Illinois Farmers Market Safety Guide.

Quick Reference Chart

Type of Fruit	Jams, Jellies, Preserves	Fruit Butter	Fruit Pies
Apple	OK	OK	OK
Apricot	OK	OK	OK
Banana		PROHIBITED	*
Blackberry	OK	*	OK
Blueberry	OK	*	OK
Boysenberry	OK	*	OK
Cherry	OK	*	OK
Cranberry	OK	*	OK
Grape	OK	OK	OK
Nectarine	OK	*	OK
Orange	OK	*	OK
Peach	OK	OK	OK
Pear	*	PROHIBITED	*
Pepper	PROHIBITED	*	*
Plum	OK	OK	OK
Prune	*	OK	*
Pumpkin	*	PROHIBITED	PROHIBITED
Quince	OK	OK	OK
Raspberry	OK	*	OK
Red Currant	OK	*	OK
Rubarb	PROHIBITED	*	*
Strawberry	OK	*	OK
Trangerine	OK	*	OK
Sweet Potato	*	*	PROHIBITED
Tomato	PROHIBITED	*	*

- Operators may combine specifically allowed products. For example, an apple-cranberry jelly or pie is allowed, as is a peach-apricot butter, but a strawberry-rhubarb jelly is prohibited.
- An asterisk (*) means the product is neither specifically allowed nor prohibited. A cottage food operation seeking to product and sell such a product must, at its own expense, submit the recipe to a commercial laboratory to be test and documented as non-potentially hazardous (less than 4.6pH).