



## 2012 RULES AND REGULATIONS

**WHAT IS GREEN CITY MARKET?** Green City Market, a 501(c)(3) not for profit organization, provides a marketplace for local farmers who raise their products in agriculturally, environmentally and culturally sustainable ways. By May of 2012, all of our farmers must have some type of 3<sup>rd</sup> party certification of their growing or animal husbandry practices, to clearly reflect their commitment to the Market's mission.

### **THE MARKET MISSION:**

Green City Market works to improve the availability of a diverse range of high quality foods; to connect local producers and farmers to chefs, restaurateurs, food organizations and the public; and to support small family farms and promote a healthier society through education and appreciation for local, fresh, sustainably- raised produce and products.

The Market not only supports small family farms but makes every effort to showcase these farmers through public educational events such as weekly chef demos, sustainable agriculture discussions and kids' tasting programs.

The Market's mission, these educational initiatives and the vendor assessment process set this independent market apart from other farmers' markets. Our objective is to highlight the seasonal abundance and diversity available from Midwest farms to help make local, sustainably-raised food a permanent and prominent part of the Chicago food system; so small farmers who care for their products and their land can sustain businesses for generations to come.

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### **Application Committee:**

Dave Cleverdon, Leslie Cooperband, Chris Djuric, Sheri Doyel, Bruce Sherman, Sarah Stegner,  
Tracey Vowell

**Market Founder:** Abby Mandel (1932-2008)

**Executive Director:** Dana Benigno

**Assistant Director:** Mark Psilos, mark@greencitymarket.org

**Vendor Relations and Outreach Coordinator:** Kitt Healy, kitt@greencitymarket.org

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## RULES AND REGULATIONS FOR MARKET VENDORS

These rules govern the operation, administration, and management of the Green City Market (GCM). GCM will implement and enforce all rules and regulations pertaining to the operation of the Market. GCM may change, delete or modify these Market rules and regulations from time to time, and take any reasonable action to enforce them. GCM requires all participants in the Market to be members in good standing as set forth in these rules and regulations.

### I. ADMISSION OF VENDORS AND PRODUCTS

#### Approval

GCM's approval of selling privileges is for a limited period of time, never exceeding one growing season. Selling at GCM is a privilege, not a right. All products sold at the market are subject to restrictions by GCM. Admittance to the Market is given to Vendors (Farmers and Producers) based on:

- The submission of a complete application, including the signature.
- The submission, if applicable, of all permits and licenses required for the retail sale of the Vendor's products at the Market. This includes those from the health department of the state or county where the products originate.
- The Vendor's positive history with GCM Markets (including adherence to market rules and regulations, seniority, market attendance, department, and payment of fees).
- Space available at the Market.
- The Vendors' product knowledge and ability to communicate it.
- The GCM's attempt to create a balance between unprocessed farm products and value added products prepared by small-scale food artisans.
- Product line. Priority is given to Vendors with products that are:
  - Locally and sustainably grown
  - Unique or unusual
  - Of high quality
  - Contain seasonal and regional ingredients purchased from GCM farmers

#### Fees

All Green City Market vendors are subject to an application fee and vendor fees that help cover the costs of running the market. Vendors may also be subject to a late fee for applications submitted after the deadline, or to a truck permitting fee, described below.

- All applicants must submit a \$50 application fee along with their application. The application fee is non-refundable, but will be deducted from the annual vendor fee if you are accepted to the market.
- All application materials are due February 4<sup>th</sup>, 2012. Any applications submitted after this deadline will be subject to a late fee of \$100, due at the time of submission.
- **\*NEW THIS SEASON\***- Green City Market will assess a permitting fee for vendors parking trucks at the market. This will help cover the increased cost of managing truck parking, and allow the market to offset parking fees for vendors with smaller cars, trucks and vans, who pay to park in the Chicago History Museum lot. Truck fees (listed in the table below) are due with the vendor fees on May 5, 2012.

- **\*NEW THIS SEASON \***- Vendors parking cars, small trucks (without trailers) or vans in the Chicago History Museum Parking Lot are eligible for an \$8 reimbursement of the \$16 daily parking fee. In order to receive this reimbursement, vendors must **collect all receipts** from fees paid in the parking lot and return them to GCM staff at the last market of every month. **NO RECEIPTS WILL BE ACCEPTED AFTER THE LAST OUTDOOR MARKET** (October 27, 2012).
- Parking lot receipts must be neatly stapled together along with an expense report (see Addendum C) that clearly states the vendor's name and the dates on which parking fees were paid. Reimbursement checks will be mailed twice a month, along with the LINK payments.
- Vendor fees (outlined in the table below) can be paid in two installments: 50 percent due prior to Market opening (May 5, 2012), the balance due on July 1, 2012. If you intend to use more than one 20'x20' space at any time during the market season, the fees must be paid prior to the start of the market. Truck Fees are due in full on May 5, 2012.
- Please make checks payable to Green City Market.

Vendor Fees

Vendor Type	Application Fee	One Market Day a Week (26 Markets)	Two Market Days a Week (52 Markets)
Farmer/Producer One 20x20 space	\$50	\$450 per space/total	\$900 per space/total
Farmer/Producer Two 20 x 20 spaces	\$50	\$475 per space \$950 total	\$950 per space \$1900 total
Prepared Food One 20x20 space	\$50	\$800 total	\$1600 total

Truck Fees

Vehicle Type	Fee Per Day	One Market Day a Week (26 Markets)	Two Market Days a Week (52 Markets)
Box Trucks or any Vehicle with a Trailer	\$8	\$208 total	\$416 total

**EXAMPLE:** If you are a vendor using *one 20 X 20 space, two days a week* and bringing a box truck on both days your fees are: \$900 (Vendor Fee) + \$416 (Truck Fee)= \$1316 Total

## **Insurance Requirements**

All applicants must have a Commercial General Liability Insurance Policy listing the Green City Market as additional insured. It must have a minimum coverage of \$1 million per occurrence and aggregate.

## **II. POLICIES AND REQUIREMENTS REGARDING FARMERS, PRODUCERS, PRODUCTS, AND VENDOR INSPECTIONS**

### **Producer Only Rule and Exceptions**

- Green City Market is a “Producer Only” Market. This means that vendors may sell only produce they have grown on their own land or land that they control, and prepared food vendors may sell only food that they have personally created.
- In limited cases, Green City Market will make an exception to the “Producer Only” standard. These exceptions apply to “One Time Only” and “Associate Vendor” cases.

#### **“One Time” Exception**

Farmers may sell a product from another farmer for a short period of time provided that:

- The period of time the product is sold is no longer than 4 weeks
- A “farm of origin” label is displayed with the product
- The Farmer submits a request for the exemption in writing to the GCM Market Manager two weeks before the intended sale date and the exemption is approved by the Application Committee

#### **“Associate Vendor” Exception**

Farmers may sell a product from another farmer (associate vendor) for the entire season provided that:

- The associate vendor fills out an application for his/ her product(s), and the product(s) is/are approved by the Application Committee
- The associate vendor has an approved 3<sup>rd</sup> party certification for the product(s) in question
- A “farm of origin” label is displayed with the product(s)
- The associate vendor pays a nominal, 1 time fee of \$100 to participate in the market.
- The associate vendor accompanies the GCM vendor to at least 2 markets per season, and is present at the GCM vendor’s market stand to answer questions
- The GCM vendor features no more than 5 associate vendors throughout the season, with no more than 8 products from these associate vendors at any one time.

### **Farmers and Farm Products**

\*\*See Addendum B at the end of these Rules and Regulations for news regarding 3rd party certification

- Each farmer or farmer’s representative must be well versed in their product line and be able to answer questions on growing methods and the farm’s sustainability practices.
- Farmers must use sustainable farming practices. They must pay particular attention to implementing practices that enhance the life of their soils.
- The Farmer’s Sustainability Statement must be prominently displayed at the Farm’s booth during Market hours.
- Hydroponic production is prohibited unless all hydroponic nutrients are OMRI approved for organic production. Farmers growing hydroponics must apply for organic certification and be certified organic by a USDA approved 3rd party certifier by their 3rd year at the GCM.
- No farmer may use the term “organic” at the GCM unless their farm is certified organic by a

USDA approved 3rd party certifier and the farmer has submitted the farm's most recent certification with the farm's market application.

- The term "transitional organic" is prohibited.
- All items must be clearly priced and identified.
- A farmer may be a sole proprietorship, partnership, or corporation. Family members and employees who assist in the production and marketing of the farm products are encouraged to attend the Market.
- The resale of agricultural products is not permitted.

### **Prepared and Processed Food Vendors**

*\*\*See Addendum A at the end of these Rules and Regulations. The Green City Market Food Policy contains more specific requirements.*

Prepared Foods are sold at the Market to promote the Market's mission. These foods should showcase what is possible with locally grown or raised food products.

General guidelines include:

- Vendors should be local, small-scale food artisans. They may only sell products that they, themselves, help produce.
- Vendors must source their distinctive ingredients from 3<sup>rd</sup> party certified Midwest growers, preferably those already selling at Green City Market.
- All ingredients used in products sold at market, and the source for those ingredients, must be posted or displayed at market. This includes common ingredients like flour and distinctive ingredients like fruit or herbs. Vendors **AND THEIR MARKET REPRESENTATIVES** are responsible for knowing where their ingredients are grown, production methods used, and how their products support agricultural sustainability.
- Non-food items must be a byproduct of a principal food crop or food production practice, and may only be sold by the producer who raises the food crop.
- Producers' products must comply with all applicable federal, state, and local regulations.
- Farm producers selling cider or any other value added product based on a product from their farm must have their farm product processed by a batch processing method or any other method that creates a clearly traceable audit trail from farm product to finished "value added" product. Examples of this documentation must be submitted with the GCM Application
- No Producer may use the term "organic" at GCM unless their product and label have been approved as certified organic by a USDA approved 3rd party certifier. The producer must submit his or her most recent certification with the market application
- **\*NEW THIS YEAR\*** For prepared food vendors, the producer/ artisan must personally attend the market as a vendor at least once a month during the season
- A producer may be a sole proprietorship, a partnership, or a corporation.
- Prepared food vendors should be ready to provide receipts for ingredients purchased, should a random audit be made regarding the source of specific products.

### **Products to be sold**

The Market management reserves the right to prohibit a vendor from selling a product not previously approved in the application process at any time.

All Vendor Products must:

- Be of the highest and freshest quality possible. Please see the "Quality Review" section below for more information.
- Not be produced using any substance on Food Alliance's List of Prohibited Substances.
- Be GMO free.

- Be from the local, Midwest region and reflect Midwest seasonality.
- Be from a small farm or small-scale artisanal food producer.
- Not be labeled “organic” unless they have been certified by a USDA approved third party certifying agency
- Follow USDA’s Organic Labeling requirements if they are “organic.”

#### Products Prohibited at GCM Markets

- Live birds or animals for human consumption.
- Fresh meat and poultry
- Products purchased by a seller that have not been approved by GCM (Sodas, water, sugar, coffee and tea).
- Unauthorized agricultural products.
- Hobbyware, art objects, and all types of crafts and clothing.
- Substandard products.

#### **Product Validity**

GCM reserves the right to question the validity of any product sold at the Market. GCM also reserves the right to request proof of any product’s origin, and the right to inspect any Vendor’s stated location of product production, at any reasonable time, with no prior notice. A Vendor requested to submit proof of a product’s validity or site of production will be required to submit this proof to the office upon request. Failure to provide the necessary information will be deemed as a violation of the rules.

#### **Farm/Business Visits and Inspections**

GCM representatives will visit and inspect farms and establishments used by its farmers and producers during normal business hours (8:00 AM – 6:00 PM) to verify compliance with Market requirements. A map to the farm or establishment with clearly written directions must be submitted upon request. An inspection may include ownership information and any other information relevant to determining product legitimacy. Failure to allow such an inspection will constitute a violation of Market rules.

#### **\*NEW THIS SEASON\* Product Quality Review**

GCM reserves the right to undertake a quality review process for any product sold at the market. If the market management receives a complaint (from a customer, volunteer, staff member or vendor) about a product’s quality (i.e. taste, appearance, ingredients) that product may go under review. The application committee will sample the product and within a four week period will either:

- a) Allow the vendor to continue selling the product as is,
- b) Recommend a specific change to the product to improve the quality or;
- c) ask the vendor to discontinue the product in question.

A vendor will be notified if the Application Committee decides to review one of his/her products. If the vendor refuses to adapt or discontinue his or her products, a warning will be given and steps will be taken as per the complaint process described in section IV.

### **III. GENERAL MARKET RULES**

#### **Market Hours**

Green City Market’s outdoor season will be held every Wednesday and Saturday from May 5 to October 27 in Lincoln Park, near the second pathway north of the parking lot of the Chicago History Museum located at the corner of Clark, LaSalle and Stockton Drive. Market hours are 7:00 AM to 1:00 PM. Parking is available in the Chicago History Museum parking lot (for cars, or in the designated part of Clark Street during market hours. All vehicles must clear by 3:00 PM. The Green City Market operates rain or shine.

Green City Market's indoor season will be from November through April. More details on the 20012/2013 indoor season will be available during the outdoor season months.

### **Guest Vendors and Special Events**

Periodically, Green City Market invites guest vendors to sell at the market. Special events like the Locavore Challenge and product-specific events have proven to attract media interest to Green City Market. These events, along with our children's programming and chef demonstrations increase traffic at the market. All vendors are expected to treat guest vendors with respect and to value them as part of what makes Green City Market unique and inviting marketplace. All vendors will be given notice of special events that include guest vendors, and Green City Market will be sensitive to the quantity of any given product at market and to the frequency of special events.

### **Producer Attendance**

Vendors must commit to the entire market season. Switching, adding or dropping markets within the season is allowed only with GCM approval.

- Vendors will be charged for the entire season, regardless of attendance.
- Repeat instances of non-attendance will result in the review of the Vendor's eligibility to participate in the Market.
- Cancellations due to holidays or holiday weekends are not permitted.
- If a National holiday (Memorial Day, Fourth of July, Labor Day) falls on a Market day, the Market may be switched to another day at the discretion of GCM.

### **Arrival, Departure and Selling Time**

- Vendors may begin setup at 5:00 a. m. and must be set up by Market start.
- Vendors who are late and not ready to sell by 7:00am will be subject to fines and market suspension. "Tickets" will be issued by the market manager for late arrival. After three tickets, a \$50 fine will be issued, and a fifth tardy will result in suspension from the market. Repeat instances of late arrival will result in the review of the Vendor's eligibility to participate in the Market.
- Vendors may leave only after the market has closed and a safe exit can be made.
- Vendors may not leave their space before the Market closes without approval from the Market Manager.

### **Safety and Sanitation**

- All GCM Markets are conducted in accordance with State, Federal, and local laws.
- Vendors must keep stall area (including back area) clean, tidy, and clear of produce trimmings, produce discards, and piles of boxes.
- Smoking is not allowed in Market stalls.
- Vendors may not bring pets into the Market.
- Vendors must comply with the Market Manager's directions in all matters relating to safety.

### **Assignment of Selling Space**

Vendors' stall locations are not permanent and may be changed at the discretion of Market management for any Market day during the season and/or annually. In making any determination in this regard GCM will consider the following:

- Vendor's history at the market.
- The Market's product mix and consumer traffic flow.
- Vendor's marketing ability and product promotion.
- Vendor's tenure at the Market.
- The quality of the Vendor's product display and customer service.

- The participation of owners at the Market.

### **Tables, Tarps, Tents and Generators**

- Vendors must furnish their own tables, chairs, display arrangements, and weather protection.
- All tents must be weighted sufficiently to be secure and stable during rain and windy conditions.
- Unsecured tents are subject to immediate removal.
- Tables must be sturdy and stable with tops covered.
- Tables shall not be filled beyond load capacity and the products on the display table must be secured.
- **\*NEW THIS SEASON\*** Generators used to power coolers or cooking stations must be small, quiet and out of the way. Generators that emit excessive noise or block the flow of traffic will be documented by the market manager, who will ask that the generator be moved or replaced.

### **Farm/Producer Identification**

All Vendors must display a sign, with lettering at least 3 inches high, clearly identifying the name of their establishment, phone number and the city or town, county and state where their production occurs.

### **Product Signs and Disclosure of Growing Practices**

- All Vendors must prominently display their Sustainability Statement.
- Each product for sale must have a clear, readable identification sign with the price per unit.
- All prepared foods must have ingredients posted/displayed within the selling space, either on a board or product sign, including the source of the ingredients.
- Farming practices must be fully and truthfully disclosed when customers inquire. Failure to do so may result in the revocation of selling privileges.
- Hydroponic produce and plant production must be marked accordingly.
- All products sold as Organic must be prominently labeled as "Certified Organic" with the certificate displayed nearby. The use of the word organic is prohibited unless the product is certified.

### **Product Display**

Vendors must display their produce in a beautiful, clean, well presented manner. The Market management reserves the right to suggest improved displays.

### **Samples**

Vendors are encouraged to offer samples of their product. When offering samples, Vendors should adhere to the following guidelines:

- Keep samples in clean, covered containers.
- Use toothpicks or disposable utensils to distribute the samples.
- Use clean, disposable plastic gloves when cutting products for samples.
- Use cutting boards that are smooth, non-absorbent, and easily cleanable.
- Keep control of samples at all times. Self service by customers is prohibited.
- Provide a waste container at the sampling area for public use.
- Do not prepare (except trimming) food products on site.

### **Potentially Hazardous Foods**

It is the responsibility of the Vendor to follow the Department of Health guidelines concerning the vending of potentially hazardous products. These 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 by GCM:

- The Vendor and the Vendor's products will be immediately removed from the Market for that day.
- The proper regulatory agency will be notified as soon as possible.

### **Product Temperature**

Vendors are responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the Market.

- Meats and Poultry: must be held at 0 degrees Fahrenheit or lower
- Eggs: must be held at 40 degrees Fahrenheit or lower
- Dairy and Cheese: must be held at 40 degrees Fahrenheit or lower

Vendors are responsible for proper transportation and storage of potentially hazardous foods to, at and from the Market (i.e. refrigerated cold storage containers, refrigerated vehicle capable of maintaining proper temperatures as outlined above).

If a Vendor is deemed to be in violation of this section pertaining to Product Temperature, the following measures will be taken by GCM:

- First violation: \$50.00 fine and product(s) in question will be immediately removed from the Market for that day.
- Second violation: The Vendor and the Vendor's products will be immediately removed from the Market for that day.
- Third violation: The Vendor's selling privileges will be revoked and the Vendor will no longer be eligible to participate in the Market.

### **Trash Management**

Before leaving the Market, Vendors must collect all matter and debris in their area **without regard to whether or not the litter originated in their area**. Refuse collected is to be disposed of at the on-site receptacles by each Vendor. Vendors who fail to clean up properly face fines of up to \$1,000 from the City's Department of Sanitation and repeat offenders face possible suspension or eviction from the markets.

### **Weights and Measures**

Scales must be legal-for-trade commercial scales and may be certified annually by the City of Chicago. The face of the scale must be visible to the buyer. The use of a non-legal-for-trade scale at the Market is prohibited.

### **Standards of Conduct for Vendors, their Representatives, and Market Staff**

- Be knowledgeable about how products are used, grown, or produced. Be able to communicate this information clearly to the customers.
- Be courteous, professional and presentable at all times.
- Display products in a sanitary, presentable, and attractive manner.
- Behave in a polite manner and practice clean personal hygiene. Drinking alcohol, yelling, hawking, throwing objects, swearing, name-calling, slanderous remarks, radio playing, and other rude behavior are not permitted.
- Treat other Vendors, customers, Market staff, and public officials with respect.
- Refer difficulties with customers to the Market Manager.
- The Market Manager is responsible for "policing" the market, including determining if product is in line with GCM Rules and Regulations. The Farm Forager will assist the Market Manager in

this process, including on-site visits to farms and production facilities. The Market Manager, Farm Forager, and the Executive Director have the right to prohibit the sale of any product in question.

- Make complaints about other Vendors, Market staff, or the Market Rules and Regulations in writing to GCM.
- Do not advertise items not related to Market products.
- Do not display printed material other than Vendors' and GCM's promotional brochures and literature. This includes petitions, political advertisements, and issue appeals.
- Do not solicit tips.
- Feel free to cross-promote with other Market Vendors. But do not engage in monetary transactions with other Vendors for cross-promotional purposes.
- Committing a criminal act at the Market will cause immediate expulsion from the Market terminating any vending privileges.

#### **IV. DISCIPLINE OR REMOVAL OF A VENDOR OR VENDOR'S REPRESENTATIVE FROM THE MARKET**

##### **Grounds for Discipline or Removal**

Vendors and their representatives may be removed or suspended from the Market or may have their selling privileges in the Market conditioned, modified, limited, or revoked by GCM Application Committee for any of the following reasons:

- Failure to obey and conform to State of Illinois or City of Chicago regulations and laws.
- Failure to follow GCM Market Rules and Regulations.
- Failure to follow the Markets Standards of Conduct.
- Causing or maintaining an unsafe or unsanitary condition at the Market.
- Failure to attend the market.
- Behavior that obstructs a Vendor or other Vendors' ability to transact business at the market.
- Any violation of Cook County Weights and Measures regulations.
- A verifiable complaint about the validity of any product sold at the Market.

##### **Complaints**

- A Vendor or a consumer may file a complaint with GCM if they suspect a Vendor is violating market rules and regulations or if they suspect a Vendor is selling, or offering for sale, items at the Market that are not grown or produced by the Vendor or are otherwise prohibited by GCM rules and regulations.
- Complaints may be made in person, by phone, by email, or submitted in writing. Complaints should be directed to the GCM Market Manager, 2732 N. Clark Street, Suite 302, Chicago, IL 60614 (773) 880-1266 Or [mark@chicagoreencitymarket.org](mailto:mark@chicagoreencitymarket.org)
- A site inspection triggered by a complaint may be conducted with no prior notice.

##### **Complaint Process**

- If the GCM Market Manager receives a complaint (including the complainant's name, address, and phone number) pertaining to quality, conduct, or unfair practices of a Vendor, the Market Manager immediately will contact and/or visit the Vendor and request that the complaint be remedied. The Market Manager will follow up with visit to ensure compliance.
- Vendors are required to satisfy any customer complaint under any circumstance. They must accept returned product and dispose of it off-site. Failure to accept product returns from customers will be considered a violation of the rules and regulations of the market.
- If the complaint is not remedied immediately to the satisfaction of the Market Manager and the

Market Manager determines that the offense being complained about is detrimental to other Vendor's sales or to the Market as a whole, the following actions will be taken:

- 1) A written warning will be given to the Offender, including the date, time and nature of complaint, with the expectation that the offense will be remedied.
  - 2) A second complaint may result in disciplinary action being imposed by the Producer Committee of the GCM, the severity of which will be directly related to the gravity or repetition of the offense.
  - 3) A third complaint will result in the Market Manager asking the Producer Committee to impose a 90 day suspension and/or permanent removal from the market.
- A Vendor who is removed from the market forfeits all monies paid to the GCM for stall fees.
  - Vendors disciplined or removed from a market by the action of GCM Application Committee shall have the right of appeal and review by GCM's Board of Directors at their next scheduled Board Meeting. The decision by GCM Board of Directors shall be considered final.

### **Grievances and Due Process**

GCM has adopted a grievance/due process procedure that provides a fair and reasonable procedure for Vendors aggrieved by a Market Manager's or Administrator's actions and decisions. This procedure is as follows:

- All Vendors, in good standing, will be provided with an annual copy of the GCM Market Rules & Regulations and amendments within 90 days upon their adoption.
- In the case of a fine, expulsion, suspension or termination, a written notice indicating the reasons for such action will be provided within 15 days of the action to take place.
- An opportunity for the Vendor to be heard in writing, at least five days before the effective date of the fine, expulsion, suspension, or termination, will be provided by GCM.
- A Vendor may file a grievance with GCM Market Manager if they believe any GCM staff member, Officer, or Board Member is acting arbitrarily or violating the Market's Standards of Conduct or other Market Rules and Regulations.
- Any grievance by a Vendor shall be put in writing and submitted directly to the GCM Market Manager. 2732 N. Clark Street, Suite 302, Chicago, IL 60614 (773) 880-1266 mark@chicagoreencitymarket.org.
- The Market Manager, in consultation with members of the GCM Application Committee, will immediately address the grievance.
- The disposition of the grievance will be provided in writing to the Vendor by the GCM Market Manager within 7 days of the filing of the grievance.

## **Addendum A**

### **GREEN CITY MARKET PREPARED/PROCESSED FOOD POLICY 2012**

*Please note that this Food Policy is an evolving market policy, shaped by our efforts to contribute to a sustainable, local food system. Changes will be made periodically, so please ensure that you have the latest version.*

Green City Market is a farmers' market first and foremost. The purpose of our market is to connect small, family farmers to consumers who care about sustainable growing practices and who want to buy food produced on local farms.

The primary purpose of prepared food vendors at Green City Market is to showcase locally grown and seasonally available farm products. Prepared foods should provide shoppers with ideas for what they might cook at home after shopping at the Market.

In addition to highlighting the diversity of fresh, seasonal produce available from Green City Farmers, prepared foods attract customers to the market. Along with the cooking demonstrations, music, and programming for children, prepared food vendors help shape Green City into a "destination" market. Prepared foods are an integral part of the market. Below are requirements and guidelines for all prepared and processed food vendors at Green City Market.

#### **Sourcing Locally**

Green City expects prepared food vendors to source as many ingredients as they can from farmers at the Market. The "distinctive ingredient" in your product must be local, meaning produced in the Upper Midwest, i.e., Illinois, Indiana, Wisconsin, Michigan, Iowa, or Minnesota. Exceptions may be made for ingredients grown outside but adjacent to these states (e.g. pecans from Missouri). Secondary ingredients should also be sourced locally whenever possible. Staple ingredients that cannot be grown in the Midwest are an exception (see below).

#### **"Distinctive" vs. "Secondary" Ingredients**

Any spices, produce or other ingredients that determine the name or contribute a primary flavor in a product are known as "distinctive ingredients". All "distinctive ingredients" must be sourced within the six-state region. "Secondary Ingredients" include spices, sugar, oils, and other basic ingredients commonly used in baking and cooking. These ingredients should be locally sourced whenever possible. When local sourcing is impossible however, non-local ingredients may be used in small amounts. For example: a minimal amount of cinnamon (an exotic spice) may be used in an apple pie, but there should be no "cinnamon buns" at the market.

\*Eggs and Dairy (milk, butter, cheese, etc.) must always be from local, sustainable farms

\*Flour must be milled locally from grain produced on local, sustainable farms

The Market expects food purveyors to know what is local and to prepare recipes accordingly.

#### **Seasonal Availability**

All prepared food vendors are expected to know what is seasonally available from local farms. The Market will provide a seasonality chart to help clarify what is "seasonally available." The basic rule to follow is that if product is currently for sale at the Market, then it can be used in your prepared foods.

Therefore, apples should not be in any prepared food until they are available at market (at the earliest late July) and blueberries are not available until June.

## **Preserved Foods**

### **Frozen:**

Green City Market is primarily a place to buy fresh product. State and city health codes require that meat be sold frozen. Other frozen farm products are allowed only if sold by a farmer/vendor as a way to extend their season and economic sustainability. All products that are sold frozen must be grown by the farmer and processed in a licensed facility. For example, frozen chestnuts may be sold by a chestnut farmer, and frozen fruit may be sold by a fruit grower.

### **Dried:**

Although dried fruit and herbs are allowed as ingredients, vendors are encouraged to use fresh, seasonal ingredients purchased from Market farmers. In addition, we prefer that all dried fruit and herbs be sourced locally and preferably from Market vendors.

No prepared food vendor is allowed to sell dried fruit mixes or dried herbs "as is." This may only be done by the farmer/vendor who produced the original fresh product.

### **Jarred/Canned:**

Jarred or canned produce may only be sold by the grower who produces the distinctive/ primary ingredients. Secondary ingredients may be sourced "off the farm," but must be locally produced, with the exception of items like sugar and "non distinctive" spices that are not available locally.

No prepared food vendor may sell jarred or canned product if they did not also grow the main ingredients in the product.

## **Non-Food Items**

Non-food items are only allowed at market when they are a by-product of the primary agricultural product or practice. For example, soap made from goat milk is allowed if sold by a goat cheese producer, or when the goat is utilized in the production of other food products that are also sold at market (example: manure for crops; milk for feed). Green City Market reserves the right to limit non-food products sold at market.

## **Producer Involvement**

Green City Market requires that all prepared food vendors be involved in the production of the products they sell as per the following guidelines.

At a minimum, all prepared and processed food vendors must:

1. Create the recipe for the product
2. Oversee and guide the production of the product in the processing facility
3. Take responsibility for the quality of the product

Prepared food vendors may NOT sell goods for which they develop the recipe but have a 3rd party produce the product.

Occasionally, the application committee may allow a prepared food vendor to sell processed goods made by hand, such as sausages or other processed meats, jams, jellies, cider, juices, pickled vegetables and sauces. Such exceptions, however, are rare and preference during the selection process is always given to processed foods sold by farmers who grow their own ingredients.

## **Products Sold by a Farmer/ Vendor**

A farmer may sell prepared or processed goods if the distinctive ingredient comes from his or her farm, and secondary ingredients are sourced locally. The farmer MAY have a 3rd party produce

the goods (jams, cider, sausages, cheese, pickled vegetables, salsas, etc.) Only if the farmer is:

1. Involved in the development of the recipe and
2. Responsible for the quality of the end product

Farmers must provide the application committee with all required licenses and certificates from the 3rd party facility/processor, and include ingredients lists for processed products in their application.

NOTE: If the majority of the product being sold by a farmer/rancher throughout the entire season is prepared/processed food, rather than fresh product or frozen meat, the application committee may require them to be involved in the production (see definition above under "Products Sold By a Prepared Food Vendor"). This will be determined by the application committee.

### **On-Site Prepared Foods As Sold by Farmer/Rancher Vendor**

A limited number of farmers may sell on-site prepared foods (hamburgers, smoothies) if they have all licenses required to do so. Such allowances will be determined by the application committee in the best interest of the Market, in order to control the quantity and diversity of on-site prepared foods.

The market reserves the right to withhold items being sold at the market that are not supportive of our mission. Selling at the market is a privilege, and not a right.

### **Addendum B**

In January of 2008 the Green City Market Board voted to require 3rd party certification of all vendors by the year 2012. This move distinguishes Green City Market (GCM) from other farmers markets, once again setting the pace in supporting local, fresh, and sustainably raised farm products. Green City Market will not accept applications from new farmers that do not already carry a 3rd Party Certification from one of our approved certifying agencies listed below. The Market will maintain a "waiting list" of farmers seeking 3<sup>rd</sup> party certification with the intention of keeping these vendors in mind for future seasons.

If a current GCM vendor learns of a 3<sup>rd</sup> party certification not currently accepted by the market and apparently aligned with GCM's mission and objectives, the vendor may recommend that the Application Committee consider accepting an additional certification. To make a recommendation, vendors should contact the Vendor Relations and Outreach Coordinator and include evidence of the certification's high standards and commitment to sustainable agriculture.

#### **Certifying Agencies and Contacts**

##### **1. Food Alliance**

[www.foodalliance.org](http://www.foodalliance.org)

Food Alliance is a nonprofit organization that certifies farms and ranches and food handlers (including packers, processors and distributors) for sustainable agricultural and business practices.

Bob Olson

[Bob@foodalliance.org](mailto:Bob@foodalliance.org) 651.265.3682

##### **2. Organic Certification**

USDA-National Organic Program

[www.ams.usda.gov/NOP](http://www.ams.usda.gov/NOP)

This is the official website of the USDA NOP where you can find information about the National Organic Program standards, accredited certifying agencies, how to transition to certified organic

etc. We recommend you go here first to get some basic information.

Other resources in the Midwest:

University of Illinois, Extension

<http://web.extension.uiuc.edu/smallfarm/organic.html>

New Ag Network

[www.new-ag.msu.edu](http://www.new-ag.msu.edu)

### 3. Certified Naturally Grown

[www.naturallygrown.org](http://www.naturallygrown.org)

Certified Naturally Grown, a non-profit alternative certification program tailored for small-scale, direct-market farmers using natural methods. CNG's Certification Standards are based on the highest principles and ideals of organic farming.

877 211 0308

[info@naturallygrown.org](mailto:info@naturallygrown.org)

### 4. Certified Humane

Humane Farm Animal Care

[info@certifiedhumane.org](mailto:info@certifiedhumane.org)

[www.certifiedhumane.com](http://www.certifiedhumane.com)

The Certified Humane Raised & Handled Label is a consumer certification and labeling program. When you see the Certified Humane Raised & Handled label it means that an egg, dairy, meat or poultry product has been produced with the welfare of the farm animal in mind. Food products that carry the label are certified to have come from facilities that meet precise, objective standards for farm animal treatment.

### 5. American Humane

[www.americanhumane.org](http://www.americanhumane.org)

303.925.9434

American Humane Certification is a voluntary, fee-based service available to producers of animals raised for food. The goal of the program is to provide independent verification that these businesses are providing humane conditions for the animals in their care.

### 6. Animal Welfare Approved

<http://www.animalwelfareapproved.org/farmers/apply/>

202-546-5292

The Animal Welfare Approved program audits and certifies family farms raising their animals humanely, outdoors on pasture or range.

### 7. American Grassfed Association

<http://www.americangrassfed.org/become-a-certified-producer/>

877-774-7277

### 8. Michigan Agricultural Environmental Assurance Program (MAEAP)

<http://www.maeap.org/maeap>

517.373.9797

Questions/Comments please contact:

Kitt Healy

Vendor Relations and Outreach Coordinator

[kitt@greencitymarket.org](mailto:kitt@greencitymarket.org)

773-880-1266

