



Main Street Farmers Market Downtown Aledo 2024 Market Handbook Rules, Regulations & Vendor Form

Main Street Farmers' Market Downtown Aledo will begin Thursday, June 13th and end on Thursday, September 26th for a total of 16 weeks. Market takes place on Thursdays from 4:00PM-6:00PM at Central Park in Aledo (West End Side). Each vendor set-up consists of a 1-10' x 10' space.

Market Purpose

The primary purpose of the Main Street Farmers Market in Downtown Aledo is to help energize Downtown Aledo by providing a place where residents can deal directly with the farmers who grow their food products and increase their knowledge and appreciation for the quality and benefits of locally grown and produced agricultural products, baked goods & crafts.

Market Management

The Market is managed by Aledo Main Street Inc, a 501(c)(3) not-for-profit organization (Aledo Main Street). Aledo Main Street is responsible for market operations, including registration, approval of applicants, space assignments, and other processes involving vendors. Further questions or concerns call 309-582-2751 or email info@aledomainstreet.com. Vendors who occupy a booth at this market must at all times conform to the Rules and Regulations of the Main Street Farmers Market in Downtown Aledo as set forth in this handbook. The Market Manager has the authority to enforce all rules and regulations of the Market. By applying for a space at the Market, each applicant agrees to be bound by decisions of the Market Manager. If the Market Manager is unable to meet your needs or answer your concerns, you may call & schedule a visit with Aledo Main Street.

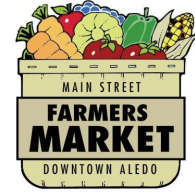
Note: Any change in hours or closings due to holidays or severe weather will be announced by Aledo Main Street in advance.

Fees:

A seasonal vendor fee is \$75 for the season. This covers Thursdays:

June 13th, 2024–September 26th, 2024.

A weekly visitors vendor pass is \$10/week.



Vendor Guidelines:

- A Producer or vendor is any person offering for sale articles for human consumption that has been raised by the Producer, members of their family or persons in their employ.
- All items sold at the market are encouraged to be directly and personally grown, raised, or produced by the person selling the product at the Market. Examples of approved items include fruits/vegetables, flowers/plants, meat, dairy, baked goods, prepared foods and handmade arts & crafts. The sale of items not grown or created by the vendor must be clearly marked brokered product with visible, legible Point of Origin label/sign.
- Only hand designed, original arts and crafts are to be sold at this market. Imported products or any articles deemed inappropriate by the market manager and or the executive director of Aledo Main Street Inc shall not be sold. Also, no flea market, garage sale, resale items or merchandise shall be sold.
- No attempt at price fixing shall be allowed. Pricing shall be done by the individual producers.
- All vendors selling meats, eggs, and/or cheeses must be licensed and approved by the Illinois Department of Agriculture.
- Proper labeling is required for all home-baked products. Vendors must have a Cottage Food Permit issued by the local Health Department, a copy of which shall be provided upon application to the Market and annually thereafter upon renewal. For more information on what foods are permitted and not permitted under the Cottage Food Law, contact your local health department.
 - Mercer County Health Department Contact info:
Kyle Lloyd: Director, Environmental Health 309-582-3759
- Vendors must maintain a policy of insurance and/or complete a hold harmless agreement covering their obligation. A Certificate of Liability Insurance and/or signed hold harmless agreement will be required before the first day of attending the market. The certificate should name Aledo Main Street Inc as certificate holder.

Vendor Space – A standard set-up consists of 1- 10’ x 10’ space. Space will be assigned at the beginning of the season and an effort will be made to assign the same spaces throughout the season.

- Weekly visitor vendors are not guaranteed the same vendor space when setting up.
- All set-up items (tents, chairs, tables, display boards, etc.) are the responsibility of the vendor.
- Vendor set-up is from 3:30-4:00PM. Vendors are strongly encouraged to remain open the duration of the market from 4:00PM-6:00PM. NO Sales before 4:00PM.
- Vendor booths should be staffed for every market unless prior arrangements have been made. For planned absences, vendors are asked to provide advance notice to Aledo Main Street by calling 309-582-2751 or email lindsey@aledomainstreet.com by close of business the Tuesday prior to market for purposes of marketing. We understand absences may occur last minute for unforeseen circumstances. In those instances, please notify AMS as soon as possible before the start of the market.
- Vendors are solely responsible for cleaning all trash and waste within and around their allotted space before leaving the Market each week. Tear-down must be completed within reasonable time of market wrapping up.



Legal Compliance – Vendors are expected to familiarize themselves with local and state laws and mitigations related to their business and are responsible for the compliance, including but not limited to laws and mitigations related to health regulations, weights and measures (Illinois Department of Agriculture), sales taxes and insurance. Government officials may visit the market to assure compliance with their agency’s regulations. All products must comply with local, state, and/or federal health ordinances, and all the vendors must supply documentation of such compliance to the Main Street Farmers Market in Historic Downtown Aledo along with their Vendor Application Form.

Required Signage – The State of Illinois requires that all vendors must display signage with their business name and farm location/product origin. Signs identifying the name and location of the vendor’s business must be posted before sales begin and near the check-out area. The sign must be at least 11”x17”, which is also a requirement for farmers under the Food Safety Modernization Act. Signs, boards, tags, or labels listing prices of all products for sale must be posted before the beginning of sales.

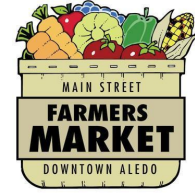
Sales Practices – No crying out, “hawking,” or other aggressive sales techniques are allowed. Main Street Farmers Market will make the final determination as to whether a particular sales practice falls within this provision. Vendors must agree to follow the direction of the Market regarding these practices. Circulating the market to hand out free items and/or sell items is also prohibited. Goods may not be sold directly from their vehicle.

Code of Conduct – Vendor behavior and maintenance of their sales area should reflect positively on the Market’s overall appearance, quality, and reputation. To support this obligation, vendors are expected to:

- Maintain safe, clean conditions in and around the sales area
- Appropriate attire (shoes & shirts) is always required.
- Maintain cordial relations with customers, Market, and other vendors
- Refrain from smoking in and around the sales area
- Maintain clear access for pedestrian traffic
- Pets must always be leashed and owners are required to clean up after them

Contact Information:

Aledo Main Street
100 E. Main Street
Aledo, IL 61231
Phone: 309-582-2751
Email: info@aledomainstreet.com



**Main Street Farmers Market
Downtown Aledo
Vendor Application**

As a vendor, I/We have read and agree to abide by the rules & regulations put forth by the 2024 Market Handbook for the Aledo Main Street Farmers Market in Downtown Aledo.

Business Name (If Applicable) _____

Contact Name _____

Mailing Address _____

City _____ Zip _____ County _____

Cell Phone _____ Email Address _____

Provide a list of products that you will be selling _____

Please return completed application & payment to:

Aledo Main Street Inc
100 E. Main Street
Aledo, IL 61231
info@aledomainstreet.com

Fee- \$75 for a season vendor pass (Thursdays: June 13th, 2024–September 26th, 2024)
\$10/week for a weekly vendor

The Producers/Vendors, by participation in the Main Street Farmers Market in Downtown Aledo, hereby agree to indemnify the City of Aledo, Aledo Main Street Inc, and their participating co-sponsors, their owners, agents, employees volunteers, or management and hereby agree to hold harmless and indemnify the City of Aledo and Aledo Main Street Inc from any claim or suit resulting from sale or consumption of goods or products sold at the Main Street Farmers Market in Downtown Aledo including but not limited to, any claims, charges, judgments, damages, for personal injury or property damages, incidental and consequential damages and the cost of defense including reasonable attorney's fees, court costs and expenses.

Applicant Signature _____ Date _____