Dear Members and Supporters,

We are so pleased to provide this first annual report of the Washington State Farmers Market Association summarizing a few highlights from 2014.

In spring, I was invited to attend a special meeting hosted by the Centers for Disease Control and USDA to learn about EBT Incentive programs. Participating in two panel discussions, I was pleased that the WSFMA’s partnerships with the City of Seattle, University of Washington (UW) and many farmers markets were considered exemplary of successful strategies to promote healthy eating and use of SNAP EBT benefits at farmers markets.

Whether touring the Everett Farmers Market with Congresswoman Suzan DelBene, meeting with the Gig Harbor City Council to discuss farmers market operations, or advising the Snohomish County Health District on developing more “vendor supportive” permit fees, the fact that the WSFMA represents over 110 farmers markets from across the state sends a strong message that our work is credible and professional.

The UW’s Center for Public Health Nutrition recently completed an evaluation of the WSFMA’s new Regional Leads program that confirmed this model was effective at increasing collaboration between farmers markets and their regional partners to increase use of EBT at farmers markets. This work is now supported and expanded with a SNAP Ed contract from the Department of Health. It demonstrates how the WSFMA can take new ideas, develop pilot projects and ultimately bring new programs to life.

In 2015 we will maintain our commitment to food access while increasing focus on how farmers markets can best connect with current shoppers and create new ones. I will look forward to working with you to test ideas, and to sharing the most successful practices as we continue to support vital markets across the state.

With best regards,

Karen Kinney
Executive Director
Farmers Market Week: To promote Farmers Market Week, we created a tool kit with three recipes featuring specialty crops, proclamation samples and tips for conducting outreach. Of the 24 markets responding to our survey about the effectiveness of this effort, over 81% of managers said this type of promotional campaign was a service they would like more of in the future.

Roots Guidelines Review: At the 2014 Annual Meeting, the Board introduced a new policy and process by which members can recommend changes to the Roots Guidelines. Two requests for changes to the Roots Guidelines have been received per the new process. The suggested changes were reviewed and amended by the Board and Staff. Members are encouraged to share feedback on the proposals. All comments received will be considered by the Board in making a final decision on any changes to the Roots Guidelines.

SNAP Ed Contract: In September, the WSFMA renewed a contract with the Washington State Department of Health to facilitate the State’s interest in increasing the number of low-income shoppers at farmers markets. This funding is supporting the addition of a full-time Food Access Programs Manager position, as well as the expansion of the Regional Leads program from three to six regions.

Advocacy: Following the successful adoption of legislation to allow wine sampling at farmers markets in 2012, additional language was needed to clarify conflicting information. The WSFMA worked with state representatives to craft the necessary language and on March 27, 2014 Governor Inslee signed SB 6514 - The “Technical Fix” Bill into law.

Food Insecurity Nutrition Incentives: In September the USDA introduced the FINI grant program to support projects to increase the purchase of fruits and vegetables among SNAP consumers by providing incentives at the point of purchase. The WSFMA helped the State Department of Health coordinate a statewide proposal for seven regions.

Website Redesign: A new design for the WSFMA website (wafarmersmarkets.com) will debut in Spring of 2015. Designed to provide easier access to information for all our main audiences – members, shoppers and farmers - the new site will feature a fresh new look and advanced search and navigation tools. This project is funded by grants from the USDA and WSDA.

Business Planning: With the dramatic growth of the WSFMA over the past few years, and new opportunities continually emerging, it is important that the WSFMA Board and Staff have a solid business plan in place to guide the management and development of the organization. Working with a consultant, we will develop effective, sustainable models for program delivery, revenue generation, and staffing.

Employee Handbook: The WSFMA is in the final stages of developing an Employee Handbook that includes policies that are required by law and/or considered best practices for non-profits. Recognizing that this type of resource would be helpful to many of our members, we are hoping to be able to provide the final document as a reference for developing similar guidelines for your own organization.

Farmers Market Promotion Program: The WSFMA is partnering with WSU on a this two-year grant-funded project that will provide training in effective market promotion strategies and best practices in market management.

Specialty Crop Block Grant: The WSFMA has received a grant from the WSDA to increase specialty crop farmer direct marketing skills and knowledge as well as enhance their success and sales by providing targeted, off-season training to direct marketing specialty crop farmers to build their marketing capacity and skills; providing direct farmer services and support with marketing questions; and creating and coordinating a specialty crop promotional campaign at farmers’ markets statewide in conjunction with Farmers’ Market Week.

Photos: Lynnwood Farmers Market, Bayview Farmers Market, Starvation Alley Farms, Issaquah Farmers Market, Ballard Farmers Market, Camas Farmers Market, Tacoma Farmers Market, Pike Place Market - Pioneer Square
**Financial Report**
January 1 - December 31, 2014

### Income
- **Annual Conference** $41,294 15%
- **Contract/Consulting** $40,908 15%
- **Membership Dues** $48,205 17%
- **Grant Income** $143,416 52%
- **Other Income** $4,301 1%

**TOTAL INCOME** $278,124

*Total income does not include pending grant reimbursements.*

### Expenses
- **Annual Conference** $42,712 14%
- **Board Activity** $3,104 1%
- **Contractors** $63,100 21%
- **Dues & Subscriptions** $2,801 1%
- **Marketing** $13,736 4%
- **Office** $12,801 4%
- **Payroll** $114,732 38%
- **Professional Services** $17,074 6%
- **Project/Grant Expenses** $2,764 1%
- **Travel** $6,652 2%
- **Website** $15,014 5%
- **Taxes** $9,978 3%

**TOTAL EXPENSES** $304,467

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**New Fiscal Year:** In order to better track financial activity related to the late-winter Annual Conference, and to align with State and Federal grant schedules, the Board approved changing the WSFMA Fiscal Year from January 1 through December 31 to a new schedule starting July 1 and ending June 30. Additional budget planning and tax preparation was required to make this change that will provide more consistent reporting in the future.
2014 WSFMA Members

FARMERS MARKETS

Anacortes Farmers Market
Arlington Farmers Market
Auburn International Farmers Market
Bainbridge Island Farmers Market
Ballard Farmers Market
Bayview Farmers Market
Bellevue Farmers Market
Bellingham Farmers Market
Bothell Farmers Market
Bow Little Market
Bremerton Sunday Farmers Market
Bremerton Thursday Farmers Market
Broadway-Capitol Hill Farmers Market
Burien Farmers Market
Camas Farmers Market
Carnation Farmers Market
Chewelah Farmers Market
Chimacum Farmers Market
Columbia City Farmers Market
Northeast Washington Farmers Market
Coupeville Farmers Market
Cowlitz Community Farmers Market
Des Moines Waterfront Farmers Market
Downtown Bridge Market - Longview
Downtown Farmers Market - Walla Walla
Duvall Farmers Market
Edmonds Museum Summer Market
Ephrata Farmers Market
Everett Farmers Market
Friday Farmers Market Everett Mall
Gig Harbor Farmers Market
Goldendale Farmers Market
Greater Lewis County Community Farmers Market
Historic Lewis County Farmers Market
Kirkland Wednesday Market
Kittitas County Farmers Market
Lake Chelan Farmers Market
Lake City Farmers Market
Lake Forest Park Farmers Market
Lakewood Farmers Market
Liberty Lake Farmers Market
Lynnwood Farmers Market
Madrona Farmers Market
Magnolia Farmers Market
Maple Valley Farmers Market
Market at The Parkway
Mercer Island Farmers Market
Mount Vernon Farmers Market
Mukilteo Farmers Market
North Bend Farmers Market
Oak Harbor Farmers Market
Ocean Shores Farmers Market
Okanogan Valley Farmers Market
The Farmers Market of Olympia
Orting Valley Farmers Market
Patersos Farmers Market
Pend Orielle Valley Farmers Market
Phinney Farmers Market
Pike Place Market
Port Angeles Farmers Market
Port Orchard Farmers Market
Port Susan Farmers Market
Port Townsend Farmers Market
Poulsbo Farmers Market
Prosser Farmers Market
Puyallup Farmers Market
Queen Anne Farmers Market
Raymond - Public Market on the Willapa
Renton Farmers Market
Roslyn Farmers Market
Salmon Creek Farmers Market
Sammamish Farmers Market
San Juan Island Farmers Market
Sedro Woolley Farmers Market
Shelton Farmers Market
Shoreline Farmers Market
Silverdale Farmers Market
Snohomish Farmers Market
Snohomish Sunday Farmers Market
South Whidbey Tilth Farmers Market
Emerson-Garfield Farmers Market
Millwood Farmers Market
South Perry Farmers Market
West Central Marketplace
Spokane Farmers Market
Suquamish Farmers Market
6th Ave Farmers Market
Broadway Farmers Market
Proctor Farmers Market
South Tacoma Farmers Market
Tenino Farmers Market
Tumwater Town Center Farmers Market
University District Farmers Market
Vashon Farmers Market
Wallingford Farmers Market
Wenatchee Valley Farmers Market
West Olympia Farmers Market
West Seattle Farmers Market
White Salmon Farmers Market
Woodinville Farmers Market
Yelm Farmers Market

FARM MEMBERS

Entropy Farm
Ever Green Farm
Flatau Farm
Hayton Farms Berries
Holy Cow Grass Fed
Jeb's Wild Salmon
Martin Family Orchards
Miles Away Farm, LLC
Nash's Organic Produce
Panther Springs Farm
Shirt Tail Canyon LLC
Sky Harvest Produce/Youngquist Farms
Sun Island Farm
Willow Grove Gardens

FRIENDS OF WSFMA

Dave and Clara Duff
Agroecology Lab, WSU Vancouver
Caprine Consulting
Camas Permaculture
Tilth Producers of Washington