



WASHINGTON STATE FARMERS MARKET ASSOCIATION 2015 Annual Report



North Bend Farmers Market, Renton Farmers Market, Sunnyside Farmers Market | Photos Colleen Donovan

The WSFMA supports and promotes vibrant and sustainable farmers markets in Washington State through member services, education and advocacy.

Dear Members and Supporters

With the daylight hours gradually increasing and the first buds forming on the trees, it's a great time to anticipate the upcoming market season, and to reflect on the progress that the WSFMA has made over the past year in expanding programs, promoting farmers markets and strengthening our own organization.

In 2015, the WSFMA expanded its Regional Leads Program from three regions to seven with additional funding from the WA Department of Health. This program increases the use of federal assistance benefits at farmers markets by strengthening relationships among market managers and community partners. The expansion of the Regional Leads Program is a testament to the effectiveness of our efforts, and demonstrates the ability of farmers markets to be powerful advocates for change in our communities.

This year, WSFMA also increased our focus on providing training and tools to help farmers markets and specialty crop farmers build their marketing capacity. With grant funding provided by USDA and WSDA, we partnered with WSU to develop a rack card promoting markets to a general audience as well a series of graphics highlighting the reasons customers love shopping at markets. These fun, colorful images are designed to promote excitement among frequent shoppers and are available in both English and Spanish. Distribution of these two new tools will continue through 2016.

In addition to the work done to support markets, WSFMA also invested a significant amount of time on organizational development. Completion of the 501(c)(3) application, employee handbook and business planning process all help strengthen and professionalize the organization and will allow us to better fulfill our mission.

I'm looking forward to another great year of service and success in 2016 just as much as I'm ready to savor the first-of-the season strawberries. I hope to see you at a market soon.

Best regards,
Karen Kinney
Executive Director

2015 Accomplishments

SNAP Ed/Food Access: With the expansion of the Regional Leads Program, the WSFMA also welcomed Mahala Greer as the new Food Access Programs Assistant. The regions now participating include: West Sound Region, Skagit Valley, Snohomish County, Pierce County, Greater Spokane, Lewis County and Washington Gorge Grown (Klickitat & Skamania).

Farmers Market Promotions: Over 32,000 member directories were printed and distributed through members markets and key supporters. The WSFMA also helped markets take advantage of the attention surrounding Farmers Market Week with press release templates and seasonal recipes. These projects were funded through grants from the WSDA and USDA.

501(c)(3) Application: On December 31, 2015 the WSFMA submitted an application to the IRS to be recognized as a 501(c)(3) organization. This has been a goal for many years, and we anticipate a final decision within six to eight months.

Employee Handbook: In May, the Board approved a new Employee Handbook that defines benefits, expectations and policies for the WSFMA. Work to develop the supporting forms and processes continues, and policies are reviewed on an as-needed basis.

Business Plan: Last spring the board engaged a consultant to help develop a business plan for the WSFMA. The process focused on three areas: enhancing the organization's mission; promoting operational efficiency; and supporting financial sustainability. The consultants conducted surveys, interviews and benchmarking and used this information to develop a series of recommendations. An ad-hoc committee of the board is developing an implementation plan.

Roots Guidelines: In 2014, the WSFMA introduced a new process for members to suggest additions or updates to the Roots Guidelines. Two proposals were put forth for discussion at the 2015 Annual Meeting. After considering comments from members, the Board voted to implement only one of the proposed changes. With other significant projects taking priority, there was not adequate staff capacity to manage the review process in 2015. Due to concerns about future staff availability, the Board has recommended the review be done bi-annually instead of every year. We anticipate resuming the call for comments in 2016.

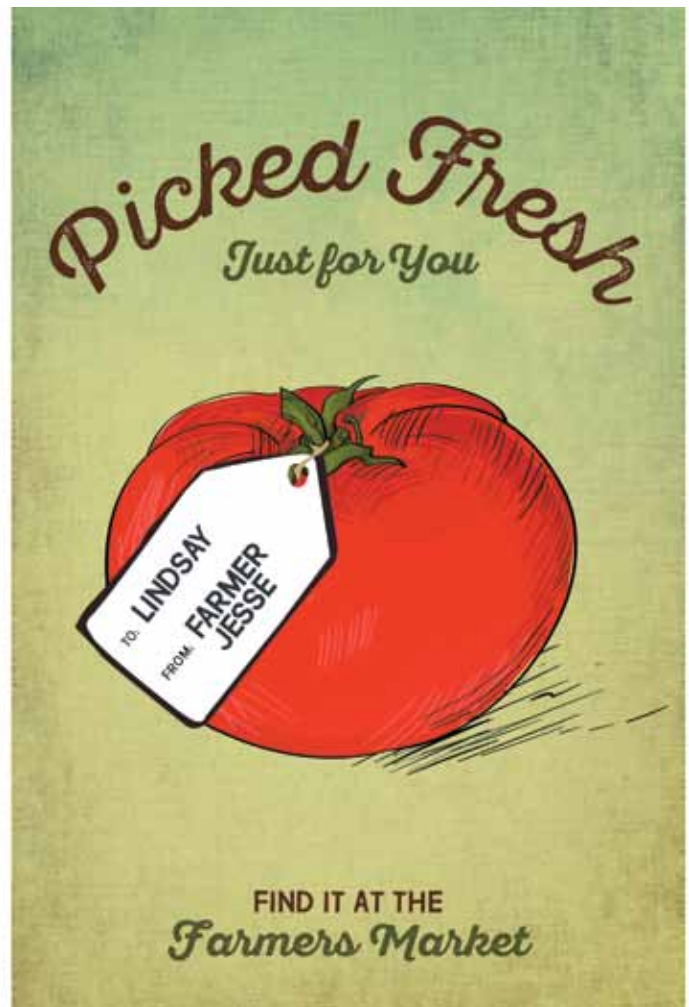
Annual Conference: The 2015 Annual Conference was held at the Red Lion Hotel in Olympia. Taking advantage of the proximity to the State Capitol, the conference coordinated activities with WSSFN's Good Food & Farming Lobby Day and welcomed elected officials and agency staff at a Legislative Reception. Over 235 attendees enjoyed networking, workshops and tours of the Olympia Farmers Market.

2016 Goals

Building on the success of projects in 2016, the WSFMA will once again focus on providing member services in the areas in which we can have the most impact - promoting markets to customers across the state and at all income levels, providing education and assistance to help markets operate effectively, and working with local and state officials to advocate for the interests of farmers markets and our partners.

Key priorities for 2016 will include:

- Launch of the updated website design
- Updates to the Market Manager Toolkit
- Implementation of recommendations made in the business plan
- Strengthening our Board and Committee structure
- Identification of new sources of funding to support the work of the WSFMA
- Continuation of the Regional Leads Program and other work promoting food access at farmers markets
- Development of a bi-annual alternative format for the Annual Conference



One of the new promotional graphics available to member markets

WSFMA Staff

Karen Kinney

Executive Director

Vade Donaldson

Food Access Programs Manager

Jennifer Brown

Staff Administrator

Mahala Greer

Food Access Programs Assistant

WSFMA Board of Directors

Kelly Lindsay, President

Brian Estes, Vice President

Advocacy Committee Chair
Catholic Charities of Spokane

Caprice Teske, Secretary

Bellingham Farmers Market

Connie Allison

Tumwater Farmers Market

Brittany Brown

Puyallup Farmers Market

Stacy Carkonen

Tacoma Farmers Market

Colleen Donovan

WSU Small Farms Program

Ann Foster

Communication Committee Chair
Salmon Creek Farmers Market

Judy Kirkhuff

Seattle Farmers Market Assn.

Tim O'Brien

Bainbridge Island Farmers Market

Patrice Barrentine, Advisor

King County

Joel Wachs, Advisor

Financial Supporters

WSDA Specialty Crop Block Grant

USDA Farmers Market Promotion Program

Washington State Department of Health

City of Seattle Office of Sustainability and Environment
HumanLinks Foundation

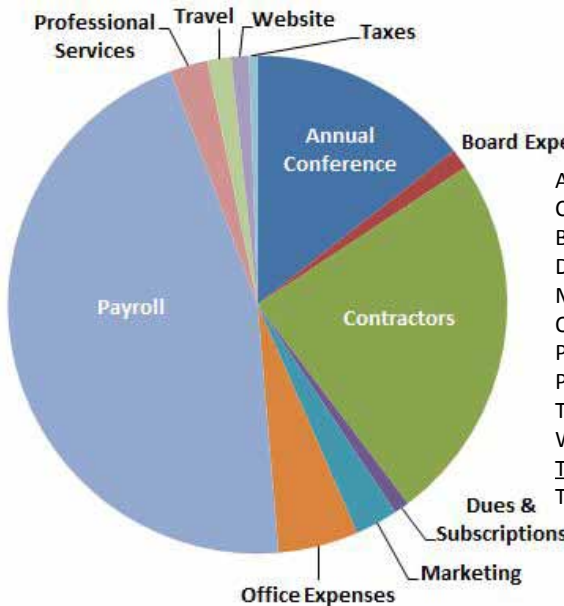
Financial Report

July 1, 2015 - June 30, 2016



INCOME

Annual Conference	\$73,987	20%
Contract/Consulting	\$169,537	47%
Membership Dues	\$51,200	14%
Grant Income	\$68,106	19%
Other Income	\$55	0%
TOTAL INCOME	\$362,885	



EXPENSES

Annual Conference	\$52,575	24%
Contract/Consulting	\$87,665	24%
Board Expenses	\$4,700	1%
Dues & Subscriptions	\$3,550	1%
Marketing	\$10,137	3%
Office	\$18,934	5%
Payroll	\$166,606	46%
Professional Services	\$8,900	2%
Travel	\$5,607	2%
Website	\$4,200	1%
Taxes	\$2,000	1%
TOTAL EXPENSES	\$364,924	



Kittitas County Farmers Market | Photo Colleen Donovan



Des Moines Farmers Market, Tonnemaker T-shirt, Vashon Island Farmers Market | Photos Colleen Donovan

2015 WSFMA Members

FARMERS MARKETS

- 6th Avenue Farmers Market (Tacoma)
- 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
- Bellingham Farmers Market
- Bothell Farmers Market
- Bow Little Market
- Bremerton Sunday Farmers Market
- Bremerton Thursday Farmers Market
- Broadway Farmers Market (Tacoma)
- Burien Farmers Market
- Camas Farmers Market
- Capitol Hill - Broadway Farmers Market
- Carnation Farmers Market
- Chewelah Farmers Market
- Chimacum Farmers Market
- Columbia City Farmers Market
- Coupeville Farmers Market
- Cowlitz Community Farmers Market
- Davenport Farmers Market
- Des Moines Waterfront Farmers Market
- Downtown Farmers Market (Walla Walla)
- Duvall Farmers Market
- Edmonds Summer Market
- Emerson-Garfield Farmers Market
- Ephrata Farmers Market
- Everett Farmers Market
- Friday Farmers Market Everett Mall
- Gig Harbor Waterfront Farmers Market
- Gig Harbor Farmers Market at Peninsula Gardens
- Gig Harbor Farmers Market at Uptown Shopping Center
- Goldendale Farmers Market
- Greater Lewis County Community Farmers Mkt
- Historic Lewis County Farmers Market
- Kelso Bridge 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
- Madrona Farmers Market
- Magnolia Farmers Market
- Maple Valley Farmers Market
- Market at The Parkway
- Mercer Island Farmers Market

FARMERS MARKETS

- Millwood Farmers' Market
- Mount Vernon Farmers Market
- Mukilteo Farmers Market
- North Bend Farmers Market
- Northeast Washington Farmers Market
- Oak Harbor Farmers Market
- Ocean Shores Farmers Market
- Okanogan Farmers Market
- Omak Farmers Market
- The Farmers Market of Olympia
- Orting Valley Farmers Market
- Pateros 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 Perry Farmers Market
- South Tacoma Farmers Market
- Emerson-Garfield Farmers Market
- Millwood Farmers Market
- South Perry Farmers Market
- West Central Marketplace
- Spokane Farmers Market
- Squamish 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

- Abundantly Green
- Alvarez Organic Farms
- Around the Table Farm
- Boistfort Valley Farm
- Brenda's Farm Stand
- Buena Berry
- Calliope Farm
- Doug's Harlow Gardens
- Feliz Farm
- Flatau Farm
- Glendale Farm
- Goose and Gander Farm
- Green Bow Farm
- Growing Veterans
- Growing Washington Farm
- Herbn'farmNW
- Kitsap Farm Works
- Kittitas Valley Greenhouse
- Lefever Holbrook Ranch
- Little Gnome Farm
- Lozano Farms
- Maha Farm
- Mariposa Farm
- Market Lavender
- Miles Away Farm
- Moir Country
- Morning Dew Farm
- Nash's Organic Produce
- NW Green Farm
- Oh Yeah! Farms
- Ojeda Farms LLC
- Pan's Garden
- Panther Springs Farm
- Pheasant Fields Farm
- Pigmans Organic Produce Patch/Crosstown Farms
- PJFarms LLC
- Provisions Mushroom Farm
- Rabbits and Radishes
- Rose Orchards
- Scratch-a-Lot Farm
- Seattle Tilth/Rainier Urban Farm
- Simply Life Farm
- Sky Harvest Produce/Youngquist Farms
- Starvation Alley Farms
- Starvation Alley Farms
- Tieton Farm & Creamery, llc
- Tolstoy Farms
- Tolstoy Farms
- Vern's Food & Farm
- Vinegar Flats Community Farm
- Well Fed Farms
- Whistling Train Farm