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 as 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
Financial Report
July 1, 2015 - June 30, 2016

INCOME

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<thead>
<tr>
<th>Category</th>
<th>Income</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Annual Conference</td>
<td>$73,987</td>
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<td>Contract/Consulting</td>
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<td>Membership Dues</td>
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<td>Grant Income</td>
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EXPENSES

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<td>Dues &amp; Subscriptions</td>
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<td>Marketing</td>
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<td>Taxes</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$364,924</strong></td>
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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
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 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
Chevelah 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
Suquamish Farmers Market
Tenino Farmers Market
Tumwater Town Center Farmers Market
University District Farmers Market
Vashon Farmers Market
Wallington 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
Caliope 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