2016 WSFMA CONFERENCE

KEEPING YOUR FARMERS MARKET COMPETITIVE IN A CHANGING MARKETPLACE
62 MARKETS IN THE PORTLAND/METRO AREA

INCREASING SALES CHANNELS FOR VENDORS

LOTS OF UNCERTAINTY AS THE MARKETPLACE CHANGED
VENDOR RETENTION

NEW VENDOR RECRUITMENT

CITY OF VANCOUVER REDEVELOPMENT

CHANGING CUSTOMER BASE IN OUR CITY
ESTABLISH GOALS

AN ENGAGING AND VIBRANT VENDOR COMMUNITY

STORY’S OF VENDOR GROWTH AND SUCCESS

VALUE FOR CURRENT AND FUTURE VENDORS AS A COMPETITIVE ADVANTAGE
LEAD BY EXAMPLE

GET YOUR BUSINESS IN ORDER FIRST

PRACTICE WHAT YOU PREACH

DEVELOP A CULTURE OF GROWTH

EMBRACE INNOVATION

THE MYTH OF COMPETITION
SMALL STEPS

TELL THE STORY OF VENDOR SUCCESS

ENCOURAGE VENDORS TO SUPPORT EACH OTHER

LISTEN TO WHAT VENDORS WANT

MARKET SPONSORED EDUCATION

ENGAGE YOUR CURRENT NETWORKS

BOARD MEMBERS

OTHER VENDORS WITH EXPERTISE
FIND PARTNERS

- SCORE
  For the life of your business

- America's SBDC

- City of Vancouver, Washington

- Hispanic Metropolitan Chamber
  Investing in Oregon & SW Washington

- Vancouver's Downtown Association

- USDA Rural Development
  Committed to the future of rural communities
LEVERAGE CONNECTIONS

LOCAL GROCERY STORES/RETAILERS

RESTAURANTS

PROCESSORS/CO-PACKERS

COMMUNITY SOURCED CAPITAL
LARGER MARKET PROGRAMS

VENDOR SCHOLARSHIPS

FOUNDATION

V A N C O U V E R F A R M E R S M A R K E T F O U N D A T I O N
NOT AS EASY AS WE THOUGHT

IT TAKES TIME TO TAKE HOLD

SOME VENDORS AREN’T RECEPTIVE

THIS ISN’T A PRIORITY FOR EVERYONE
CELEBRATE VENDOR SUCCESS
LIVE BY THE SAME SET OF VALUES
INVOLVE VENDORS IN THE PROCESS
DEVELOP RESOURCES SPECIFIC TO YOUR AREA
ENGAGE YOUR COMMUNITY
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