When?

Who?

Why?

Mission & Vision

Where?
How Organized

501 (c)3 nonprofit
Board of Directors
Staff
Regional Leads
Roots Guidelines
Membership Dues

Contracts: King County, SNAP Ed

Grants: FMPP (specialty crop in previous years)

Private Donations
Training & Education
• Conference & Workshops

Access to Resources

Advocacy
• National, State, some local

Food Access

King County

Programs & Activities
Regional Leads Program

2018 WSFMA Regional Leads
- Skagit County
- Snohomish County
- King County
- Pierce County
- West Sound
- South Sound
- Southwest Washington
- Columbia Gorge, Washington
- Columbia Basin
- Southeast Washington
- Greater Okanogan
- Tri-County
- Spokane County
- WSFMA General Support

TBD
Currency Cheat Sheet

HOW TO USE MARKET CURRENCY

$ Tokens are given for SNAP/EBT purchases. Can be used for seeds and plants that produce food for your household and most other food items except prepared hot foods. No change can be given.

$ Tokens are redeemed for Debit/Credit card purchases. Can be used for any Farmers Market purchases. Change can be given.

Fresh Bucks are given as Bonus when using EBT. Can only be spent on Fruit, Vegetables, Mushrooms, Herbs & Vegetable Starts. No change can be given.

WIC FMNP checks can be spent on Fruit, Vegetables and Cut Herbs. No change can be given.

Senior FMNP checks can be spent on Fruit, Vegetables, Cut Herbs, and Honey. No change can be given.

Washington State Farmers Market Association
Guides for Service Providers
**Benefits Recipient:** “The farmers market is too expensive.”

**Your Response:** Skagit Valley farmers markets have been working hard to make sure that local fresh food is affordable for limited-resource families, thanks to the *Double Up Bucks* program. Your money goes a long way when you use your SNAP benefits at the farmers market! For every 2 dollars you spend on your EBT card, farmers markets will match you an extra $2 in Double Up Bucks. That means $10 spent with your EBT card at the farmers market is actually $20 for MORE fruits and vegetables.

**Your Response:** Farmers markets are driven by what is fresh and local that time of year, and seasonal food is typically lower priced than food from other locations. If an item is slightly more expensive at a farmers market, it’s often complimented with higher quality and flavor. Plus, you can get recipe and preparation ideas for preparing food items on the spot from your local farmer.

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**Benefits Recipient:** “The supermarket is easier.”

**Your Response:** While supermarkets can be a venue for one-stop-shop, the farmers market can be an enjoyable shopping experience for the whole family. Children can meet the farmers who grow their food and participate in kid-friendly activities with Farmers Market Flash or the Power of Produce Club. Plus, the live entertainment and smells of the market is something everyone can enjoy!
Drawing in Customers
Cooking Demos
Tomato Taste Off!

- Engage community
- Expose people to many varieties of a food
- Good opportunity to use volunteer staff and connect with partner agencies
Classes at the market!

Class Schedule
4-Week Series
Bring shoppers to the market with the chef.

Class Topics:
• Meal Planning and Shopping
• Vegetables- discover new vegetables and varieties
Hosting Chef Demos

**Why?**
- Gets people excited about local food.
- Helps community learn how to prepare produce they are not familiar with.
- Encourages cooking.
- Increases sales for farm vendors.

**How?**
- Identify partner chef-look to your local hospital, for chefs that shop at your farmer market or chefs that serve local food.
- Make sure to get the permits needed. Could cost about $200 for the season.
- List all chefs that plan to participate in demos on permit application.

**Tips**
- Find a chef who will work for free.
- Seek donated produce.
- WSFMA Regional Leads may help and some costs may be covered for markets new to chef demos.
- Team up with community partners: local food bank, grocery stores, food related nonprofits.
Drawing in Customers
Kids and Families
KERNEL!  

KERNEL (Kids Eating Right-Nutrition and Exercise for Life) is a youth oriented nutrition and physical activity program designed to engage children in learning about lifelong healthy eating habits, gardening and exercise.

How it works:
- Registration/ Check-in
- Complete the activity
- Give $2 reward that can be used to purchase fruits and vegetables
- Give activity card related to the topic
Engaged a wide range of community partners to staff the kids club booth and put on activities (Snap-Ed, Timberland Library, Discover! Children's Museum, Master Gardener's, Lewis County Beekeepers, etc.).

Provided generic activity materials like soil, seeds, pots and coloring supplies.

Anyone could participate, but had to be 3-12 to receive the $2.

Average of 55 kids participated each week.
Identify Your Community Assets:
• Create a rotation of local community partners who create an activity to direct.

Be Honest About Your Market’s Capacity:
• Set up a self-directed activity at the market booth for kids to stop by to pick-up or do right there, like a scavenger hunt at the market, or a coloring page with markers available.

Small Bites:
• Develop a schedule that works for the market.
• Can be scheduled for the whole market season, or just during the summer break for schools.
• Sponsorships and partnerships
• Fundraisers
• Part of vendor fees
• Charge a promotional fee to partners who staff the booth that week for access to families
June
21st—SNAP-Ed, Public Health
Learn to use kitchen tools to build interest in eating healthy foods!
28th—Southwest Washington Family Magazine Family Day
Plus! Timberland Regional Library
Story-telling, Crafts, Games, Activities, and Prizes!

July
5th—Lewis County Beekeepers Association
Check out the observation hive to see what bees do, up close!
12th—Discover! Children’s Museum
Color and assemble Market-themed Thaumatrope.
19th—SNAP-Ed, Public Health
Learn to use kitchen tools to build interest in eating healthy foods!
26th—Timberland Regional Library Story-telling, music, and craft activities!

August
2nd—Master Gardeners Make a plastic bottle bird house!
9th—Discover! Children’s Museum
Make a google-eye vegetable stick for your garden.
16th—SNAP-Ed, Public Health
Learn to use kitchen tools to build interest in eating healthy foods!
23rd—Timberland Regional Library Story-telling, music, and craft activities!
30th—WSECU Crafts and coloring for financial health!
SNAP Ambassador programs use the peer-to-peer model to promote farmers markets to SNAP-eligible shoppers. SNAP recipients use their existing networks to increase awareness of food assistance programs at farmers markets and to increase shopper confidence in using their benefits at farmers markets.

- Ambassadors are SNAP users, or former SNAP users.
- There is funding for a stipend for each ambassador of $25 per season.
- Time Commitment: Flexible
• Create SNAP Ambassador (SA) training agenda and materials – Agenda should focus on gaining insights and expertise from SNAP users, as well as market programs and history. Include a market tour if possible.
• Create recruiting strategies and materials
• Schedule training for SNAP Ambassadors
• Create outreach materials (rack cards, postcards, posters, info sheets) for SAs to leave at target outreach facilities
• Create a check in schedule, weekly/biweekly calls/texts/emails to foster relationships and share successes, challenges, and insights that SAs are having
Farmers Markets support Washington farmers to earn money from their land.

Framework to help keep the focus on farming and ag

Help with making decisions

These are guidelines!
Visualize both inside the market and from the street

Maximize frontage & square footage
ie: “Pile it high, and watch it fly!”

Design with intention

Unintended consequences of neighbor businesses...

Collaboration vs conflict!
Layout & Design

Downtown Farmers Market – Walla Walla
Layout & Design

Downtown Farmers Market
Walla Walla
Layout & Design

Downtown Farmers Market
Walla Walla
Layout & Design

Market at the Parkway
Richland
Layout & Design

Downtown Historic Kennewick Farmers Market
Layout & Design

Downtown Pasco Farmers Market
Layout & Design

South Perry
Spokane
Risk Management

How’d that happen?
risk management
Thank you! Questions?

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