

**When?**

**Who?**

**Why?**

**Mission & Vision**

**Where?**

# WSFMA Overview

**501 (c)3 nonprofit**

**Board of Directors**

**Staff**

**Regional Leads**

**Roots Guidelines**

How Organized

# Membership Dues

**Contracts: King County, SNAP  
Ed**

**Grants: FMPP (specialty crop in  
previous years)**

**Private Donations**

Funding

## Training & Education

- Conference & Workshops

## Access to Resources

## Advocacy

- National, State, some local

## Food Access

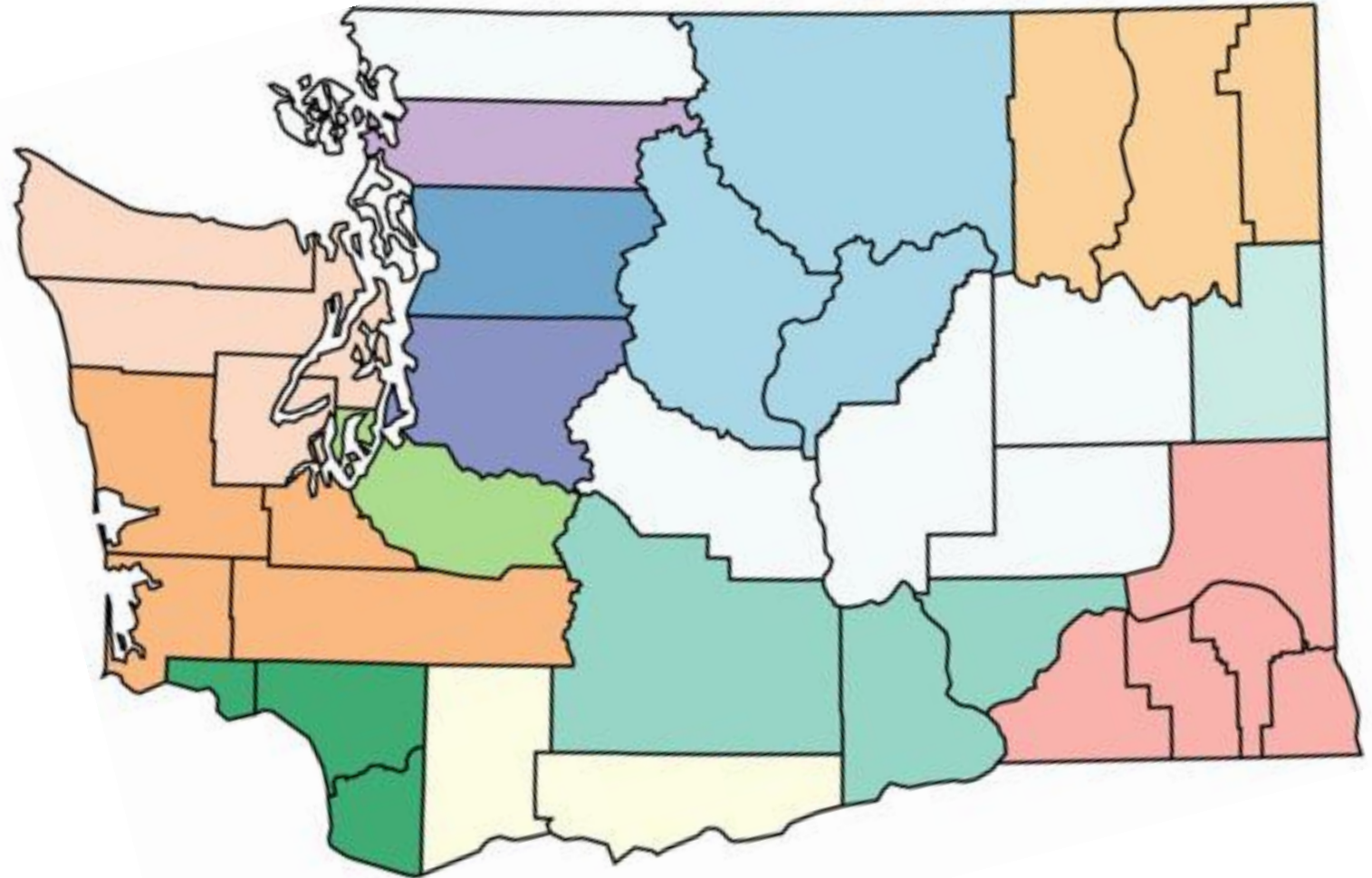
## King County

# Programs & Activities

# Regional Leads Program

## 2018 WSFMA Regional Leads

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



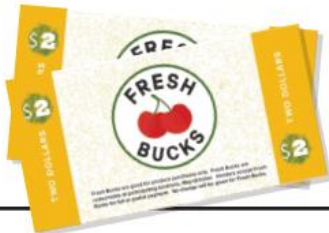
# HOW TO USE MARKET CURRENCY



\$ 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.

# Currency Cheat Sheet



**Encouraging SNAP  
Beneficiaries to Visit  
the Farmers Market**

A Guide for Service Providers



# 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.

---

**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!

---



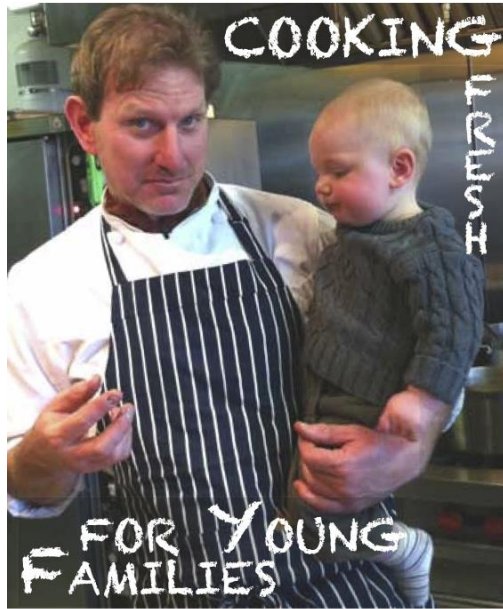


# Drawing in Customers Cooking Demos

# Tomato Taste Off!



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



*local culinary sensation*

**CHEF ARRAN STARK**

presents a series of

**free cooking classes**

Build skills you can use to feed  
your family healthy food on a budget

**WEDNESDAYS IN JULY**  
3-5pm

July 10: Kitchen Skills  
July 17: Grains and Beans  
July 24: Vegetables  
July 31: Meat, Poultry, Fish

**Only 20 spaces Available!**

Don't delay - Register Today! Call Heather at 385-9400

**Childcare available when pre-registered**

Convenient Location, close to Public Health  
Cultivated Palette Catering  
1433 Sims Way in Port Townsend

# 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



# Community Farmers Market of Chehalis Kid's Club!



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.

# DIY Kid's Programming

- Sponsorships and partnerships
- Fundraisers
- Part of vendor fees
- Charge a promotional fee to partners who staff the booth that week for access to families

# Funding



## Kid's Club Activities

Please sign up at the Market Info Booth  
and learn how to receive tokens for produce.

### June

21<sup>st</sup>—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

28<sup>th</sup>—Southwest Washington Family Magazine Family Day

Plus! Timberland Regional Library

Story-telling, Crafts, Games, Activities, and Prizes!

### July

5<sup>th</sup>—Lewis County Beekeepers Association

Check out the observation hive to see what bees do, up close!

12<sup>th</sup>—Discover! Children's Museum

Color and assemble Market-themed Thaumatrope.

19<sup>th</sup>—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

26<sup>th</sup>—Timberland Regional Library Story-telling, music, and craft activities!

### August

2<sup>nd</sup>—Master Gardeners Make a plastic bottle bird house!

9<sup>th</sup>—Discover! Children's Museum

Make a google-eye vegetable stick for your garden.

16<sup>th</sup>—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

23<sup>rd</sup>—Timberland Regional Library Story-telling, music, and craft activities!

30<sup>th</sup>—WSECU Crafts and coloring for financial health!

# Promotion

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

# SNAP Ambassador Program



- 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!**

## Roots 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...**

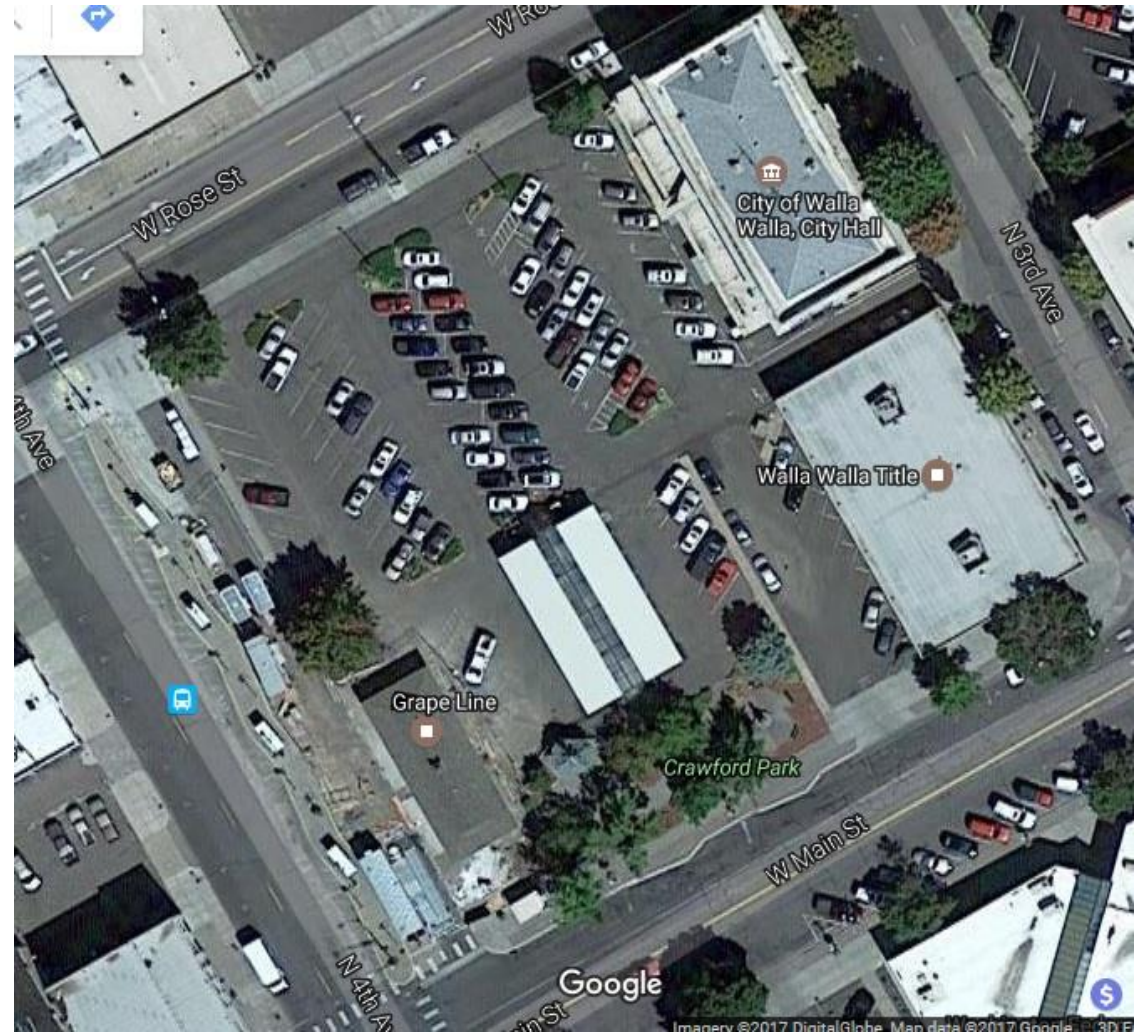
**Collaboration vs conflict!**

## Layout & Design



# 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?



avoidance  
**business**  
identific  
probability  
cost ● scope  
**risk**  
event  
strat  
index retention  
context  
prioritization  
contr  
sharing  
method  
reduction

**management**

opportunity  
treatment  
evaluation  
mentation  
**ess**  
plan  
uncertain  
resource  
impact  
solution  
ment  
monitor  
objectiv  
standard  
project  
knowledge

# Risk Management



# Thank you! Questions?

More Information:

Karen Kinney [karen@wafarmersmarkets.org](mailto:karen@wafarmersmarkets.org)

Shane Laib [shane@downtownwallawalla.com](mailto:shane@downtownwallawalla.com)

Ivy Fox [ivy@SeattleFarmersMarkets.org](mailto:ivy@SeattleFarmersMarkets.org)

Laura Titzer [laura@wafarmersmarkets.org](mailto:laura@wafarmersmarkets.org)

