

2019 Tilth Conference | November 10, 2019 | Yakima, WA



**“You Just Can’t Be Everywhere”
Hiring for Farmers Market Success**



Hello!



Success at Farmers Market

Planning

Recruiting

Hiring/HR

Training

Retaining

Letting Go



**Ryan Lichtenegger
Steelwheel Farm**



**Jennifer Antos
Seattle Neighborhood
Farmers Markets**



**Heidi Peroni
WSDA &
Boistfort Valley Farm**



Planning



Recruiting



Hiring



Training



Retention



Letting Go

Thank you!



Planning

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Hiring/HR

Training

Retaining

Letting Go

Washington State Farmers Market Management Toolkit

<http://www.wafarmersmarkettoolkit.org/>

Timely information, tips, and templates to build your market organization

1. INTRODUCTION ▶

2. ORGANIZATIONAL BLUEPRINTS ▶

3. FARMERS MARKET DATA ▶

4. HUMAN RESOURCES ▶

5. FINANCES, FUNDRAISING & BUSINESS MANAGEMENT ▶

6. HAPPY VENDORS, HAPPY MANAGERS ▶

7. ACCEPTING SNAP EBT & OTHER CURRENCIES ▶

8. MARKETING YOUR MARKET ▶

9. LEGAL, REGULATORY & POLICY ISSUES ▶

10. MARKET RULES & FORMS ▶



By Colleen Donovan & Karen Kinney

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WASHINGTON STATE FARMERS MARKETS ASSOCIATION



LEARN • GROW • SUCCEED
building foundations for the future of farmers markets

February 20-22, 2020

Hotel Murano | Tacoma, WA



Registration Opens Early December

www.wafarmersmarkets.org