FARMERS MARKET BOOT CAMP
for managers & board members

February 9 & 10, 2023
+ State Specific Day

Welcome!
Starting at 9:00am (Pacific)

Boot Camp is designed for connecting and having candid conversations. It will not be recorded. All materials will be shared via email and/or posted on your Boot Camp webpage.
2023 BOOT CAMP

- Alaska Farmers Markets Association at info@alaskafarmersmarkets.org
- Colorado Farmers Market Association at cofarmersmarketassociation@gmail.com
- Idaho Farmers Market Association at info@IdahoFMA.org
- Ohio Farmers Market Network at hello@ohiofarmersmarketnetwork.org
- Oregon Farmers Markets Association at info@oregonfarmersmarkets.org
- Utah Farmers Market Network at info@utahfarmersmarketnetwork.org
- Washington State Farmers Market Association at info@wafarmersmarkets.org
We will take a 15-minute break mid-way through.
TUES, FEBRUARY 14: Ohio (1 of 2): from 7:00 to 8:30 pm (Eastern Time) via Zoom

THURS, FEBRUARY 16:
Washington & General: 9:00am to 12:00pm (Pacific Time) via Zoom
Oregon: 9:00am to 12:00pm (Pacific Time) via Zoom
Utah: 10:00am to 1:00pm (Mountain Time) via Zoom

FRIDAY, FEBRUARY 17:
Idaho: 9:00am to 12:00pm (Pacific Time) via Zoom

TUESDAY, MARCH 7: Ohio (2 of 2): from 7:00 to 8:30 pm (Eastern Time)

APRIL:
Colorado: Pending confirmation, via Zoom.
Alaska: Recording will be emailed directly to you.
Joining the Conversation

Click here to open the Chat feature
Your Best Resource = Each Other!
What is a Farmers Market?
Farmers Market: has farmers who meet in a physical location to sell directly to shoppers.
Getting Back to our Roots!

FARM
PROCESSOR
RESELLER
CRAFTERS
PREPARED FOODS
There are many types of Farmers Markets.
What is your Farmers Market’s mission?
Understanding the Link Between Farmers’ Market Size and Management Organization

Figure 1. Market Size and Increasing Management Structure and Complexity

- Micro and Small Markets
- Increasing Management Structure
- Smaller

- Medium and Large Markets
- Increasing Management Complexity
- Larger

Critical Transition Point
Tools for Running an Effective Nonprofit

& Farmers Markets!

WASHINGTON NONPROFITS

Office of the Secretary of State
"Rules of the Road"
South Whidbey Tilth Farmers’ Market
2022 Policy
2812 Thompson Road • PO Box 252 • Langley, WA 98260

South Whidbey Tilth is an educational organization dedicated to biologically sound, socially equitable, and sustainable agriculture. The Farmers’ Market is a project of South Whidbey Tilth. It is operated and managed to promote the principles of Tilth. The South Whidbey Tilth Farmers’ Market supports the local economy by providing a venue for island agriculture and cottage industries, as well as creating a gathering place for community and educational events.

SCHEDULE
- Sundays, May 1 through October 16 (15 weeks); Hours are 11 a.m. to 3 p.m. for May-September and 11 a.m. to 2 p.m. for October.
- Market operates in rain and moderate wind conditions. Only heavy winds or other extreme weather will cancel a market. Please contact the Market Manager about weather conditions if you are unsure.

MARKET MANAGER
The Farmers’ Market is being managed by Kirstin Clauson with Market Committee Chairperson Pam Nodus. Kirstin and Pam can be reached at market@southwhidbeytilth.org or call Kirstin: 360-395-8842.

VENDORS
1. A vendor is a person or party who sells produce, concessions or goods in agreement with the South Whidbey Tilth Farmers’ Market rules and policies. A nonprofit organization with items to sell is considered a regular vendor. For organizations wishing to offer only information and petitions, please see “Solicitation” on page 6.
2. Please submit the following via mail (see page 9 for mailing address), email or in person:
   a. a completed and signed application;
   b. a copy of your business license with your UBI number. WA State Dept. of Revenue requires that all market vendors and promoters have a business license. The application can be found at their website, dor.wa.gov/open-business/apply-business-license. Follow directions for applying online or by mail. Call 360-705-6733 with questions;
   c. Strongly recommended, an insurance certificate naming South Whidbey Tilth as an additionally insured party. The market’s physical location is 2812 Thompson Road, Langley 98260. (see "Insurance" on page 4).
3. before attending the market, all vendors must be pre-approved by the Market Manager;
4. the market will maintain records of the sales ratios for farm products versus crafts and concessions. Preference is given to products produced in Island County, but products from outside the county are allowed at the discretion of the Market Manager when not available or not in sufficient quantities at the market.
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<tr>
<th>The Big “Buckets”</th>
<th>Market Manager (Director)</th>
<th>Board of Directors (or Advisors)</th>
<th>Shared</th>
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<td>Staff and Volunteers</td>
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<td>Market Manager Hiring, Supervision &amp; Evaluation</td>
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<td>Budget and Financial Management</td>
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Farmers Markets are all about Relationships
Break
Back in 15 minutes
Market Manager, Board Member & Vendor Panel

April Sims
Poulsbo Farmers Market

Billy Fortini
Port Angeles Farmers Market

Jill Rittenhouse
North Bend Farmers Market

Marie Shankle
Centralia, Morton and Toledo Farmers Market

Matt Kelly
Queen Anne Farmers Market
February 24 & 25, 2023

WSFMA
FARMERS MARKET
Conference

- Networking with farmers market peers
- Practical tips, tools, and experience
- Emerging trends and opportunities
- Recharging for the 2023 market season!

WSFMA
WASHINGTON STATE FARMERS MARKET ASSOCIATION

Sleeping Lady
MOUNTAIN RESORT
Thank you &
See you tomorrow!

Please share your Fast Feedback by clicking the link in the chat.