



Washington  
State Department of  
Agriculture

# “What do I need to sell at farmers markets?”

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## *An Overview of Permits and Licenses*

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# What we're going to do today.



- **Why so many rules!?! What are they all for? How do they relate?**  
Federal > State > County (How do they differ)
- **What permits and licenses do your vendors need?**  
How to know what to ask?
- **Get to know the “green book”**
- **Plus! Other key resources to help you**
- **Let's Talk: Time for your questions!**



**Permits! Rules! Licenses!**

***What are they all for??***

# It's about limiting risks and harm



## What risks?

- Risks to **health** and harm related and **food borne illness**
- Risk to **consumers** with fair and accurate product information and claims and **reputable business practices**
- Risk to **vendor businesses** and liability
- Risks to the **environment**

# You can see these goals in WSDA's purpose.



WSDA Mission: Through service, regulation, and advocacy, the Washington State Department of Agriculture (WSDA) **supports the viability and vitality of agriculture** while **protecting consumers, public health, and the environment.**



Assure the **safety, integrity, and availability** of the **food supply.**

**Manage** the registration, distribution, use, and disposal of **pesticides and fertilizers.**

**Protect** the state's **natural resources** through the prevention and **control** of plant and animal **diseases.**

Support the **marketing** of the state's **agricultural products** at the local, national, and international level.

# WSDA connects with vendors in many ways.



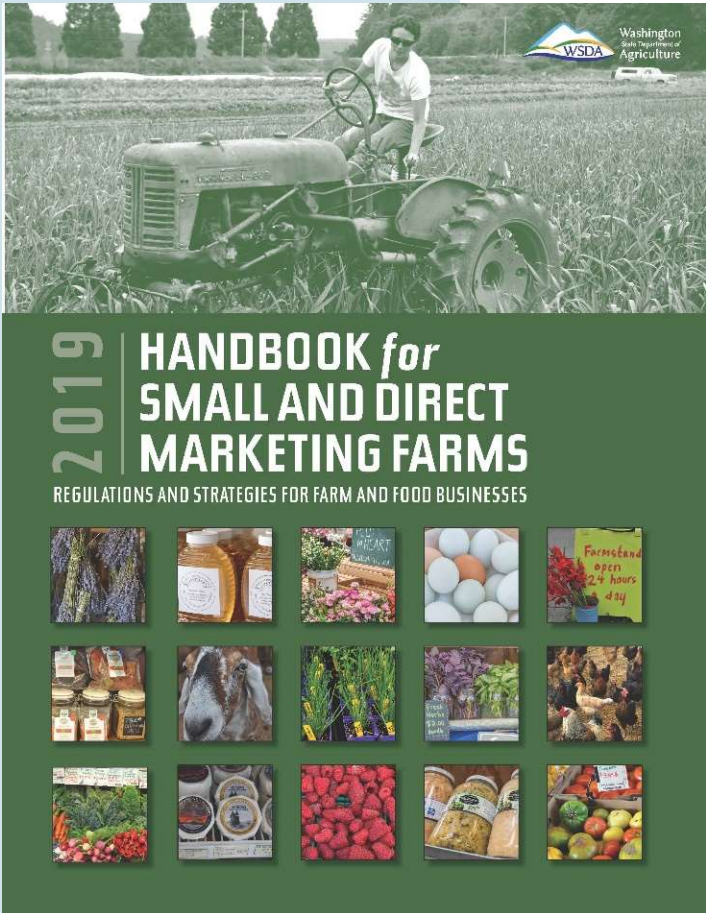
- Executive Cabinet Agency
- 758 full time employees
- Staff made up of veterinarians, entomologists, chemists, toxicologists, inspectors, investigators, policy and marketing analysts, customer service specialists, and managers
- 220 seasonal employees, primarily inspectors of fruit, vegetable, grain, and seeds





# County Retail Food Permits

# Getting to know the 'green book'



*Handbook for Small and Direct Marketing Farms; Regulations and Strategies for Farm and Food Businesses*



# Find Us Online



## agr.wa.gov/farmfoodbiz

The screenshot shows a web browser at the URL agr.wa.gov/farmfoodbiz. The page features a navigation menu with links for WASHINGTON AGRICULTURE, SERVICES, DEPARTMENTS, ABOUT WSDA, and CONTACT US. A search icon and a menu icon are also present. The main content area has a background image of red apples and green leaves. On the left, the text 'REGIONAL MARKETS AND SMALL FARMS' is displayed. A white overlay box in the center contains a 'Back' link and a list of program links: THE GREEN BOOK, INFRASTRUCTURE GRANT, MEAT AND POULTRY ASSISTANCE PROGRAM, PROFITING FROM YOUR PIVOT, INFORMACIÓN EN ESPAÑOL, and MANAGING RISK. Below the main image is a breadcrumb trail: Home / Departments / Business and Marketing Support / Small Farm /. A dark blue banner at the bottom of the main image area contains the text 'WHAT DO YOU NEED TODAY?' and a 'LET'S FIND IT' button. Below this banner, the heading 'REGIONAL MARKETS PROGRAM SUPPORTS SMALL FARMS' is followed by a paragraph of text and a 'CONTACT US' button.

← agr.wa.gov/farmfoodbiz

WASHINGTON AGRICULTURE SERVICES DEPARTMENTS ABOUT WSDA CONTACT US

REGIONAL MARKETS AND SMALL FARMS

← Back

- THE GREEN BOOK
- INFRASTRUCTURE GRANT
- MEAT AND POULTRY ASSISTANCE PROGRAM
- PROFITING FROM YOUR PIVOT
- INFORMACIÓN EN ESPAÑOL
- MANAGING RISK

Home / Departments / Business and Marketing Support / Small Farm /

WHAT DO YOU NEED TODAY? LET'S FIND IT

### REGIONAL MARKETS PROGRAM SUPPORTS SMALL FARMS

The Regional Markets Program works to strengthen the economic viability of small and direct-marketing farms and ranches, and to increase the availability of healthy, locally-grown foods for all Washingtonians and support robust local food and agricultural economies. Our programs offer information, resources, training and technical assistance, and regulatory guidance to farms and local buyers of Washington agricultural products.

CONTACT US

# Scroll down for...



## OUR PROGRAM AREAS



### SMALL AND DIRECT MARKETING FARM ASSISTANCE

Help farms access and sell to markets that match their scale and interests through technical assistance and resources on direct marketing strategies and regulations.



### FARM TO SCHOOL

Promote Washington-grown foods in schools through procurement, policy, education, and facilitation of statewide partnerships between farmers, distributors, school districts, early childcare centers, and institutional food service providers.



### ON-FARM PRODUCE SAFETY

Help small and diversified farms with scale-appropriate and cost-effective ways to implement Good Agricultural Practices (GAP).



### MEAT AND POULTRY ASSISTANCE PROGRAM

Provide technical support to small farms & ranches selling meat, as well as the small meat processors farms depend on to access their markets.



### LOCAL FOOD SYSTEM CONNECTIONS AND INFRASTRUCTURE

Support local supply chain development and resiliency by identifying needs, sharing best practices, facilitating

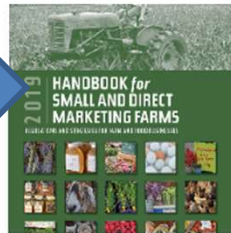
[agr.wa.gov/farmfoodbiz](http://agr.wa.gov/farmfoodbiz)

# Keep scrolling down to...



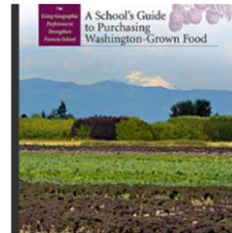
## USE OUR KEY RESOURCES AND PUBLICATIONS

Click Here



### HANDBOOK FOR SMALL AND DIRECT MARKETING FARMS

Also called the "Green Book," this publication includes 53 fact sheets with for small farms with key marketing strategies and regulatory requirements for to sell specific farm and value added products.



### FARM TO SCHOOL PROCUREMENT GUIDE

A key resource for school nutrition programs to navigate procurement policy resources and purchase locally-grown foods.



### WASHINGTON GROWN FOOD AND RECIPE KIT

Promotional materials, nutrition guidance, and recipes for over 50 Washington-grown foods for schools and others to use.



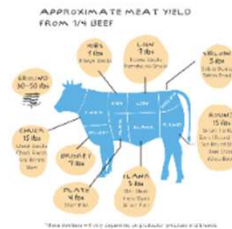
### BRIDGING THE GAPS FARM GUIDE

Resource for small farms learn that compares voluntary USDA Good Agricultural Practices (GAP) audit and Food Safety Modernization Act (FSMA) Produce Safety Rule.



### HARVEST POSTERS

Full-sized posters of 23 Washington-grown foods featuring fun growing and nutrition facts. PDFs available for free download.



### MARKETING TOOLKIT FOR MEAT PRODUCERS

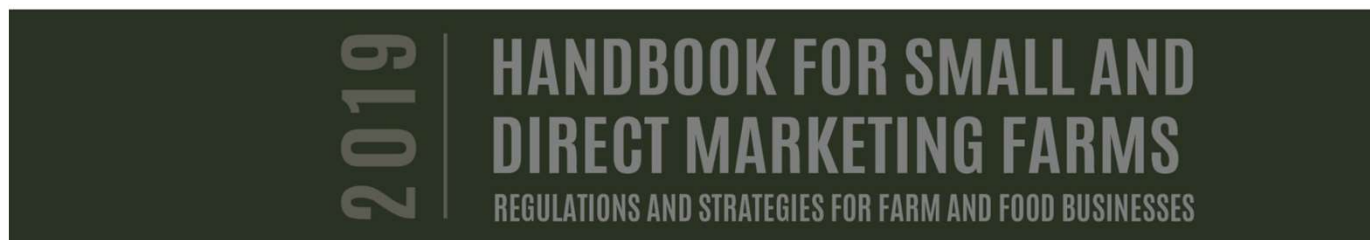
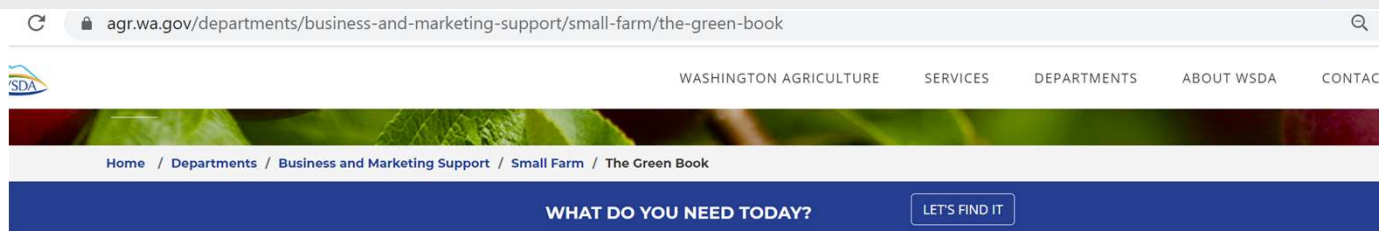
Handouts to share with potential customers, who often have common points of misunderstanding that turn them away from sourcing meat in bulk directly from the farm or ranch.

[agr.wa.gov/farmfoodbiz](http://agr.wa.gov/farmfoodbiz)

Order physical versions of these publications online through [WA State Department of Enterprise Services](http://WA State Department of Enterprise Services)

1. Handbook for Small and Direct Marketing Farms

# Access the Handbook in its online form



## HANDBOOK FOR SMALL AND DIRECT MARKETING FARMS

Welcome to the newest edition of the "green book" online.

Follow the click-through buttons in each chapter below to browse fact sheets. Beneath the description of each fact sheet, you'll find links to topics referenced in the fact sheet.

You can also navigate directly to a specific fact sheet by using the blue drop down menu at the bottom of any page.

For questions about this resource, please email [smallfarms@agr.wa.gov](mailto:smallfarms@agr.wa.gov)

Physical copies of this Handbook are available to order for the cost of shipping. Please use the link below to place the order through the Washington Department of Enterprise Services website.

[ORDER the WSDA Handbook for Small and Direct Marketing Farms HERE](#)

### GETTING CONNECTED

Where should you go for help with your small farm or food-related business?  
This chapter encourages you to learn about everything from classes and

### RUNNING A SUCCESSFUL FARM BUSINESS

Like any business owner, farmers and those running farm-related businesses  
need to do business planning and ensure they have the right business model

*Don't forget to scroll down!*

[agr.wa.gov/farmfoodbiz](http://agr.wa.gov/farmfoodbiz)

# What's needed to sell....?



## Group 1

### Products:

- Fresh fruits & vegetables, including cherries and salad greens
- Eggs

## Group 2

### Products:

- Grass fed Beef (frozen cuts)
- Poultry (whole frozen)

## Group 3

### Products:

- Herbal salves & lip balms
- Kimchi and Sauerkraut

## Group 4

### Products:

- Farmstead Cheese
- Jam in jars

## Group 5

### Products:

- Culinary Herbs (fresh bunches & dried)
- Plant starts

## Group 6

### Products:

- Hot BBQ sandwiches w coleslaw
- Whole wheat bread & ham and cheese croissants



# What to ask your vendors?



[Standard Vendor Application](#) as an example....

Farmers Market Integrity Project  
2022-10-25

## Part 2a. 2023 STANDARD VENDOR APPLICATION for FARMERS, PROCESSORS & RESELLERS

The Standard Farmers Market Vendor Application enables vendors to complete one application and submit it to any of the farmers markets that are participating in the 2023 Pilot.

- **Part 1:** Farmers markets will have a separate application that is specific to what their market needs from prospective vendors (e.g., market days, booth size, rules and policies, season schedule).
- **Application status?** Each farmers market determines which vendors are accepted into their market. Farmers markets will communicate directly with vendors about the status of their application.

The Standard Farmers Market Vendor Application is a part of the Washington Farmers Market Integrity Project in partnership with the Washington State Farmers Market Association and Neighborhood Farmers Markets. Funding for this pilot was generously provided through a Regional Food System Grant from the King Conservation District (2018). Please email questions or comments to: [info@wafarmersmarkets.org](mailto:info@wafarmersmarkets.org).

### Farmers Markets Vendor Categories

VENDOR	GENERAL DEFINITION*
FARMER	Vendors who grow, raise, and harvest 100% of the agricultural products that they sell at farmers markets. All products are grown, raised, harvested in Washington State (or in specified bordering counties)

# Fantastic Tools and Resources to Help You



## WSFMA Market Manual



### Licenses and Permits Needed to Sell at Farmers Markets in Washington State

By Colleen Donovan, WSU Small Farms Program. April 2016.

All farmers market vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products. The following is a summary of licenses and permits required for **farm** vendors to **sell** at farmers markets. It does not include licenses and permits needed for production and transportation. Please consult the appropriate agency to get the most complete and up-to-date information. Individual farmers markets may have additional requirements.

The WSDA's "Handbook for Small and Direct Marketing Farms" is helpful for understanding the state regulations for specific products, processing, and food safety. The Washington State Small Business Guide is an excellent "A to Z" resource on licenses; it is available from the Washington State Governor's Office for Regulatory Innovation and Assistance ([www.oria.wa.gov](http://www.oria.wa.gov)).

Includes a very helpful [permits overview](#).

*Please Note: Colleen Donovan developed this in 2016 so some details and weblinks will be out of date. Use it in combination with the "green book" and your excellent googling skills.*

Licenses or Permit	Issuing Agency	Reasons You May Need License
Washington State Business License	State of WA Business Licensing Service: <a href="http://www.bls.dor.wa.gov">www.bls.dor.wa.gov</a>	<input type="checkbox"/> Required to operate a business. <input type="checkbox"/> The market asks for a Unified Business Identifier (UBI) number. <input type="checkbox"/> To get a City Business License. <input type="checkbox"/> To get a "specialty license." <input type="checkbox"/> To register or change a trade name. <input type="checkbox"/> To hire employees. <input type="checkbox"/> To get insurance.
City Business License	City licenses are issued by individual cities. See <a href="http://bls.dor.wa.gov/citycounty.aspx">bls.dor.wa.gov/citycounty.aspx</a>	There are ~60 cities in WA that require a business license. If you sell at a farmers market in one of these cities, check to see if you need a city business license or if there is an exemption.
<b>Specialty Licenses</b> Additional licenses added to your business license. Issued by the State of Washington Business Licensing Service: <a href="http://bls.dor.wa.gov/specialty/licenses.aspx">http://bls.dor.wa.gov/specialty/licenses.aspx</a>		
Egg Handler/Dealer	<a href="http://www.bls.dor.wa.gov/eggdealer.aspx">www.bls.dor.wa.gov/eggdealer.aspx</a>	<input type="checkbox"/> Required for anyone selling eggs in Washington. <input type="checkbox"/> All eggs sold at farmers markets are also required to have an "egg seal" on the carton.
Liquor License	<a href="http://www.bls.dor.wa.gov/liquor.aspx">www.bls.dor.wa.gov/liquor.aspx</a>	<input type="checkbox"/> Required if selling wine, beer, hard cider, or spirits at the market. <input type="checkbox"/> Also required if sampling wine, beer, hard cider at the farmers market.
Nursery retailer/wholesaler	<a href="http://www.bls.dor.wa.gov/nursery.aspx">www.bls.dor.wa.gov/nursery.aspx</a>	<input type="checkbox"/> Required if you sell over \$100 per year in live plants. <input type="checkbox"/> Note: This license is <u>not</u> required to sell cut flowers.

# Fantastic Tools and Resources to Help You



## WSFMA Vendor Resources Page



### Guide to Fresh Produce Signage Standards and Organic Integrity at Farmers Markets

FIRST EDITION 2021



WSFMA's member farmers markets create over 4,000 opportunities

[wafarmersmarkets.org/vendor-resources/](http://wafarmersmarkets.org/vendor-resources/)





# Contact Us!



Washington  
State Department of  
Agriculture

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**WEB**

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# What about CBD?



[agr.wa.gov/farmfoodbiz](http://agr.wa.gov/farmfoodbiz)



# Grants



- **Local Food System Infrastructure Grant Program** to improve food supply chain infrastructure and market access for farms, food processors, and food distributors, with funds prioritized for small businesses, including those led by women and minorities.
- **Local Meat Processing Capacity Grants** to improve access to local meat and poultry processing especially for farmers and ranchers that direct-market their meat products.
- **Farm to School Purchasing Grants** for schools and childcares to purchase Washington grown foods for their meal programs

*We are hopeful that funds to continue these grants will be included in the state budget that is being developed by the state legislature right now.*





# WSDA Regional Markets Program



WSDA Regional Markets supports the economic viability of small and direct marketing farms and increases the availability of Washington grown products in schools, institutions, and on tables throughout our state.

