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

An Overview of Permits and Licenses

Laura Raymond
WSDA Regional Markets
Program Manager

Leonard Winchester
Public Health - Seattle and King County
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

REGIONAL MARKETS AND SMALL FARMS

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.
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 childhood 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 communication, and providing resources.

agr.wa.gov/farmfoodbiz
Keep scrolling down to...

USE OUR KEY RESOURCES AND PUBLICATIONS

HANDBOOK FOR SMALL AND DIRECT MARKETING FARMS

Also called the “Green Book,” this publication includes 43 fact sheets with key marketing strategies and tips for small farms with specific marketing needs.

FARM TO SCHOOL PROCUREMENT GUIDE

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

WASHINGTON GROWN FOOD AND RECIPE KIT

A collection of promotional materials, nutrition guidelines, and recipes for over 60 Washington-grown foods for schools and others to use.

BRIDGING THE GAPS FARM GUIDE

Resources for small farms that can help develop a business plan for agri-food businesses.

Order physical versions of these publications online through Washington State Department of Enterprise Services.

1. Handbook for Small and Direct Marketing Farms

agr.wa.gov/farmfoodbiz
Access the Handbook in its online form

Don’t forget to scroll down! 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....

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**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

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**Farmers Markets Vendor Categories**

<table>
<thead>
<tr>
<th>VENDOR</th>
<th>GENERAL DEFINITION*</th>
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<tbody>
<tr>
<td>FARMER</td>
<td>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).</td>
</tr>
</tbody>
</table>
Fantastic Tools and Resources to Help You

WSFMA Market Manual

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.

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.orin.wa.gov).

<table>
<thead>
<tr>
<th>Licenses or Permit</th>
<th>Issuing Agency</th>
<th>Reasons You May Need License</th>
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<tbody>
<tr>
<td>City Business License</td>
<td>City licenses are issued by individual cities. See <a href="http://www.blis.dot.wa.gov/citycounty.aspx">www.blis.dot.wa.gov/citycounty.aspx</a></td>
<td>To get a City business license.</td>
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<td>To get a “specialty license.”</td>
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<td>City licenses are issued by individual cities. See <a href="http://www.blis.dot.wa.gov/citycounty.aspx">www.blis.dot.wa.gov/citycounty.aspx</a></td>
<td>To register or change a trade name.</td>
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<td>City licenses are issued by individual cities. See <a href="http://www.blis.dot.wa.gov/citycounty.aspx">www.blis.dot.wa.gov/citycounty.aspx</a></td>
<td>To hire employees.</td>
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<td>City licenses are issued by individual cities. See <a href="http://www.blis.dot.wa.gov/citycounty.aspx">www.blis.dot.wa.gov/citycounty.aspx</a></td>
<td>To get insurance.</td>
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Specialty Licenses

Additional licenses added to your business license, issued by the State of Washington Business Licensing Service: www.blis.dot.wa.gov/specialtylicenses.aspx

<table>
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<th>Issuing Agency</th>
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</thead>
<tbody>
<tr>
<td>Liquor License</td>
<td><a href="http://www.blis.dot.wa.gov/liquor.aspx">www.blis.dot.wa.gov/liquor.aspx</a></td>
<td>All alcohol sold at farmers markets are also required to have an “egg wall” on the counter.</td>
</tr>
<tr>
<td>Nursery retailer/wholesaler</td>
<td><a href="http://www.blis.dot.wa.gov/nursery.aspx">www.blis.dot.wa.gov/nursery.aspx</a></td>
<td>Required if selling wine, beer, hard cider, or spirits at the market.</td>
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<td></td>
<td></td>
<td>Also required if sampling wine, beer, hard cider at the farmers market.</td>
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<td></td>
<td>Required if you sell over $1,000 per year in live plants.</td>
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<td></td>
<td></td>
<td>Note: This license is required to sell cut flowers.</td>
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Fantastic Tools and Resources to Help You

WSFMA Vendor Resources Page

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

Wafarmersmarkets.org/vendor-resources/
Contact Us!

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WEB
agr.wa.gov/farmfoodbiz
What about CBD?

agr.wa.gov/farmfoodbiz
agr.wa.gov/producesafety
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.