Welcome!
Starting at 9:00am (Pacific)

Visit your Boot Camp Resources webpage:
https://wafarmersmarkets.org/boot-camp-resources/
Day 2:

- 2023 Boot Camp Presentation Slides: Day 2
- Market Day Supply List Auburn FM 2022
- Park Use Site Map Queen Anne FM
- Site Layout Queen Anne FM
- Site Plan Queen Anne FM
- Vendor Load In Queen Anne FM
- Checkout Envelope Prepared Food Queen Anne FM
- Checkout Envelope Farmer & Processor Queen Anne FM

Season Wrap Up

- Season Wrap Up Grid Cascade Community Markets 2022
- Market Highlights Cascade Community Markets 2022
- Chimalcum Farmers Market Success 2022
- Jefferson County FM Season Thank You 2022
- Three Reasons to Donate Jefferson Co FMs 2022
- Queen Anne FM Community Impact

Washington Farmers Market Management Toolkit
Farmers Market Forms Bank
FM Boot Camp Workbook 2022
2023 Farmers Market Boot Camp

Feb 9 Big Picture
Feb 10 Market Operations
Variable State Day

We will take a break at 10:30am

We are here.
<table>
<thead>
<tr>
<th>WSDA</th>
<th>DOH</th>
<th>USDA</th>
<th>FMNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSLCB</td>
<td>NAWA</td>
<td>SMM</td>
<td>SNAP</td>
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<td></td>
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<td>SNAP EBT</td>
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<tr>
<td>FSMA</td>
<td>WSBDC</td>
<td>WSFMA</td>
<td>FNS</td>
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<tr>
<td>Green Book</td>
<td>DSHS</td>
<td>Ecology</td>
<td>WIC</td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
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<tr>
<td>10:30am</td>
<td>Meet Your State Partners: Group 1: WSDA</td>
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<tr>
<td></td>
<td>Washington State Farmers Market Association</td>
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<tr>
<td>Break</td>
<td>10:30-10:45am</td>
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<tr>
<td>10:45am</td>
<td>Meet Your State Partners: Group 2</td>
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<td></td>
<td>WA Food Access Programs at Farmers Market</td>
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<tr>
<td></td>
<td>Wrap Up</td>
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</table>
Meet Your State Partners

Laura Raymond
WSDA Regional Markets

Karen Ullman
WSDA Produce Safety
To support and promote vibrant and sustainable farmers markets in Washington State.

Founded in 1979
501c3 nonprofit
115 member Farmers Markets
8 “Regional Leads”
VENDOR RESOURCES

WSFMA’s member farmers markets create over 4,000 opportunities for farms, food processors, artisans, prepared food, and other vendors to sell directly to customers in 95 cities throughout Washington. As with managing farmers markets, there is far more going on behind “the vendor booth” than most people realize. These resources guide experienced and new vendors alike as to the rules, expectations, and how to succeed at farmers markets.

+ Why sell at a Farmers Market?

+ How do Farmers Markets work?

+ What types of vendors and products are allowed at Farmers Markets?

- What licenses, permits, and insurance do I need to sell at a Farmers Market?

Permits and Licenses by Product

Depending on what type of business you have, you will need specific licenses and permits to sell at a farmers market.

The WSDA’s “Green Book” or “Handbook for Small and Direct Marketing Farms: Regulations and Strategies for Farm and Food Business,” was updated in 2019 and has sections dedicated to Regulations for Food Processing and Specific Products. Please contact the WSDA’s Regional Market Team with questions by emailing smallfarms@agr.wa.gov
**CERTIFICATE OF LIABILITY INSURANCE**

The certificate holder is an ADDITIONAL INSURED. The policyholder must be endorsed. If SUBROGATION IS PROHIBITED, subject to the limits and conditions of the policy, certain policies may require no endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement.

**POLICYHOLDER**
- Name: John C. Campbell
- Address: 321 Liberty St, West Fork, AR 72774
- Phone: 123-456-7890
- E-mail: john.campbell@example.com
- Signature: [Signature]

**COVERAGE**

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>X</td>
<td>Includes additional insured and waiver of subrogation</td>
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</table>

**EVIDENCE OF INSURANCE**

Simply having your name and address in the certificate holder box does not make you an additional insured. Having your name and address here only allows you to be notified if the policy is canceled or modified prior to the expiration date. See instructions in the box above for being additionally insured.
Part A: Your Farmers Market Organization

Please complete this application as completely and accurately as possible so that we can do the best job possible representing WSFMA member markets in promotions, policy work, research, and other services.

Email info@wafarmersmarkets.org or leave a message at (206) 706-5198 if you have any questions or there is anything we can help clarify. We will respond as quickly as we can.

WSFMA Member Status:

- Renewing Member  ○ New Member

Single Farmers Market: Farmers markets that operate in one location, regardless of whether the market is held once a week or multiple times a week in this location.

Multiple Farmers Market Organizations: Organizations that operate farmers markets in more than one location.

Is your Farmers Market a "Single Farmers Market" with one location or a "Multiple Farmers Market Organization" with markets in more than one location?

- Single Farmers Market Location  ○ Multiple Farmers Market Locations

How many unique farmers market location(s) will your market organization operate in 2022?

- One  ○ Two  ○ Three  ○ Four  ○ Five  ○ Six  ○ Seven  ○ Eight or more

Name of organization that manages this farmers market(s)? Note: may be the same name as the farmers market. (required)

How is this organization incorporated?

- Nonprofit: Incorporated in WA State only  ○ Nonprofit: 501c3  ○ Nonprofit: 501c4 or 501c6  ○ Nonprofit: Unincorporated

- Private/For Profit  ○ Govt Agency, Dept, Program, or FDA  ○ Other
Member Data

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL VENDOR SALES</td>
<td>$37,286,688</td>
<td>$59,545,267</td>
</tr>
<tr>
<td>TOTAL FARM SALES</td>
<td>$22,567,323</td>
<td>$30,770,367</td>
</tr>
<tr>
<td>MARKET DAYS</td>
<td>2,355</td>
<td>2,746</td>
</tr>
<tr>
<td>TOTAL SHOPPERS</td>
<td>2,219,924</td>
<td>3,389,885</td>
</tr>
</tbody>
</table>

Source: WSFMA
What is a Farmers Market?
A Farmers Market is a market place designed to bring the consumer face-to-face with the producer of agricultural products. The consumer can find:

- Fresh locally grown fruits and vegetables
- bedding plants, house plants, flowers and herbs
- honey, eggs, meats and cheeses
- quality handcrafts, prepared foods and entertainment

Why Shop at a Farmers Market?
For a wide variety of reasons including:

- Freshness of in-season produce
- Availability of bulk amounts
- Reasonable prices for quality foods
- Convenience of shopping in one central location
- Fun, outdoor atmosphere — talk to farmers, share recipes and ideas

Where are Farmers Markets?
Everywhere! Both small towns and urban areas are seeing a growth in both the number and size of markets. Consumers find fresh, high quality, chemical-free foods. Producers find local distribution brings efficient marketing opportunities.

What is the Washington State Farmers Market Association?
WSPMA is a network of Farmers Markets across the state. It was created in 1978 as a nonprofit organization funded by member markets. It works with other agricultural groups and government agencies to provide workshops and marketing resources.

The Mission Statement of the association is:

- To promote the sale of locally grown and produced Pacific Northwest agricultural products direct to the consumer through farmers markets.
- To provide a means by which farmers markets, their growers and producers can meet and work together.
- To support and provide educational opportunities for farmers market management and producers.
- To research and share technical information and to assist new and existing farmers markets.

For more information contact:
Washington State Farmers Market Association
11810 C Meridian E, Suite 29
Puyallup, WA 98373
Voxa Hall (425) 710-2054
Revised 3/98

Getting Back to our Roots!
Weekly Updates (Member listserv)
Food Access Forums
Monthly Member Market Meetings
Meet Your State Partners

Katherine Flores, WSDOH

Sharon Hill-LaGuerre, DSHS

Cameron Akita, DSHS

Ron Nielsen, WSBDC
Break Time!
We’ll start again in 15 minutes
Food Access Programs at Farmers Markets in Washington

- SNAP
- WIC & Senior Farmers Market Benefits
- SNAP Market Match
- FRESH BUCKS (Seattle Only)
<table>
<thead>
<tr>
<th>Program Features</th>
<th>Supplemental Nutrition Assistance Program (SNAP EBT)</th>
<th>Farmers Market Nutrition Program (FMNP) for WIC and Senior</th>
<th>SNAP Market Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is eligible to receive benefits?</td>
<td>Low-income individuals or households that meet poverty guidelines and other criteria.</td>
<td>• WIC FMNP: Low-income women and children participating in the WIC program. • Senior FMNP: Low-income adults over 60.</td>
<td>SNAP recipients</td>
</tr>
<tr>
<td>When can benefits be used?</td>
<td>Year-round</td>
<td>June 1 to October 31</td>
<td>Year-round</td>
</tr>
<tr>
<td>How are benefits distributed?</td>
<td>EBT card (Quest card)</td>
<td>Paper checks worth $4.00 each e-FMNP</td>
<td>SMM Currency</td>
</tr>
<tr>
<td>How much are the benefits worth?</td>
<td>The average monthly benefit per person in Washington is $???</td>
<td>• WIC provides $28 per participant/$84 family • Senior provides $80 per participant per season</td>
<td>$25 per day (Was $40 per day in 2022)</td>
</tr>
<tr>
<td>Where can benefits be used?</td>
<td>Any authorized SNAP EBT retailer.</td>
<td>At authorized farm vendor booths at authorized farmers markets or authorized farm stands.</td>
<td>At farmers markets that are participating in SNAP Market Match (and accept SNAP).</td>
</tr>
<tr>
<td>What can benefits be used to buy?</td>
<td>Any food for home consumption (i.e., breads and cereals, fruits, vegetables, meat, fish, poultry, dairy) and plants that produce food.</td>
<td>Washington State fresh fruits, vegetables and cut herbs. Senior FMNP checks can also be used to buy honey.</td>
<td>Fruits, vegetables Food plant starts, seeds Mushrooms</td>
</tr>
<tr>
<td>Sales/Redemptions in 2022</td>
<td>$1.6 Million (2021)</td>
<td>$1.7 Million at FMs &gt;=$2 Million Total (2022)</td>
<td>$1.4 Million (2021)</td>
</tr>
<tr>
<td>FRUITS</td>
<td>VEGETABLES</td>
<td>VEGETABLE STARTS</td>
<td>SEEDS</td>
</tr>
<tr>
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</tr>
<tr>
<td>BAKED GOODS</td>
<td>JAMS &amp; JELLIES</td>
<td>SYRUP &amp; HONEY</td>
<td>MEAT/FISH/POULTRY</td>
</tr>
</tbody>
</table>
SNAP EBT at Farmers Markets

Farmers Market
- FNS
- Tokens
- Info Booth
- Pay vendors

Vendors
- Accept tokens for eligible items
- Redeem w Market

Shoppers
- Get tokens at FM Info Booth
- Spend on eligible items w vendors
<table>
<thead>
<tr>
<th>FRUITS</th>
<th>VEGETABLES</th>
<th>VEGETABLE STARTS</th>
<th>SEEDS</th>
<th>BREAD</th>
<th>DAIRY</th>
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<tr>
<td><img src="image1.png" alt="Fruits" /></td>
<td><img src="image2.png" alt="Vegetables" /></td>
<td><img src="image3.png" alt="Vegetable Starts" /></td>
<td><img src="image4.png" alt="Seeds" /></td>
<td><img src="image5.png" alt="Bread" /></td>
<td><img src="image6.png" alt="Dairy" /></td>
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</tbody>
</table>

**SNAP Market Match Eligible Foods**

- HERBS

- BAKED GOODS
- JAM & JELLIES
- SYRUP & HONEY
- MEAT/FISH/POULTRY
- NUTS
- MUSHROOMS
SNAP Market Match at Farmers Markets

Farmers Market
- Apply with DOH
- Distribute Currency at Info Booth
- Redeem vendors
- Reporting

Vendors
- Accept currency for eligible items
- Redeem with Market

Shoppers
- Go to Info Booth
- Spend on eligible items
<table>
<thead>
<tr>
<th>FMNP Eligible Foods</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>+ HERBS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>FRUITS</strong></td>
<td>VEGETABLES</td>
</tr>
<tr>
<td>BAKED GOODS</td>
<td>JAMS &amp; JELLIES</td>
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WIC & SENIOR
Farmers Market Benefits
WELCOME HERE!

USDA & Washington State Sponsored Farmers Market Nutrition Program

For persons with disabilities, this document is available in other formats. Please call 800-555-0022 (TTY 711) or visit www.rightclickwax.gov.
WIC & Senior FMNP at Farmers Markets

**Farmers Market**
- Apply w DOH
- Get list of authorized growers
- Record vendor checks, stamping (but…)

**Vendors**
- Apply with DOH
- Signage
- Stamp and deposit checks (but…)

**Shoppers**
- Sign up for WIC or Senior benefits
- Get checks (but…)
- Spend at authorized growers FM June 1-Oct 31
Changes to FMNP in 2023!

*e-FMNP*
Eligible Foods – SNAP, SNAP Market Match, WIC/Senior FMNP

Use SNAP Tokens on These Items ONLY:
- FRUIT
- VEGETABLES/HERBS
- PLANTS THAT GROW FOOD
- FOOD SEEDS
- BREAD
- DAIRY
- BAKED GOODS
- JAMS & JELLIES
- SYRUP & HONEY
- MEAT/FISH/POULTRY
- NUTS
- MUSHROOMS

Use SNAP Market Match Dollars on These Items ONLY:
- FRESH FRUIT
- VEGETABLES/HERBS
- MUSHROOMS
- PLANTS THAT GROW FOOD
- FOOD SEEDS

Use WIC FMNP on These Items ONLY:
- FRESH FRUIT
- VEGETABLES/HERBS
- HONEY

Use Senior & WIC FMNP Match up to $12/visit, thanks to Goosefoot/Goose Grocery.

NO CHANGE given for any currencies. This material was funded by USDA Food and Nutrition Service. This institution is an equal opportunity provider.
WSFMA Regional Leads

- **Northwest**: Rita Ordonez + Ellen Gray
- **Central WA**: Cali Osborne
- **Eastern WA**: Carolyn Knowles
- **Columbia Gorge**: Hannah Ladwig
- **Southwest WA**: Tina Eifert
- **South Sound**: Rita Ordonez + Ellen Gray
- **King & Pierce Co**: Leigh Newman-Bell
- **West Sound**: Jess Sappington

*Purpose: To support food access programs at farmers markets so that they are the source of healthy foods for SNAP and FMNP customers, promoting healthy eating for everyone.*
WSFMA & Regional Lead Support

BOOKS

Vxsr

0FLyv#1fwlyd

0P dwnw#ivr

0dgrp# rnh$
Meet Your State Partners

- Alyssa Auviven, WSDOH
- Amber Foister, DSHS (works w Sharon)
- Captain Tom Dixon, WSLCB
- Susan Shelton, WSDOH
- Carolyn Bowie, WS Dept of Ecology
- Lauren DiRe, WS Dept of Ecology
- Christina Wong, Northwest Harvest
- Elyse Ke’ala Rickard, NAWA
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!

WASHINGTON STATE FARMERS MARKET ASSOCIATION

SLEEPING LADY MOUNTAIN RESORT
Thank you & Have an amazing 2023 season!

Please share your “Fast Feedback” by clicking the link in the chat or on the Boot Camp Resource page at https://wafarmersmarkets.org/boot-camp-resources/