



# Farmers Market Boot Camp

General Sessions: March 19 & 26, 2024  
+ State Specific Session



## Welcome!

Starting at 9:00 am  
(Pacific)

All materials are shared on your Boot Camp Resources webpage: <https://wafarmersmarkets.org/boot-camp-resources>



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

# 2024 Boot Camp for Farmers Markets



Alaska Farmers Markets Association at [info@alaskafarmersmarkets.org](mailto:info@alaskafarmersmarkets.org)

Colorado Farmers Market Association at [cofarmersmarketassociation@gmail.com](mailto:cofarmersmarketassociation@gmail.com)

Idaho Farmers Market Association at [info@IdahoFMA.org](mailto:info@IdahoFMA.org)

Ohio Farmers Market Network at [hello@ohiofarmersmarketnetwork.org](mailto:hello@ohiofarmersmarketnetwork.org)

Oregon Farmers Markets Association at [info@oregonfarmersmarkets.org](mailto:info@oregonfarmersmarkets.org)

Utah Farmers Market Network at [info@utahfarmersmarketnetwork.org](mailto:info@utahfarmersmarketnetwork.org)

Washington State Farmers Market Association at [info@wafarmersmarkets.org](mailto:info@wafarmersmarkets.org)

2024



# Farmers Market Boot Camp



March 19

Big Picture

March 26

Market Operations

Plus your

State Day



We will take a 15 minute at ~10:45 am (Pacific).

- Pre-Market Prep
- Market Layout/Vendors
- Signage
- Data to Collect

# 2024 State Day Schedule

## **Tuesday, March 5 and 12:**

Ohio Farmers Market Network: 7:00-8:30pm (Eastern)

## **Tuesday, April 2:**

- Alaska Farmers Market Association: 9:00am-12:00pm (Alaskan)
- Idaho Farmers Market Association: 1:00-3:30pm (Mountain)
- Oregon Farmers Markets Association: 9:00am-12:30pm (Pacific)
- Utah Farmers Market Network: 3:00-5:00pm (Mountain)
- Washington State Farmers Market Association: 9:00am-12:30pm (Pacific)

## **Coming Soon:**

- Colorado Farmers Market Association: mid to late April



 Find a Market

ABOUT ▾

MARKET SUPPORT ▾

VENDOR RESOURCES

CONFERENCE ▾

FOOD ACCESS ▾

MEMBERSHIP ▾

 <https://wafarmersmarkets.org/boot-camp-resources/>

## BOOT CAMP RESOURCES

### Day 1:

- 2024 Boot Camp Presentation Slides: Day 1
- “Big Buckets” FM Responsibilities
- Organization Finance Calendar (in Excel), example for you to customize
- Effective Leadership Through Better Governance from BC Association of Farmers Markets
- Tools for Running an Effective Nonprofit Association of WA
- Canopy Safety 101
- Food Labels Exposed Guide
- Acord Certificate of Insurance example
- WSDA “Handbook for Small and Direct Marketing Farms” (“The Green Book”)
- WSFMA “Guide to Fresh Produce Signage Standards and Organic Integrity at Farmers Markets” (a Spanish)
- Farmers Market Legal Toolkit from University of Vermont Law School
- Overview by Food Access Program WA 2024
- Farmers Market Incentive Programs from Ohio FM Network
- Farmers Market Currency Sheet 2023 from Poulsbo FM
- Homework for Day 1 😊

Materials shared by Coos Bay Farmers Market (OR):

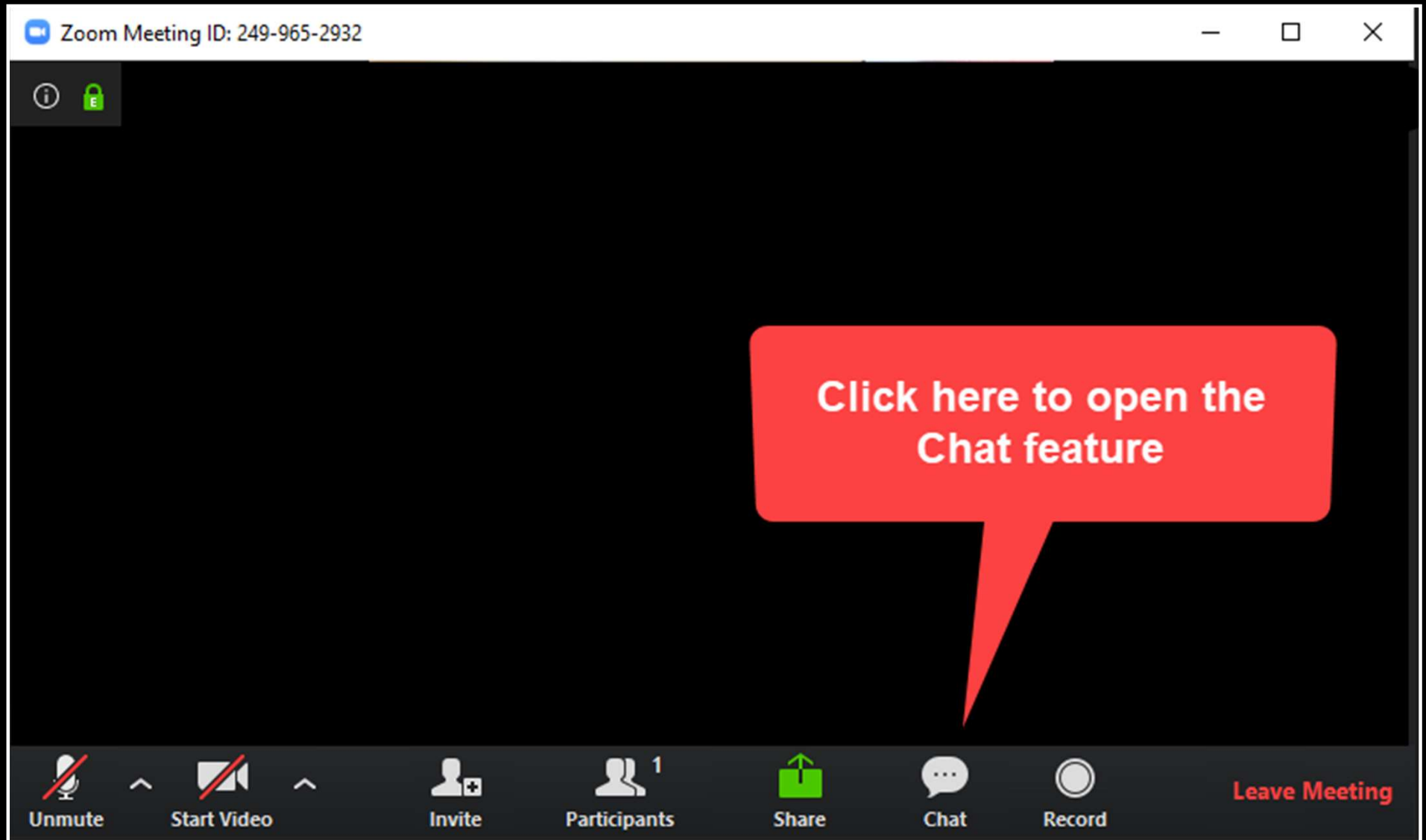
- 2024 CBFM Code of Conduct
- 2024 CBFM Market Guidelines
- 2024 CBFM Parking Policy
- 2024 CBFM Sampling Guidelines
- 2024 CBFM Vendor Agreement

### Day 2:

- 2024 Boot Camp Presentation Slides: Day 2

### Recommended Resources:

- Washington Farmers Market Management Toolkit
- Alaska Farmers Market Toolkit
- Oregon Farmers Market Association video library
- Farmers Market Forms Bank



# Joining the Conversation

**3 x 10**

*Break out in groups of  
2-3 people for 10 minutes.*

**Hi!**

**Report back on Homework**

**or**

**“Can’t let it go” from last week**

# The Farmers Market Year





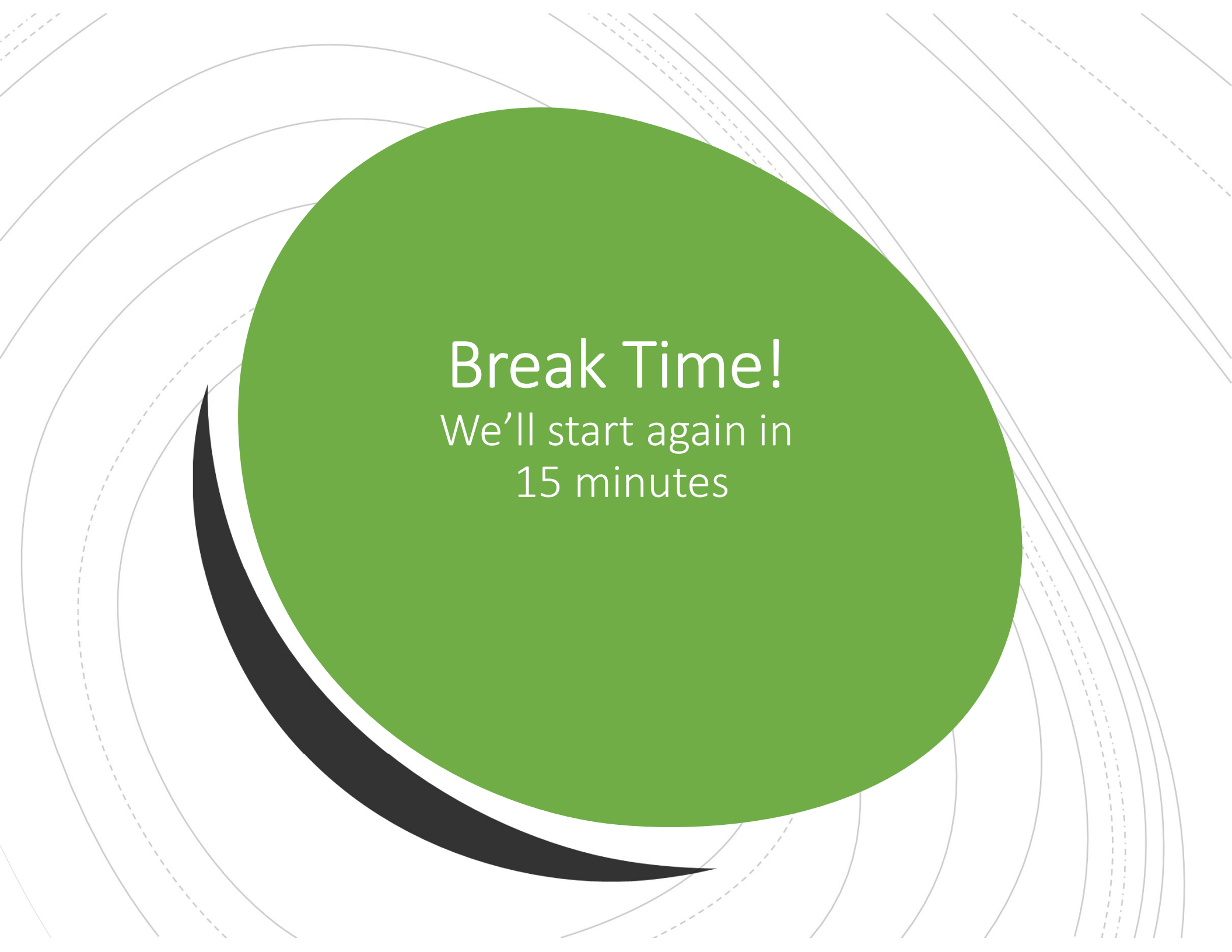
# Cali Osborne

Executive Director  
Cascade Community  
Markets  
Leavenworth, WA



**One question  
I have is \_\_\_\_\_**



The image features a central green circle with white text. The background is white with several thin, curved lines in light gray and black, some solid and some dashed, creating a sense of motion or a stylized globe. A prominent black swoosh shape is positioned to the left of the green circle.

**Break Time!**  
We'll start again in  
15 minutes

# April Sims

Co-Manager  
Poulsbo Farmers Market

&

# Matt Kelly

Queen Anne Farmers  
Market  
Seattle, WA



POULSBO  
FARMERS  
MARKET



**QUEEN ANNE  
FARMERS  
MARKET**  
THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE

**My  moment was**  

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**!**



# Amanda Milholland

Executive Director  
Jefferson County  
Farmers Markets

# MEASURING MICHIGAN FARMERS MARKETS

## VISITOR COUNTS



MICHIGAN  
FARMERS  
MARKET  
ASSOCIATION



### HOW TO COLLECT YOUR DATA

#### 1. Determine responsibility zones

To count incoming visitors, you'll need to have a market staff member or volunteer positioned at each market entrance. Not all farmers markets have clear entrance(s), so you might need to get creative with where you position your data collectors.

Start by drawing a map of your market and identifying all of the ways in which visitors enter the market space.

If your market does not have clearly defined entrances, draw an imaginary box around the entire market space and position counters at each side or corner of that box separating the market perimeter into zones.

 Primary entrance  
 Entrance to block





\_\_\_\_\_ really  
rang true for me  
today!





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State Day  
April 2

- State Dept of Ag
- Dept of Health
- FM Association
- Nonprofit Resources
- And more!

# Thank you & See you next week!

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

<https://tinyurl.com/BC24FastFeedback>

## 2024 *Farmers Market Boot Camp*

