



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>

2024



Farmers Market Boot Camp



March 19

Big Picture

March 26

Market Operations

April 2

State Day



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

- Meet State Partners
- WA FM Resources
- Food Access Programs
- Nonprofit Resources
- And BINGO!



 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

Plan for Today

1. Connect with other Farmers Markets
2. Play BINGO
3. “Meet” State Partners & Other Key Resources
4. Intro to WSFMA & Roots Guidelines
5. Farmers Market Food Access Programs in WA
6. Take a Break
7. Wrap Up



2024 BOOT CAMP “CONTACT” BINGO

| | | | |
|-----------|-------------|---------------------|-----------------------|
| Dogs | QR code | “Green Book” | Roots Guidelines |
| Herbs | MarketLink | Legislative Session | Conservation District |
| May 16-18 | \$30 | Agritourism | Trip and Fall |
| FSMA | Plastic Bag | Quest card | Eligible |

Laura Raymond, Regional Markets Program Manager
lraymond@agr.wa.gov | 206-379-3480
Micha Ide, Small Farm Direct Marketing Specialist
Micha.Ide@agr.wa.gov | (360) 867-8686
Regional Markets Program
Washington State Department of Agriculture

Karen Ullmann, Assistant Program Manager
Produce Safety Program
Washington State Department of Agriculture
KULLmann@agr.wa.gov | (206) 714-6125

Susan Shelton, Food Safety Specialist,
Food Safety Program
Washington State Department of Health
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www.doh.wa.gov/foodrules

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SNAP Market Match
Washington State Department of Health
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doh.wa.gov/SNAPMarketMatch

Lisa Roach
Marketlink
Lisa@marketlink.org | (833) 372-9489 ext.1

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Bag Ban and Single-use Serviceware Law Implementation lead
Carolyn.Bowie@ecy.wa.gov | 425-698-3722

Lauren DiRe
Expanded Polystyrene (EPS) Ban Implementation lead
lauren.dire@ecy.wa.gov | 509-202-6946
Washington Department of Ecology

Elyse Ke'ala Rickard, Membership Manager
Nonprofit Association of Washington
membership@nonprofitwa.org | (855) 299-2922 x106

Toyo Garber, Communication Specialist
Washington State Conservation Commission
tgarber@scc.wa.gov | (564) 669-1395
<https://www.scc.wa.gov/>

Matt Ozuna, Destination Development Manger
State of Washington Tourism
matthew@stateofwatourism.com | (509) 545-3026
<https://stateofwatourism.com>

Larry Spilker
Campbell Risk Management
lspilker@campbellrisk.com | 317-848-9075 ext 203
www.campbellriskmanagement.com

Claire Lane
Anti-Hunger and Nutrition Coalition
Claire.Lane2@gmail.com | (206) 446-0966
<https://www.wahnc.org/join/>

Katherine Flores, FMNP Lead
Farmers Market Nutrition Program WIC
Washington State Department of Health
Katherine.Flores@doh.wa.gov | 360-236-3721
<https://doh.wa.gov/you-and-your-family/wic/farmers-market/growers-markets-and-farm-stores>

Cameron Akita, Program Manager
Farmers Market Nutrition Program Senior
Washington State Department of Social and Health Services
cameron.akita@dshs.wa.gov | (360)-725-2466
<https://doh.wa.gov/you-and-your-family/wic/farmers-market/senior-fmnp>

3 x 10

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

**One thing you've learned
at Boot Camp and are
planning to try this year?**

Meet Your State Partners



Washington
State Department of
Agriculture

**Regional
Markets
Program**

Laura Raymond & Micha Ide



Washington
State Department of
Agriculture

**Produce
Safety
Program**

Karen Ullman

Meet Your State Partners

Susan Shelton

Washington State Department of Health
Food Safety



Amanda Weyrauch

Washington State Department of Health
SNAP Market Match



Lisa Roach



Matt Ozuna



Washington State Farmers Market Association



To support and promote vibrant and sustainable farmers markets in Washington State.

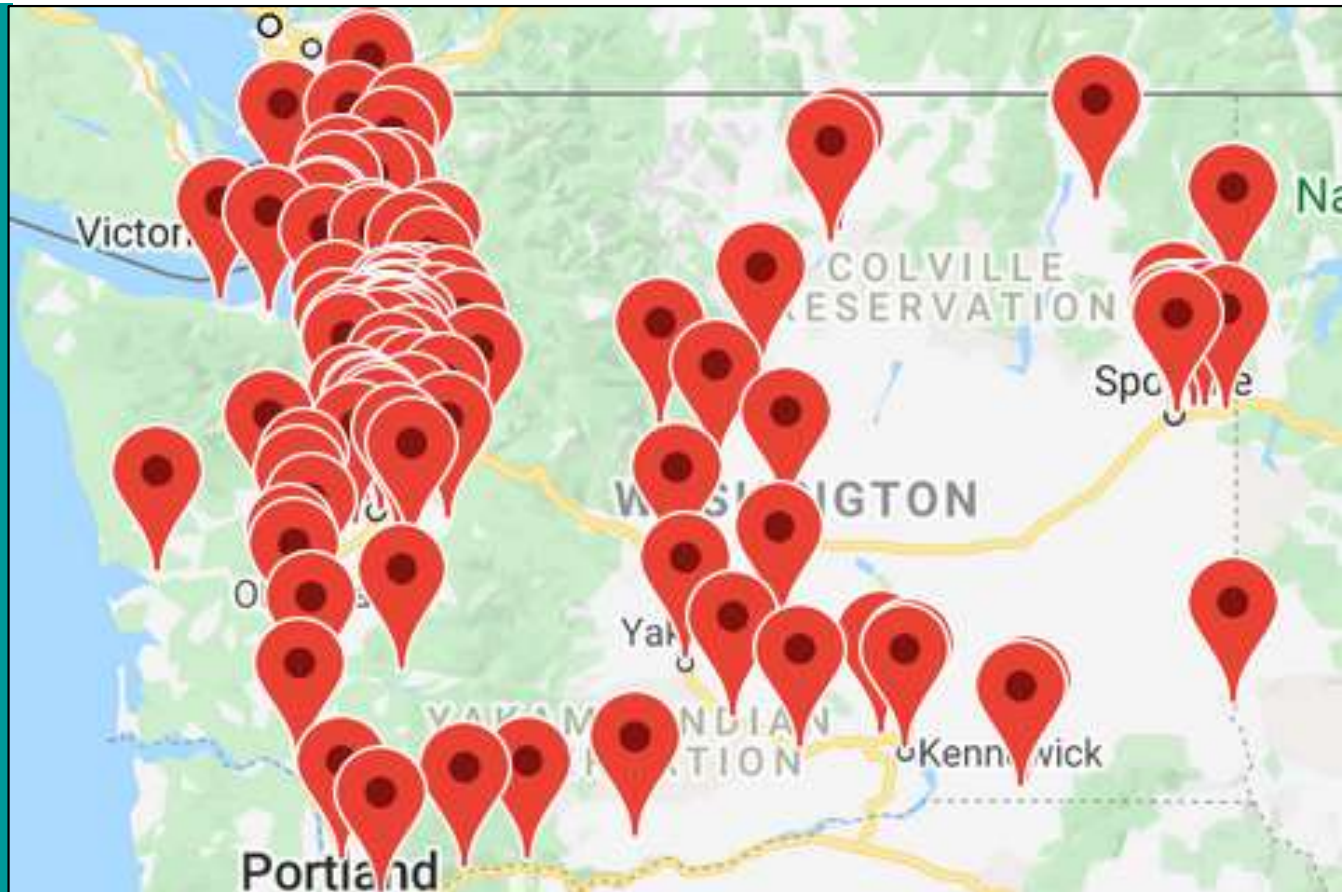
Founded in 1979

501c3 nonprofit

115 WSFMA member
Farmers Markets

“Roots Guidelines”

Seattle HQ
work statewide





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 handicrafts 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?

WSFMA 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
11910-C Meridian E., Suite 29
Puyallup, WA 90373
Voice Mail (425) 710-2064
Revised 3/98

Getting Back to our Roots!



WASHINGTON STATE FARMERS MARKET ASSOCIATION



wafarmersmarkets.org

A

 Find a Market

ABOUT ▾

MARKET SUPPORT ▾

VENDOR RESOURCES

CONFERENCE ▾

FOOD ACCESS ▾

MEMBERSHIP ▾

- Farmers Market Manager Toolkit
- Farmers Market Data
- Starting a Farmers Market
- Farmers Market Job Board



1. INTRODUCTION ▶

2. ORGANIZATIONAL
BLUEPRINTS ▶

3. FARMERS MARKET DATA ▶

4. HUMAN RESOURCES ▶

5. FINANCES, FUNDRAISING &
BUSINESS MANAGEMENT ▶

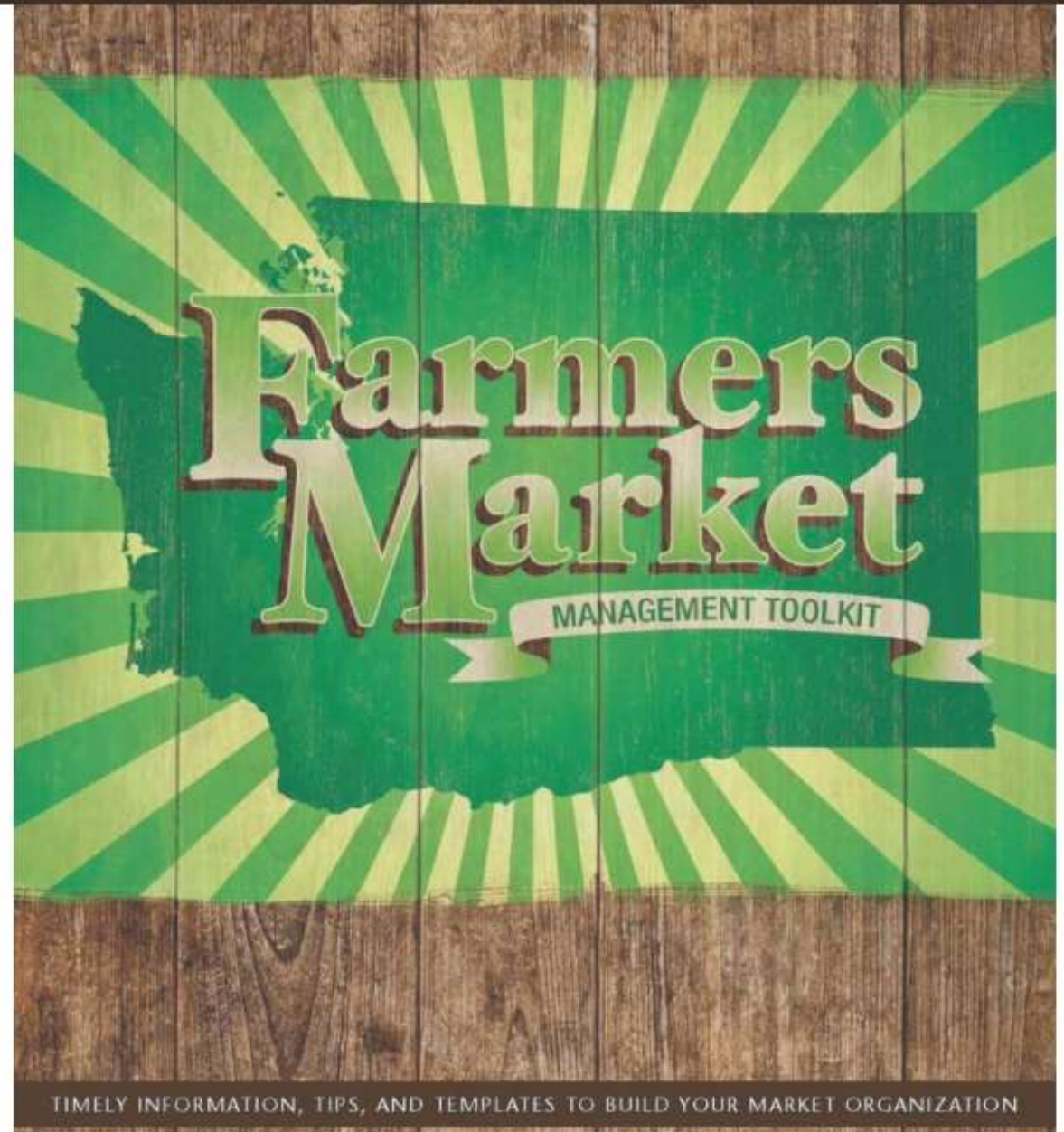
6. HAPPY VENDORS, HAPPY
MANAGERS ▶

7. ACCEPTING SNAP EBT &
OTHER CURRENCIES ▶

8. MARKETING YOUR MARKET ▶

9. LEGAL, REGULATORY &
POLICY ISSUES ▶

10. MARKET RULES & FORMS ▶



By Colleen Donovan & Karen Kinney

(c) 2021

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.

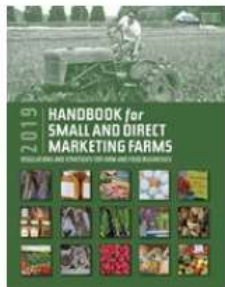
+ Why sell at a Farmers Market?

+ 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

Annual Membership Application

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)*

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

How is this organization incorporated?

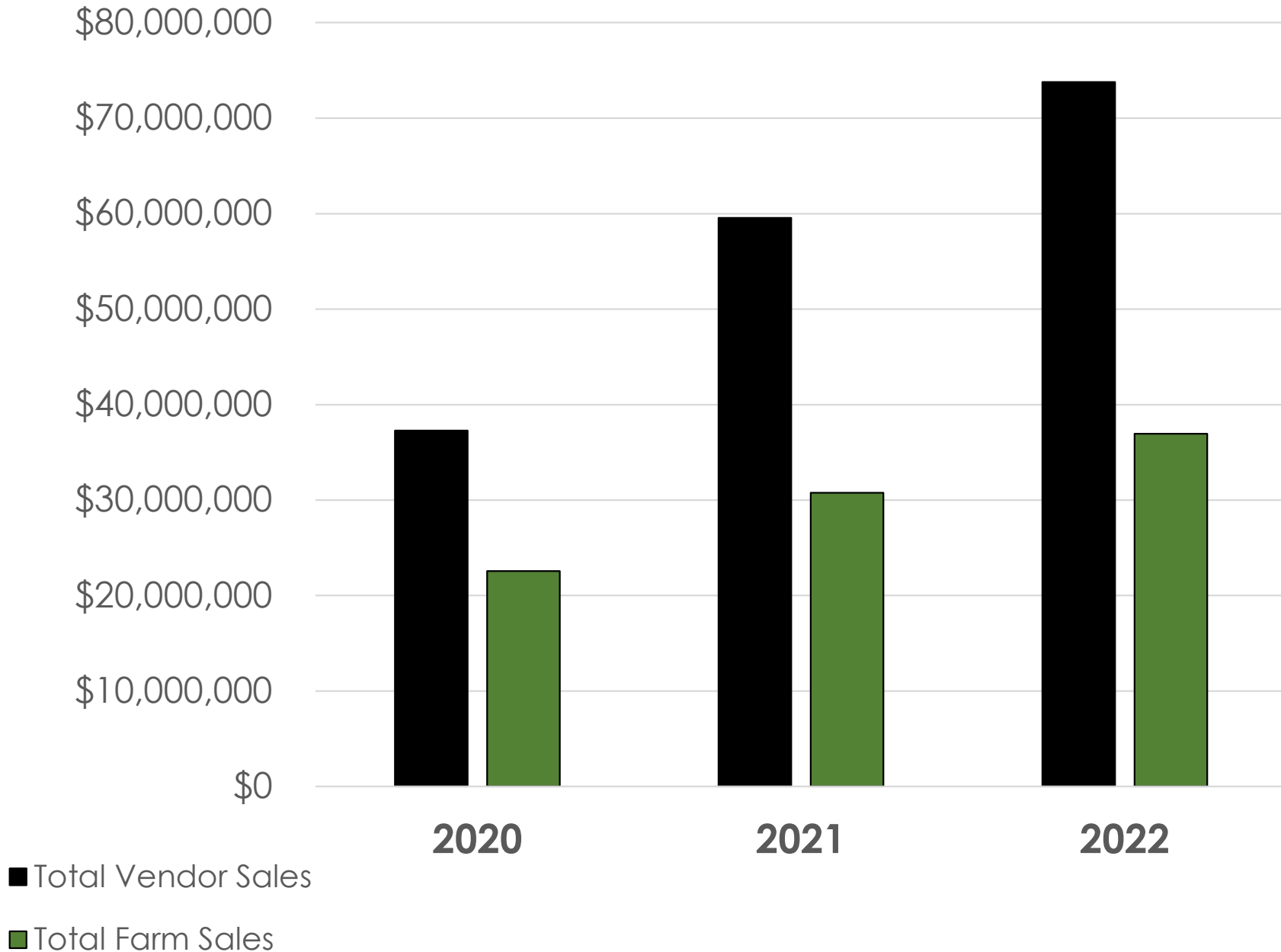
Nonprofit: Incorporated in WA State only Nonprofit: 501c3 Nonprofit: 501c4 or 501c6 Nonprofit: Unincorporated

Private/For Profit Govt Agency, Dept, Program, or PDA Other

WSFMA Member Data: 2022, 2021, 2022

| | 2020 | 2021 | 2022 |
|-----------------------------------|--------------|--------------|---------------|
| Total Vendor Sales | \$37,286,688 | \$59,545,267 | \$ 73,786,802 |
| Total Farm Sales | \$22,567,323 | \$30,770,367 | \$ 36,951,186 |
| Farm Sales as a % of Total | 61% | 52% | 50% |
| Market Days | 2,355 | 2,746 | 2,716 |
| Total Shoppers | 2,219,924 | 3,389,885 | 3,816,303 |

WSFMA Member Data: 2020, 2021, 2022



WASHINGTON STATE FARMERS MARKET DIRECTORY

MAY 2023 – APRIL 2024



Celebrate the Season at Harvest & Holiday Farmers Markets!

Find the best of the 2023 holiday season at your farmers market – from unique, handcrafted gifts to peak season ingredients that were harvested just for you. 'Tis the season to shop farmers markets and support our Washington

-  Harvest Farmers Market
-  Holiday Farmers Market
-  Season Open Until December
-  Open Year-Round

CHELAN COUNTY

Wenatchee Valley Farmers Market
 Every Saturday through Dec. 9
 Holiday Market on Dec. 16
 9am-2pm
 7 N Worthen St. Wenatchee 98801

CLALLAM COUNTY

Port Angeles Farmers Market
 Every Saturday, 10am-2pm
 133 E Front St. Port Angeles 98362

Sequim Farmers Et Artisans Market
 Saturday, Nov. 18, Dec. 23
 10am-2pm
 152 W. Cedar St. Sequim 98382

ISLAND COUNTY

Bayview Farmers Market
 Saturday, Nov. 25, Dec. 2 & 9
 10am-3pm
 5648 Bayview Rd. Langley 98260

South Whidbey Tilt Farmers' Market
 Sunday, Nov. 12, 19, 26
 11am-2pm
 2812 Thompson Rd. Langley 98260

JEFFERSON COUNTY

Port Townsend Farmers Market
 Every Saturday through Dec. 16
 10am-2pm
 650 Tyler St. Port Townsend 98368

KING COUNTY

Ballard Farmers Market
 Every Sunday, 9am-2pm
 5345 Ballard Ave NW, Seattle 98107

Bellevue Farmers Market
 Saturday, Nov. 18, Dec. 16
 10am-2pm
 1717 Bellevue Way NE, Bellevue 98004

Burien Farmers Market
 Every Thursday (Except Thanksgiving)
 10am-4pm
 480 SW 152nd St. Burien 98116

Capitol Hill Farmers Market
 Every Sunday, 11am-3pm
 E Barbara Bailey Way between Broadway
 Ave E and 10th Ave E, Seattle 98102

Columbia City Farmers Market
 Saturday, Nov. 11, Dec. 9

Des Moines Waterfr
 Saturday, Nov. 4
 10am-4pm
 22307 Dock Ave

Lake City Farmers M
 Saturday, Nov. 4
 10am-2pm
 12509 27th Ave

Lake Forest Park Fa
 Sunday, Nov. 19,
 10am-2pm
 17171 Bothell W

Magnolia Farmers M
 Saturday, Nov. 1
 10am-2pm
 W Mcgraw St. 3

Mercer Island Farme
 Sunday, Nov. 19
 10am-2pm
 7700 SE 32nd St

Phinney Farmers M
 Friday, Nov. 17
 3pm-7pm
 6522 Phinney Av

Washington Mercados agrícolas

2023

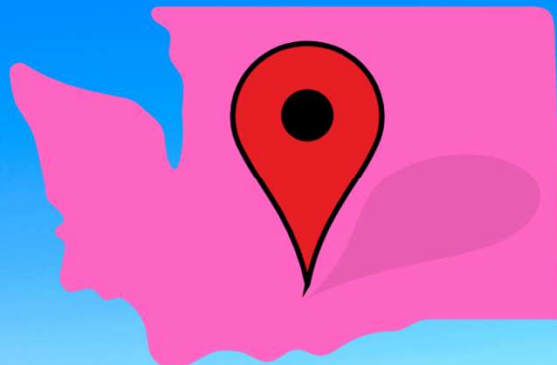
Condado de King



Visite su mercado agrícola local para comprar alimentos saludables y deliciosos

FARMERS MARKET WEEK

Is Here!



FindAMarket.org



Email updates & exchange
Food Access Forums (virtual)
Monthly Member Market Meetings (virtual)
Quarterly King County Farmers Market Meetings
Targeted Training



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION

Farmers Market Conference

LEARN · CONNECT · RECHARGE





**Nonprofit Association
of Washington**



manage my market

Meet Your State Partners

Toyo Garber
WA State Conservation
Commission

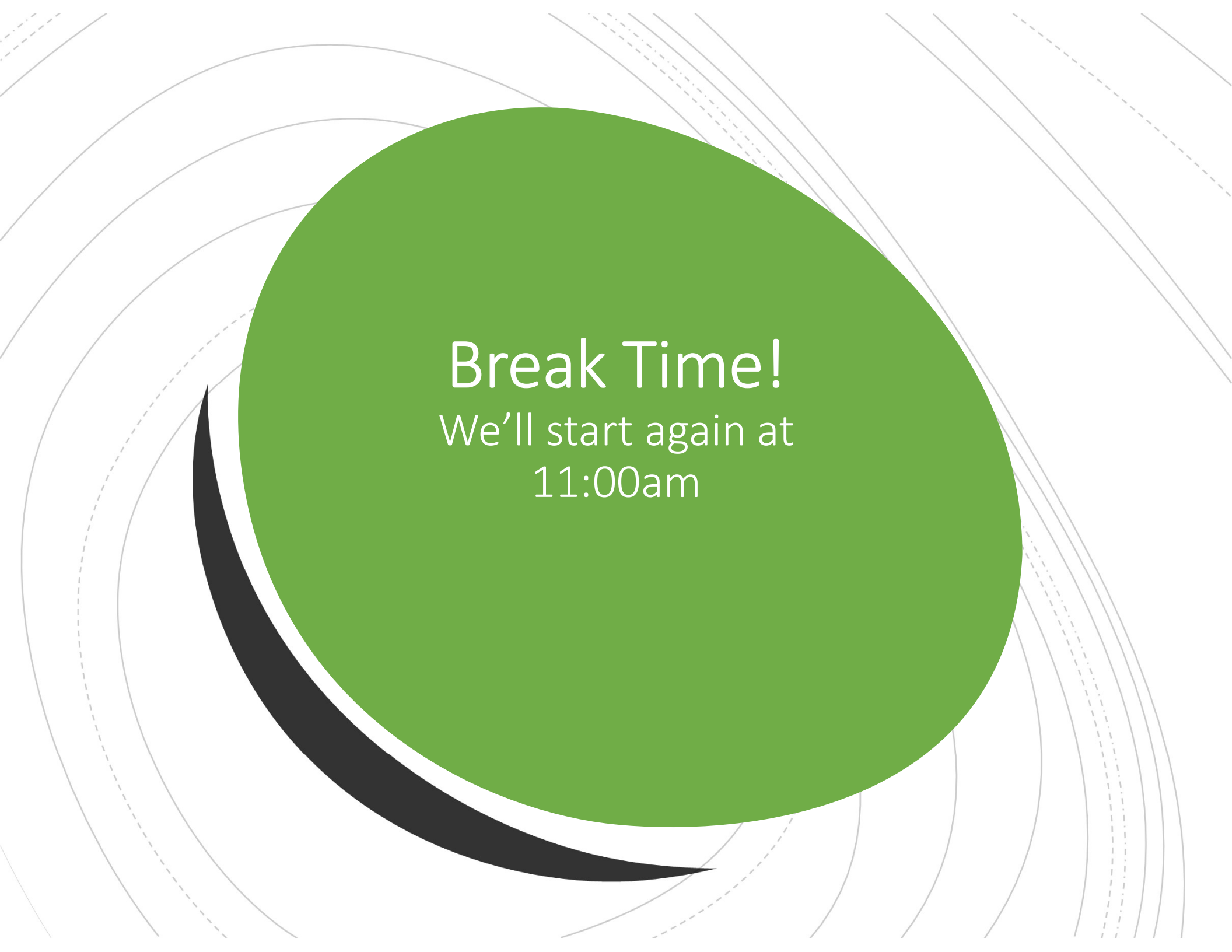


Washington State
**Conservation
Commission**

Larry Spilker
Campbell Risk
Management



CAMPBELL RISK MANAGEMENT



Break Time!
We'll start again at
11:00am



**One question I have
about food access
programs is**

_____!



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION



Stacy Carkonen

Food Access Coordinator
(and strawberry)

info@wafarmersmarkets.org
(206) 706-5198

Funded by USDA Supplemental Nutrition Assistance Program – **SNAP**. This is an equal opportunity provider.

Why??



- Increase sales: over 4.6 Million in sales to WA farmers and vendors in 2023!
- Bring new shoppers to FMs
- Diversify your shopper base
- Support local farms and farm sales
- Support food security
- Build community within the farmers market
- Open new funding streams
- Build community partnerships

Food Access & Farmers Markets

What does food access look like
at your farmers market?



Your Food Access Support System

WSFMA Regional Leads

Every farmers market in Washington has a Regional Lead who is an “on-the-ground” resource to support farmers markets food access programs.

- Food Access Forums – 5 per year
- Regional Food Access Directories
- Signage (Banners, A-boards, etc..)
- Program support, updates, and policy changes
- Support SNAP-Ed activities that promote healthy eating such as Chef Demo's, Tastings, Market Tours, and Kids' Activities



Your Food Access Support System

Regional Leads Team



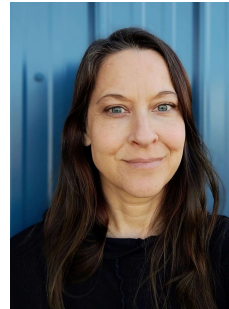
Stacy Carkonen
WSFMA
Food Access Coordinator



Hannah Duffany
WSFMA
Program Associate
King Co. Regional Lead



Tina Eifert
Southwest: Clark, Pacific,
Cowlitz, Wahkiakum, Lewis,
and Thurston



Michelle Progar
Northeast Tri-Counties:
Ferry, Stevens, Pend Oreille, Eastern
Okanogan



Jess Sappington
West Sound + Pierce Co:
Kitsap, Mason, Grays Harbor,
Clallam, Jefferson



Damien Davis
Southeast Tri-Cities: Yakima, Benton,
Franklin, Walla Walla, Whitman,
Columbia, Garfield, Asotin



Hannah Ladwig
Columbia Gorge: Klickitat,
Skamania



Karyna Goldsmith
Greater Spokane County:
Spokane

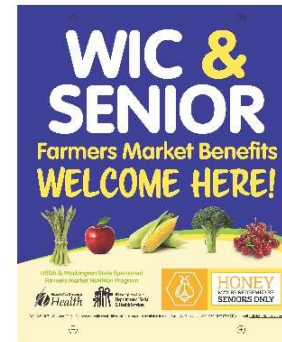
Food Access Programs at Farmers Markets

SNAP EBT

SNAP Market
Match

WIC & Senior
FMNP

Other Programs



Seattle Only



Summer EBT



Supplemental
Nutrition
Assistance
Program



SNAP EBT



Farmers Markets

- Year Round
- Get FNS Authorization
- Administered at Info booth
- Tokens
- Reimburse vendors



Vendors

- Accept tokens for “eligible” items
- Reimbursed through Market
- NO change given















Shoppers

- Swipe card at market booth to receive tokens to spend
- Spend tokens on “eligible” food items
- Tokens do not expire



SNAP Eligible Foods

| FRUITS | VEGETABLES | VEGETABLE STARTS | SEEDS | BREAD | DAIRY |
|--|--|--|--|--|--|
|  |  |  P ERT AT THE |  |  |  |
| BAKED GOODS | JAMS & JELLIES | SYRUP & HONEY | MEAT/FISH/POULTRY | NUTS | MUSHROOMS |
|  |  |  |  |  |  |



SNAP
Market
Match



SNAP Market Match



Farmers Markets

- Year Round
- Apply with DOH
- Distribute currency at the market info booth
- Reimburse vendors
- Connect with SMM Technical Assistants for reporting & invoicing support



Growers

- Accepts currency for eligible items
- Reimburse through market
- NO change given



Shoppers

- Shoppers do not need to sign up
- Go to market booth to receive incentives after running their EBT card
- Up to \$25 per day
- Spend on eligible items
- Currency expires on 12/31

SNAP Market Match Eligible Foods




HERBS






WIC & SENIOR

Farmers Market Benefits WELCOME HERE!



USDA & Washington State Sponsored
Farmers Market Nutrition Program

DOH 960 107 October 2019 For persons with disabilities, this document is available in other formats. Please call 800-525-0277 (TTY 711) or email call.caf@wshsb.wa.gov

SENIOR

Farmers Market Benefits WELCOME HERE!



USDA & Washington State Sponsored
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WIC and Senior Farmers Market Nutrition Program



Farmers Markets

- June 1 – Oct. 31
- Markets must apply every 3 years with DOH (2024-2026)
- Support both growers and shoppers during market season
- Ensure growers have signage posted



Growers

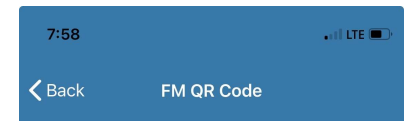
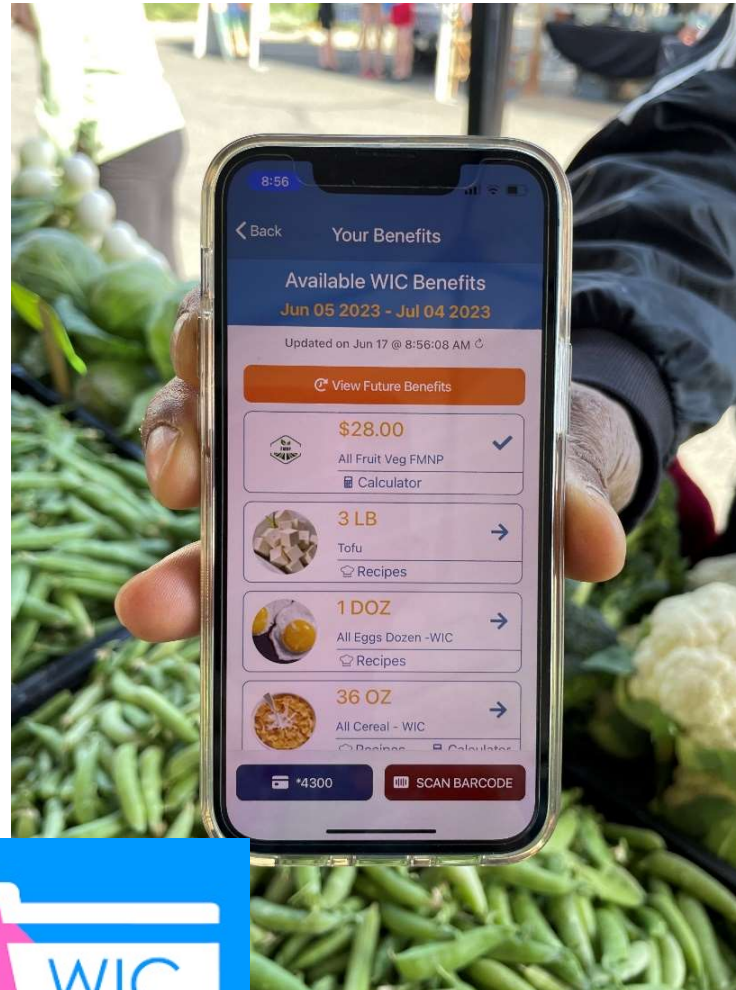
- June 1 – Oct. 31
- Growers must apply every 2 years with DOH (2023-2024)
- Must sign up to use WIC Direct Vendor Portal to take payments using QR code
- Exact dollar amount to be charged



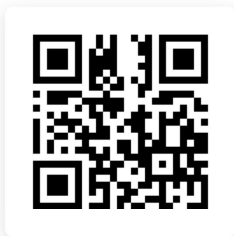
Shoppers

- June 1 – Oct. 31
- WIC and Seniors must sign up every year
- WIC FMNP = \$30 per qualifying family member per month, up to \$90 per season
- Senior FMNP qualifying shoppers receive \$80 per season.

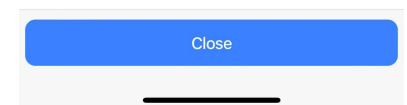
WIC and Senior FMNP cont.



Card Number *7799



qrCodes.instructionMessage



WIC and Senior FMNP Eligible Foods

FRUITS



VEGETABLES



VEGETABLE
STARTS



MUSHROOMS



FRESH HERBS

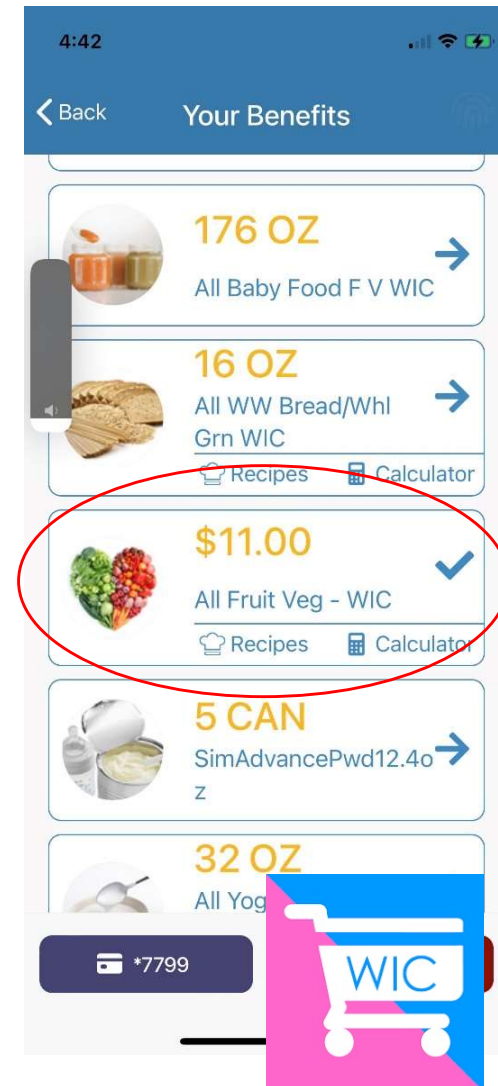
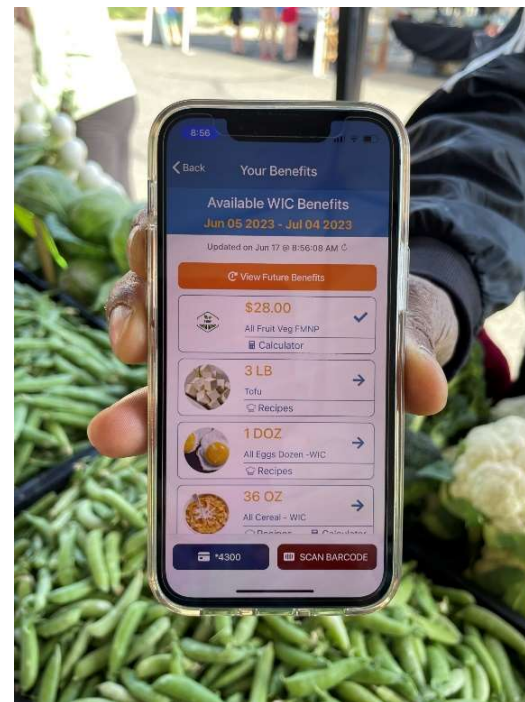


**Senior FMNP
Only**

WIC Fruit & Vegetable Benefit

WIC Fruit & Vegetable Benefit

- Can be used year round
- On the WIC Shopper App
- Can be used at grocery stores and as of 6/1/23 at FM
- Minimum of \$26 a month (use it or lose it per month)



Resources for You!

- ❑ WSFMA Staff & Regional Leads
- ❑ Food Access Forums
- ❑ WSFMA Website – Food Access!
- ❑ Promotions and Signage
- ❑ Regional Food Access Directories
- ❑ SNAP, SMM, SNAP-Ed, FMNP WIC & Senior Partners
- ❑ Other Market Managers



Meet Your State Partners

**Carolyn Bowie &
Lauren DiRe**

Washington State Department of Ecology



Elyse Ke'ala Richard

Nonprofit Association of Washington



**Nonprofit Association
of Washington**

Claire Lane

Anti-Hunger & Nutrition Coalition



Katherine Flores, DOH

Cameron Akita, DSHS

Farmers Market Nutrition Program



2024



Farmers Market Boot Camp



March 19
Big Picture

March 26
Market Operations

Plus your
State Day
April 2

- Meet State Partners
- WA FM Resources
- Food Access Program
- Nonprofit Resources
- And BINGO!



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📍 Find a Market

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Day 2:

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Thank You & Have a wonderful 2024 season!

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

2024 *Farmers Market Boot Camp*

