



FOOD ACCESS FORUM
THURS. JANUARY 16, 2025
12:00 TO 1:00 PM



Claire Lane
Anti-Hunger &
Nutrition Coalition
and
Cali Osborne
Cascade Community
Markets



Get Ready for the 2025 Farmers Market Season!

Policy Updates and Advocacy Opportunities

Claire Lane, Director, Anti-Hunger & Nutrition Coalition

Pre-Season Check List for Farmers Markets

Cali Osborne, Director, Cascade Community Markets

WA SNAP-Ed's goal is to make it easier for people who are eligible for SNAP/Basic Food to eat healthy and be physically active.

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

Claire Lane



**Policy Updates and Advocacy
Opportunities**

Cali Osborne

LEAVENWORTH
COMMUNITY
FARMERS
MARKET

CASCADE
COMMUNITY MARKETS

CASHMERE
COMMUNITY
FARMERS
MARKET

Farmers Market Pre-Season Check Lists
Food Access Programs

FM Food Access: 2025

	Manager/Staff	Vendors	Board
Forms	SNAP MM app (Oct). Prep tracking plan for SMM (spreadsheet, formstack etc.). Remind vendors about FMNP Application.	Submit FMNP application! (Apr 1)	Budget & market rules
Equipment & Supplies	Check that you have tokens, vendor signs, working card reader, receipt paper, offline vouchers, and EBT sign/banner.	Have a smartphone for taking FMNP transactions. Bookmark FMNP site and know your password!	Prepare plan for vendor reimbursement.
Outreach & Promotions	Include FA info in posters, website & in Social Media plan. Add info to social media bios.	Add currencies accepted to your social media &/or website	Share FA info with local news, school districts, welfare orgs.
Personnel	Train all staff through official platforms.	Train booth staff on accepting all currency types	Ensure manager attends required trainings

FM Checklist for “Now”

- Include food access program policies and expectations in Vendor Applications and Rules
- Remind vendors about FMNP application deadline
- Info Review: Bank Account, FNS Permit, info by program
- Set or review budget
- Solicit Sponsorships and other funding
- Update website
- Prepare special event & music schedule
- Set social media/outreach schedule

FM Checklist for “Next”

- SNAP token/scrip inventory – do you have enough?
- Signage inventory
- Check that your card reader works!
- Run equipment/supplies budget by board (dept)
- Order equipment/supplies
- Design poster check for correct info, logos, FA info
- Print and distribute marketing materials
- If vendor application is open, start reviewing apps
- Make volunteer plan and sign-up forms
- Prepare data collection forms & tracking tools

FM Checklist “Opening Day”

- Communication with Vendors - host & **record** a vendor meeting!
- Communication with Volunteers
- Reminder email to Musicians
- Don't forget to invite sponsors, location host, news orgs, the mayor to opening day!
- Update/Clean up email distribution lists
- Make a splash on Social media
- Train volunteers/staff on all equipment and FA transactions - including offline transactions!
- Print all forms, signs and displays, rules & regulations, instructions for staff and volunteers etc., for manager binder

FM Checklist for SNAP-Ed

- Check to make sure you have current contact information for manager?
- Reach out to schedule meeting with manager to coordinate any plans
- Consult with and share any outreach materials
- Order and help distribute Regional FM Directories and market posters
- Check in with market prior to any events/activities
- Prep photo releases and include Market
- Follow up and share results, materials and photos with manager



FOOD ACCESS PROGRAMS

Information Management Templates for Farmers Markets
Handy Tips for Ongoing Operations & Transitions

Need Help?

The WSFMA and our "Regional Leads" are available to help with any food access questions. There is a Regional Lead assigned to every County. Please search Food Access materials and Regional Leads on www.wsfarmersmarket.org, email foodaccess@wsfarmersmarket.org or call (206) 796-5456 for help.

Your Farmers Market's Food Access Programs

Participating in the Washington state food assistance programs is voluntary. *Note: if and when your market has participated in any of these programs to log your market's history.*

Program	Year this FM started offering	Currently offering?	Who is managing program for market
FMNP WIC and Senior			
SNAP EBT			
SNAP Market Match			
Fresh Bucks (City of Seattle)			
Driver of Produce (DOP)			
Add other programs			

Many of these programs have required, annual trainings and it is helpful to know where training materials are stored, who attended, and when.

Key Contacts and Program Managers

Farmers Market Nutrition Program

SUN BUCKS

are FUN Bucks at Farmers Markets!



2024 Farmers Market Food Access Currencies

	Supplemental Nutrition Assistance Program - SNAP			Farmers Market Nutrition Program		
	SUN Bucks (Summer EBT)	SNAP EBT	SNAP Market Match	Senior FMNP (Women, Infant, & Children (WIC))	WIC FMNP (Women, Infant, & Children (WIC))	WIC Fruit & Vegetable Benefits
Logos or signs						
Currency used with Vendors						
Where does customer get market currency?	Information Booth	Information Booth	Information Booth	Local senior agency or DSHS	Local WIC clinic or DOH	
How much does customer get?	\$120 per summer	No limit	Up to \$15 per day	\$80 per season	\$30 to \$90 per season	\$26 or more per month
When can customer use currency?	Starting mid-June	Anytime	Anytime	June 1 - Oct 31	June 1 - Oct 31	Anytime
When does it expire?	122 days from issuance	Never	Dec 31	Oct 31	Oct 31	End of month
Do customers get change?	No	No	No	N/A	N/A	N/A
Where do people sign up?	Through schools	Local DSHS office	Automatic. No need to sign up	Local senior agency (DSHS)	Local WIC clinic (DOH)	



2025 FARMERS MARKET FOOD ACCESS CALENDAR

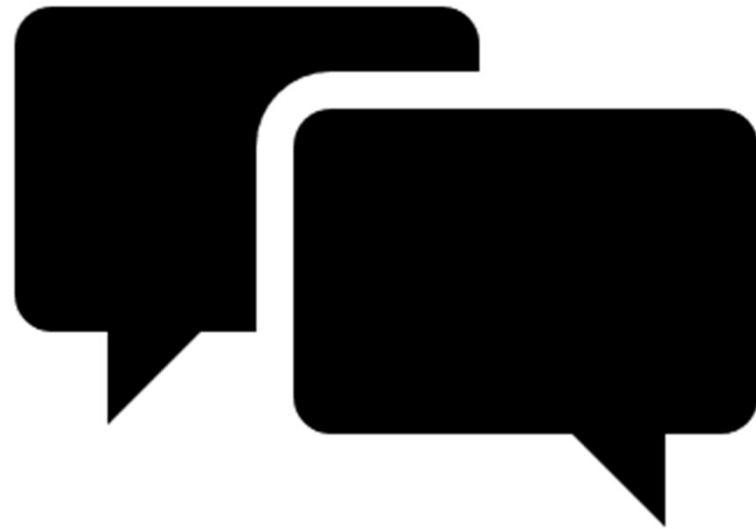
Month	General	WIC & Senior Farmers Market Nutrition Program	SNAP Market Match
January	Jan 16, 12:00-2:00 pm: Farmers Market Food Access Forum (virtual). "Getting Ready for the 2025 Season!"	New FMNP application cycle for farmers (growers) starts: 2025-2027. Farmers selling at farmers markets during the winter who want to access WIC Fruit & Veg Benefits will need to apply to DOH.	Jan 1: FMS are no longer allowed to record any part of EBT card number when distributing SNAP Market Match.
February	Feb 20-21: WSFMA Conference, Bremerton • Food access workshops • State partners at Trade Show		
March	Mar 18: WSFMA 2025 Member Applications due Mar 23, 20 & 27: WSFMA Boot Camp (virtual) Mar 26: Online form to order 2025 "Regional Farmers Market Food Access Directories" opens	Mar 25, 12:00-2:00pm: Required Public Training for Farmers Markets for new managers and new farmers markets	2025 SNAP welcome email with budget details, resources, etc. will be emailed early March. 2025 SNAP currency will be mailed early March to the physical (non-PO Box) mailing address listed in SNAP application.

WSFMA Resources

available on website



Your Fast Feedback?



2025 WSFMA FARMERS MARKET CONFERENCE

February 21 & 22



100 Washington Ave. | Bremerton, WA
kitsapconferencecenter.com

Calling all farmers market staff, board members, vendors, and volunteers. Come learn from peers, partners, and other professionals to build your operational toolkit, organizational skills, and technical know-how. Most of all, build your community and realize your farmers market's goals!

THURSDAY, FEB. 20

Early Registration
 Informal networking

FRIDAY, FEB. 21

Trade Show
 Full day of Workshops & General Sessions
 Reception & Silent Auction

SATURDAY, FEB. 22

WSFMA Annual Meeting
 Half day of Workshops
 Closing Plenary

[REGISTER HERE](#)

- \$275 General Admittance, \$225 WSFMA Members through Jan. 31.
- The price increases on Feb. 1 and closes on Feb. 15.
- Lodging at Fairfield or Hampton Inn & Suites. Please use hotel links on [Conference Website](#) to register with the WSFMA room rate.
- WSFMA Room Rates available until sold out or Jan. 31.



FARMERS MARKET BOOT CAMP

Just hired as a new manager? Just elected to the board of directors? Boot Camp is for you!



General Sessions

Thurs, March 13 & 20, 2025
 9:00am - 12:00pm (Pacific Time)



Board Member Session "Add On"

Tues, March 18
 3:00pm - 5:00pm (Pacific Time)



"State Day" hosted by FM Association

WA, OR, ID, UT: Thurs, March 27
 OH on March 7 & AK on April 3



Registration via Eventbrite

\$100 for General Admission.
 \$25 with Promo Code for members of WSFMA and State Partner Farmers Market Associations and Networks (\$75 without Promo Code). The 2025 Boot Camp discount made possible by USDA AMS FMPP grant 24FMPPWA1211. See FM Association for Promo Code.

2025 BOOT CAMP STATE PARTNERS



www.wafarmersmarkets.org/conference2025/
info@wafarmersmarkets.org
 (206) 706-5198



Boot Camp website
www.wafarmersmarkets.org



(206) 706-5198
 (509) 899-0167



info@wafarmersmarkets.org



WIC & SENIOR FMNP

Required Training for
New Markets or New
Mangers