



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

2025

**FARMERS  
MARKET  
CONFERENCE**

**LEARN · CONNECT · RECHARGE**

Conference Program

February 21 & 22, 2025  
Kitsap Conference Center  
Bremerton Harborside

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# WASHINGTON STATE FARMERS MARKET ASSOCIATION

Founded in 1979, the WSFMA is a 501(c)3 nonprofit that supports and promotes vibrant and sustainable farmers markets in Washington State through member services, education and advocacy.

## 2025 Conference Team

- Jennifer Antos, Neighborhood Farmers Markets
- Rita Brown, Prosser Farmers Market
- Suzanne Campbell, Bremerton Farmers Market
- Liz Clark, Enumclaw Plateau Farmers Market
- Pamela Daudet, WSFMA Board
- Paelina Destephano, Bremerton Farmers Market Board
- Colleen Donovan, WSFMA
- Karen Erickson, WSFMA Board
- Kelli Diann Gordon, Issaquah Farmers Market, WSFMA Board
- Jessica Huerta, WSFMA Board
- Matt Kelly, Queen Anne Farmers Market, WSFMA Board
- Cali Osborne, Cascade Community Markets
- Bear Martin, WSFMA
- Jill Rittenhouse, North Bend Farmers Market
- Jane Sebastian, Bremerton Farmers Market Board
- April Sims, Poulsbo Farmers Market

## 2024-2025 WSFMA Board Members

- Debra Stansbery, Radix Farm, President
- Karen Erickson, Everett Farmers Market, Vice-President
- Jerry Shackette, Community Member, Secretary
- Pamela Daudet, Endicott Ranch, Treasurer
- Chelsea Anderson, Community Member
- Kelli Diann Gordon, Issaquah Farmers Market
- Jessica Huerta, Community Member
- Matt Kelly, Queen Anne Farmers Market
- Barbara Soto, Steger Family Farm

## WSFMA Staff

- Colleen Donovan, Executive Director
- Bear Martin, Administrative Associate

### Washington State Farmers Market Association

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 Seattle WA 98101  
 (206) 706-5198  
[info@wafarmersmarkets.org](mailto:info@wafarmersmarkets.org)  
[www.wafarmersmarkets.org](http://www.wafarmersmarkets.org)  
[www.facebook.com/WSFMA](https://www.facebook.com/WSFMA)  
[FindAMarket.org](http://FindAMarket.org)

## 2025 CONFERENCE AT A GLANCE

All events held at Kitsap Conference Center

### Thursday, February 20

4:00 - 7:00 pm *Early Registration*  
*Pre-conference networking & games*

### Friday, February 21

7:30 - 9:00 am *Registration*

8:00 am - 5:00 pm **Trade Show**

9:00 - 9:45 am **Welcome General Session**

10:00 - 11:30 am **Session 1 Workshops**

11:30 am - 1:00 pm *Lunch at Kitsap Conference Center*

1:15 - 2:45 pm **Session 2 Workshops**

3:00 - 4:15 pm **Session 3 Workshops**

4:30 - 5:00 pm **General Session**

5:00 - 7:00 pm *Dinner (on your own)*

7:00 - 9:00 pm **Dessert Reception & Auction**

### Saturday, February 22

7:30 - 9:00 am *Breakfast (on your own)*

8:30 - 9:15 am **Annual WSFMA Membership Meeting**

9:30 - 10:30 am **Session 4 Workshops**

10:45 - 11:45 am **Session 5 Workshops**

12:00 - 12:30 pm **Closing General Session**

**ANNUAL WSFMA MEMBERSHIP MEETING**

Saturday, Feb. 21  
 8:30 - 9:15am

Puget Sound Ballroom

# SCHEDULE: FRIDAY, FEBRUARY 21

7:30 - 9:00 AM	<b>REGISTRATION</b>		
9:00 - 9:45 AM	<b>WELCOME! GENERAL SESSION</b> in Puget Sound Ballroom		
<b>Rooms:</b>	<b>Ballroom A</b>	<b>Ballroom D</b>	<b>Marina Vista</b>
10:00 AM - 11:30 AM Workshop Session 1	<b>WIC and Senior Farmers Market Nutrition Program: Resiliency in 2025</b>  Katherine Flores, <i>WIC FMNP at WA State Dept of Health</i> Cameron Akita, <i>Senior FMNP at WA State Dept of Social &amp; Health Services</i>	<b>Bridging the Gap: Strengthening Farmers Market-City Partnerships</b>  Damien Davis, <i>Pasco Farmers Market</i> Erika Anderson, <i>Port Orchard Farmers Market</i> Heidi Fenton, <i>Port Orchard City Council and FM Board</i>	<b>"I'm Licensed with WSDA." What does that mean?</b>  Dan Mason and Keren LaCourse, <i>Food Safety Program, WA State Dept of Agriculture</i>
11:30 AM - 1:00 PM	<b>LUNCH</b> in Puget Sound Ballroom		
1:15 - 2:45 PM Workshop Session 2	<b>Making Sense of the Alphabet Soup: Food Access Programs Explained</b>  Rebecca Landerholm, <i>Poulsbo Farmers Market</i>	<b>Board Roadmap: Building a Board that Works for Your Farmers Market</b>  Laura Skelton, <i>Valtas Group</i>	<b>Marketing Your Farmers Market: A Case Study with Tips and Tricks from the Jefferson County Farmers Markets</b>  Amanda Milholland and Holly Erikson, <i>Jefferson County Farmers Markets</i>
3:00 - 4:15 PM Workshop Session 3	<b>Give More: Increasing SNAP Market Match Funding for Your Market</b>  Liz Clark, <i>Enumclaw Plateau Farmers Market</i> Jeremy Kindlund, <i>Sedro Wooley Farmers Market</i> Amanda Weyrauch, <i>SNAP Market Match, Dept of Health</i>	<b>Money In, Money Out: Creating Your Farmers Market Budget</b>  Jocelyn Campbell, <i>Alchemilla Services LLC</i> April Sims, <i>Poulsbo Farmers Market</i>	<b>Let's Eat! Designing an Ideal Mix of Prepared Food and Food Trucks at Your Farmers Market</b>  Kelli Diann Gordon, <i>Issaquah Farmers Market</i> Pam Saito, <i>Sammamish Farmers Market, Five Hooks Seafood</i>
4:30 - 5:00 PM	<b>GENERAL SESSION</b> in Puget Sound Ballroom		
5:00 - 7:00 PM	<b>DINNER ON YOUR OWN</b>		
7:00 - 9:00 PM	<b>DESSERT RECEPTION, SILENT AUCTION + LIVE MUSIC!</b>		

**TRADE SHOW**  
8:00am to 5:00pm in the Sinclair Gallery



# TRADE SHOW EXHIBITORS

Friday, Feb 21  
8:00am to 5:00pm  
Sinclair Gallery

The Little Books of Big Business  
MarketWerks  
Eat Local First  
WA State Dept of Health & Dept of Social & Health Service's:  
WIC & Senior Farmers Market Nutrition Program (FMNP)  
WA State Dept of Health's Fruit and Vegetable Incentives Program  
WA State Dept of Agriculture's Organic Program  
WA State Dept of Agriculture's Pest Management  
WA State Dept of Agriculture's Regional Markets Program  
WA State Department of Licensing  
Washington Farm Bureau  
USDA Farm Service Agency  
USDA National Agricultural Statistics Service  
USDA Natural Resources Conservation Service

## SCHEDULE: SATURDAY, FEBRUARY 22

8:30 - 9:15 AM	<b>WSFMA ANNUAL MEETING</b> in Puget Sound Ballroom		
<b>Rooms:</b>	<b>Ballroom A</b>	<b>Ballroom D</b>	<b>Marina Vista</b>
9:30 - 10:30 AM Workshop Session 4	<b>Pricing with Purpose: Navigating the World of Vendor Fees</b>  Kelsey Allan, <i>Vancouver Farmers Market</i> Chelsea Anderson, <i>Finnriver Farm and Cidery</i>	<b>Innovations in WIC and Senior Farmers Market Nutrition Program (FMNP) Shopper Outreach</b>  Lindsay Irion, <i>Public Health - Seattle &amp; King County</i> Amanda Milholland, <i>Jefferson County Farmers Markets</i>	<b>Action Lab Part 1 of 2: Building and Refreshing Your Manager Binder</b>  Cali Osborne, <i>Cascade Community Markets</i>  <i>Bring your laptop if you have it! Please plan to attend both sessions.</i>
10:45 - 11:45 AM Workshop Session 5	<b>Miraculous! The Art and Science of Scheduling Vendors</b>  Matt Kelly, <i>Queen Anne Farmers Market</i>	<b>Advocacy for Farmers Markets: State Funding, Smart Policymaking, and Supporting our Partners</b>  Claire Lane, <i>Anti-Hunger &amp; Nutrition Coalition</i>	<b>Action Lab Part 2: Building and Refreshing Your Manager Binder</b>  Cali Osborne, <i>Cascade Community Markets</i>  <i>Bring your laptop if you have it! Please plan to attend both sessions.</i>
12:00 - 12:30 PM	<b>CLOSING - GENERAL SESSION</b> in Puget Sound Ballroom		

# WORKSHOPS SESSION 1: FRIDAY 10:00 - 11:30 AM

## **Ballroom A: WIC and Senior Farmers Market Nutrition Program: Resiliency in 2025**

*Katherine Flores, WIC FMNP at the WA State Department of Health*

*Cameron Akita, Senior FMNP at the WA State Department of Social & Health Services*

This session is designed for market managers and growers, offering an overview of advancements and policy updates for the WIC and Senior Farmers Market Nutrition Program (FMNP) in 2025. Attendees will receive critical insights into technological innovations, program enhancements, and strategies for improving vendor and participant engagement. The interactive discussion will focus on navigating changes, maximizing program impact, and ensuring long-term sustainability for WIC and Senior FMNP in 2025.

## **Ballroom D: Bridging the Gap: Strengthening Farmers Market-City Partnerships**

*Damien Davis, Pasco Farmers Market*

*Erika Anderson, President of the Port Orchard Farmers Market*

*Heidi Fenton, Port Orchard City Council and Farmers Market Board Member*

Discover how to build thriving, mutually beneficial relationships between farmers markets and city governments. This interactive seminar provides actionable insights into navigating city policies, securing permits, and collaborating with local officials to create vibrant community marketplaces. Learn best practices, tackle common challenges, and explore innovative strategies for improving communication, advocating for local food systems, and driving economic and cultural benefits for both markets and municipalities. Whether you're a market organizer or city official, this workshop equips you with the tools to cultivate lasting partnerships.

## **Marina Vista: "I'm Licensed With WSDA." What does that mean?**

*Dan Mason, Food Safety Program, WA State Department of Agriculture*

*Keren LaCourse, Food Safety Program, WA State Department of Agriculture*

Once any raw carrot, cucumber, pepper, or any other product is cut, canned, packaged, baked, mixed or any other form of "processing," food safety regulations come into play. In this workshop, WSDA's Dan Mason and Keren LaCourse will help farmers market managers and vendors understand when a product qualifies to be permitted under the Cottage Food Program and what the rules are. This permit is for home-based businesses with certain low risk products that are direct marketed to consumers. They will also help you clarify when a WSDA Food Processor license is required for certain products; and what to ask vendors for to know they are properly licensed.

**Bonus!** This workshop will also include an opportunity to meet staff from the WSDA Organic Program, Pest Management, and Regional Markets. Hear what their role is at WSDA and how they can help your market and vendors.

## NOTES

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**WSFMA** WASHINGTON STATE FARMERS MARKET ASSOCIATION

**OFFICIAL WSFMA MERCHANDISE**

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# WORKSHOPS SESSION 2: FRIDAY 1:15 - 2:45 PM

## **Ballroom A: Making Sense of the Alphabet Soup: Food Access Programs Explained**

*Rebecca Landerholm, Poulsbo Farmers Market*

While we're lucky to have several food access programs at farmers markets, keeping them straight can be a huge part of the job! So many F's, N's, P's and S's. In this workshop, you'll get strong grounding in each program and have time to ask questions. We'll also share "food access training kits" with all the multiple currencies and practice shopper scenarios together. Already a pro? This workshop is a "train the trainer" style. Come learn how to train your volunteers, vendors and shoppers in friendly and clear ways they will remember.

## **Ballroom D: Board Roadmap: Building a Board that Works for Your Farmers Market**

*Laura Skelton, Valtas Group*

Sustaining a nonprofit farmers market organization involves a little more behind-the-scenes work than what most folks see when they come visit the market. A strong nonprofit board of directors can ensure that your farmers market continues to deliver on its commitment to the community. In this workshop, we will review the basics of establishing and operating a nonprofit, as well as best practices for board governance of nonprofits of any size. Building an effective board doesn't have to be a chore; it can even be fun! And best of all, a well-run board can help your farmers market thrive.

## **Marina Vista: Marketing Your Farmers Market: A Case Study with Tips and Tricks from the Jefferson County Farmers Markets**

*Amanda Milholland, Jefferson County Farmers Markets*

*Holly Erikson, Jefferson County Farmers Markets*

Learn from the Jefferson County Farmers Markets' recent project to up their marketing game for the Port Townsend and Chimacum Farmers Markets. This presentation will show you how to use shopper feedback to create effective marketing messages that target what drives people to the market. The Jefferson County team will share tips and tricks for creating ad consistency and quality. They will cover topics from building a brand guide to creative approaches for securing financial support to market your farmers market.

### VERY SPECIAL THANKS TO



Amazing Auction Donors  
Bremerton Farmers Market  
Port Orchard Farmers Market  
Our Wonderful Conference Speakers  
Washington State SNAP-Ed  
WSFMA Member Markets!

### NOTES

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## WORKSHOPS SESSION 3: FRIDAY 3:00 - 4:15 PM

### Ballroom A: Give More: Increasing SNAP Market Match Funding for Your Market

*Liz Clark, Enumclaw Plateau Farmers Market*

*Jeremy Kindlund, Sedro Wooley Farmers Market*

*Amanda Weyrauch, SNAP Market Match WA State Department of Health*

The SNAP Market Match program is a popular food access program around the state, providing shoppers up to \$25 more to spend on fruits and vegetables at the farmers market. In this workshop, you will hear from farmers market leaders who have found creative ways to increase their matching programs. With funding that they raise on their own, these farmers markets are able to match more shopper benefits. Farmers market leaders will share why they decided to increase incentives, how they secured funding, and how it works for them. Amanda Weyrauch, from the Dept of Health's SNAP Market Match program, will also share how to check all the boxes if your organization decides to explore independent incentive matching at your farmers market.

### Ballroom D: Money In, Money Out: Creating Your Farmers Market Budget

*Jocelyn Campbell, Alchemilla Services LLC*

*April Sims, Poulsbo Farmers Market*

In this workshop, Jocelyn Campbell of Alchemilla Services LLC and April Sims of the Poulsbo Farmers Market will share their expertise on building an efficient and functional farmers market budget. This includes stepping back and thinking about what budget model works best for your farmers market. What best serves your mission? What proportion of your revenue comes from vendor fees vs other sources – and why? Mapping out where you want to be in three years in terms of revenue and expenses? This workshop will also explain the core accounting requirements for nonprofits in Washington state and address common questions such as employees vs contractors, payroll and taxes, and quirky tips on everything from sponsorships to raffle tickets.

### Marina Vista: Let's Eat! Designing an Ideal Mix of Prepared Food and Food Trucks at Your Farmers Market

*Pam Saito, Sammamish Farmers Market, Five Hooks Seafood*

*Kelli Diann Gordon, Issaquah Farmers Market*

Creating a great mix of prepared food at farmers markets is a delicate balance. Leave this workshop with a plateful of piping hot knowledge and the confidence to recruit great ready-to-eat options at your market. From truck length, to generators, line management, permits, and waste, long-time manager, Kelli Diann Gordon, and food truck owner and new market manager, Pam Saito will touch on all the facets of working successfully with prepared food vendors in tents and trucks.

## NOTES

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# WORKSHOPS SESSION 5: SATURDAY 10:45 - 11:45 AM

## Ballroom A: Miraculous! The Art and Science of Scheduling Vendors

Matt Kelly, Queen Ann Farmers Market, WSFMA Board

Creating the ideal vendor and product mix that maximizes sales and keeps shoppers coming back all season long is the holy grail of farmers market management. In this workshop, Matt Kelly shares seasoned manager strategies and tools for scheduling vendors collected from markets of all sizes. Learn best practices for building out your market roster and creating vendor/product mixes for each market day; managing absences and how to adjust your market layout (in real-time); as well as when and how to include community groups and other non-vendors.

## Ballroom D: Advocacy for Farmers Markets: State Funding, Smart Policymaking, and Supporting our Partners

Claire Lane, Anti-Hunger & Nutrition Coalition

Public policies and programs at every level – city, state, and federal – impact our farmers markets. Lawmakers affect what the rules are, what is funded, what opportunities are available to our vendors, farmers, shoppers, and market organizations. In this workshop, Claire Lane will share advocacy tools that you can use to support issues this year, whether in the current legislative session or the federal Farm Bill. She'll also highlight key bills to track and ways for you to get involved, including joining her at Hunger Action Day in Olympia on Monday, Feb 24.

## Marina Vista: Action Lab Part 2 of 2: Building and Refreshing Your Manager Binder

Cali Osborne, Cascade Community Markets

Part 2 of this hands-on "Action Lab," Cali Osborne, Cascade Community Markets, will continue to work with you on your Manager Binder. This is not a repeat of Part 1. Please plan to attend both sessions. *Bring your laptop if you have it!*

## NOTES

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We are pleased to support Washington  
State Farmers Market Association



Valtas helps nonprofit organizations navigate  
uncertainty in times of leadership change.

- Interim Executive Directors
- Executive Search
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(425) 516-7888

Washington, Oregon and Colorado

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# INTERACTIVE INFO BOOTH

## HOSTED BY





WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION



General Sessions: March 13 & 20

Board Session: March 18

Washington State Day: March 27

9:00am - 12:00pm via Zoom

Register by March 10

Discount available from WSFMA and State Partner  
Member Markets thanks to USDA FMPP grant.

# FARMERS MARKET BOOT CAMP



*New Manager? New Board Member?  
Gain the essential tools and tips you need to succeed!*

**2025  
STATE  
PARTNERS**



## Local Restaurants & Activities

All discounts are available Feb. 21 to 22, 2025

### Dining Suggestions

Cups

409 Pacific Ave Unit 201, Bremerton

Mezcalitos

190 Pacific Ave, Bremerton

Axe and Arrow

232 4th St, Bremerton

Remedy Speakeasy

602 4th St, Bremerton

\*10% Off

### Activities

USS Turner Joy U.S. Naval Destroyer Museum

300 Washington Beach Ave, Bremerton

\*50% Off Admission

Kitsap History Museum

280 4th St, Bremerton

Puget Sound Navy Museum

251 First Street, Bremerton

\*Show Conference Badge for Local Discounts

### Drinks

Dog Days Brewing

260 4th St, Bremerton

\*\$2 Off Draft Beers, \$1 Off Cider and Wine

Ashley's Pub

409 Pacific Avenue Suite 105, Bremerton

\*10% Off

Grumble And Wine

322 Pacific Avenue, Bremerton

Happy Hour All Day

Perks & Activities Coordinated by



# SPEAKERS



## **Cameron Akita, Senior FMNP at the WA State Department of Social and Health Services**

Cameron is the lead for the Senior Farmers Market Nutrition Program and the State Unit on Aging Program Manager from the Department of Social and Health Services' Aging and Long-Term Support Administration. He currently serves as the Western Region Representative on the board of the National Association of Farmers Market Nutrition Programs. He makes his home in Olympia with his wife, two daughters (5½ and 1½ years old), two dogs, and three cats. He has worked in the nutrition and aging field for over ten years, and enjoys gardening, rec-softball, and trips to the beach with family in his free time. Contact: Cameron.Akita@dshs.wa.gov



## **Kelsey Allan, Vancouver Farmers Market**

Kelsey Allan serves as the Director of Operations for the Vancouver Farmers Market in Vancouver, WA, combining her passion for placemaking and building healthy communities with nearly a decade of experience in food systems and nonprofit leadership. Before joining the Vancouver Farmers Market, Kelsey managed SNAP-Ed programs at the University of Nevada, Reno Extension and led a culinary workforce development and hot meal program for at-risk adults in Portland, OR. Outside of her work at the market, Kelsey teaches yoga at a local studio and enjoys cooking, traveling, and hiking with her husband, and two dogs. Contact: k.allan@vancouverfarmersmarket.com



## **Chelsea Anderson, Finnrivier Farm & Cidery**

Some of Chelsea's earliest memories are going to roadside berry stands and farmers markets with her family growing up. Moving to Seattle in 2005 only increased her passion for local food and supporting farmers. Working for Finnrivier Farm and Cidery finally allowed her to go behind the scenes at markets and start working as a vendor at markets all across the region starting in 2017. She loves to hike, kayak, cook and garden. Her favorite farmers market food is English peas and fava beans. Chelsea is also a WSFMA board member! Contact: anderson.chelsea0@gmail.com



## **Jocelyn Campbell, Alchemilla Services LLC**

Jocelyn has more than 30 years of bookkeeping and accounting experience, with many of those years using QuickBooks. Prior to putting out her own shingle, Jocelyn was the accounting manager for an urban village designed community; and later, that division's database administrator. In 2008, Jocelyn began providing bookkeeping and accounting services to local small businesses as a sole proprietor which she then upgraded to Alchemilla Services LLC in 2022. Currently, Jocelyn and her team provide bookkeeping, payroll, consulting, and training to around 40 very small businesses, nonprofits, and local small farms, and food businesses. Contact: joce@jocelyncampbell.com



## **Elizabeth Clark, Enumclaw Plateau Farmers Market**

Liz Clark founded the Enumclaw Plateau Farmers Market nonprofit in 2018 with other passionate farmers and community members in southeast King County. Liz has managed the market on a volunteer basis since opening day on June 5, 2019. The market obtained its SNAP-approved status in 2022, and since 2023 the market has been able to secure funding from the City of Enumclaw to support City Match for SNAP customers that live inside the city limits. Contact: enumclawplateaufarmersmarket@gmail.com



## **Damien Davis, Pasco Farmers Market**

Damien Davis has been involved in food systems and hospitality for over 30 years, primarily in the restaurant world and, as of 2017, farmers markets. As the Market Manager at the Pasco Farmers Market, he led one of the first SNAP EBT pilot projects in the US with the WA Department of Health in 2023. He also operates a consulting company with projects that include operating a 10,000 square foot commercial kitchen and helping to bring a food co-op to Richland. Damien balances his food world experience with a master's degree in education, a passion for food system sustainability and is excited to kick off another season bringing fresh, local food to the people of Washington state. Contact: davisconsulting@509prime.com or



## **Holly Erickson, Jefferson County Farmers Markets**

Holly Erickson serves as marketing coordinator for Jefferson County Farmers Markets, promoting the organization's markets, programs, and vendor businesses. She sees her role as a storyteller, connecting the community with the unique stories behind Jefferson County's farms, small business owners, and food systems. At her farmers markets, Holly has increased community engagement through creative social media campaigns, contests, and monthly vendor profile stories. Outside of her work, she enjoys exploring the natural beauty of the Olympic Peninsula and bringing friends together over a home-cooked meal. Contact: holly@jcfmarkets.org



## **Katherine Flores, WIC FMNP at the WA State Department of Health**

Katherine D. Flores has been the WIC Farmers Market Nutrition Program Lead for Washington State for over 10 years at the Department of Health. She has worked at WSU on Nutrition projects and with Hispanic growers in Washington, Idaho and with the WSDA on projects to support risk management. She is the Past President of the National Association of Farmers Market Nutrition Programs Board. She is from Guatemala City and lives in Tumwater with her husband and mom and is a mother of two college-aged kids that keep her motivated and give her strength. Contact: Katherine.Flores@doh.wa.gov



# SPEAKERS



## **Kelli Diann Gordon, Issaquah Farmers Market**

Kelli Diann has worked at various Washington farmers markets and has been in charge of the Issaquah Farmers Market for the City of Issaquah since 2022. She grew up on a cattle and tobacco farm in Appalachia, on the state line of Virginia and West Virginia. Farmers markets have been ever present in her life, from attending with her Granddad to working for vendors. She and her wife enjoy tending their urban garden with their dog. Helping small businesses succeed is what lights her up! Seeing Washington farms, farmers, and their families grow and thrive is what motivates her in work and service. Kelli Diann has served as a member of the WSFMA board of directors since 2024.

Contact: [kellidiann@issaquahwa.gov](mailto:kellidiann@issaquahwa.gov)



## **Lindsay Irion, Public Health - Seattle & King County**

As the Nutrition Consultant II at Public Health - Seattle & King County, Lindsay champions new approaches to support WIC Staff, modern ways to connect with participants, and collaboration with partners in the community. Lindsay has worked in WIC and Community Nutrition for 16 years; this is her third year as the lead for the WIC FMNP project in King County. Through innovative and data-based strategies, Lindsay has led her agency to increase WIC participant engagement at local farmers markets and to improve WIC FMNP redemption. Contact: [Lindsay.irion@kingcounty.gov](mailto:Lindsay.irion@kingcounty.gov)



## **Matt Kelly, Queen Anne Farmers Market**

Matt has been the Executive Director of the Queen Anne Farmers Market for 6 years and is currently a WSFMA Board Member. Matt's passion is bringing people together and local food is the best way he knows how! Matt loves cherry season at the market. "There's nothing like sunny Seattle days with a big bag of Rainier cherries!" He has worked in Seattle farmers markets for a decade, with a business operations, systems background, and emphasis on servant leadership he brings valuable perspective to market conversations. Matt is active in his local Chamber of Commerce, freelances in event production, and is co-owner of The Kite Cafe at Golden Gardens in Seattle.

Contact: [Director@qafm.org](mailto:Director@qafm.org)



## **Jeremy Kindlund, Sedro Wooley Farmers Market**

Jeremy Kindlund is a dedicated community advocate with extensive experience in the farmers market scene. He spent years as a vendor at various markets gaining firsthand insight into the industry. Since 2012, he has served as the Manager of the Sedro-Woolley Farmers Market. In the past, Jeremy has served as a board member for the WSFMA and he became the Founding President of the Skagit Valley Farmers Market Coalition in 2014, playing a key role in supporting local markets and farmers. Contact: [sedrowoolleyfarmersmarket@gmail.com](mailto:sedrowoolleyfarmersmarket@gmail.com)



## **Keren LaCourse, Food Safety Program at WA State Department of Agriculture**

Keren is the NW Regional Manager for the WSDA's Food Safety Program. She joined the WSDA in 1998, after relocating to the Seattle area from New York. She earned a degree from the State University of New York at Cortland in Health-Science and worked as a field inspector with the NYS Department of Agriculture and Markets for 12 years, inspecting both retail grocery as well as commercial manufacturing. As the NW Regional Manager, Keren has a staff of 9 that works on everything related to food, dairy, Cottage Foods, Cannabis Infused Edibles, and eggs. Keren has been involved with the oversight of Cottage Foods since its inception in 2012.

Contact: [klacourse@agr.wa.gov](mailto:klacourse@agr.wa.gov) or [cottagefoods@agr.wa.gov](mailto:cottagefoods@agr.wa.gov)



## **Rebeccah Landerholm, Poulsbo Farmers Market**

Rebeccah Landerholm has worked with nonprofits for 12 years, including five years with the Poulsbo Farmers Market. She is an empathetic advocate for food access programs and sustainability. Working with farmers markets allows her to use her writing degree and permaculture certificate to connect with her community through storytelling and education. Outside of the market, most of Rebeccah's time is spent with her 3 kids (10-year-old + 5-year-old twins). She loves cooking/eating Japanese food, gardening, and writing creatively. Contact: [rebeccah@poulsbofarmersmarket.org](mailto:rebeccah@poulsbofarmersmarket.org)



## **Claire Lane, Anti-Hunger & Nutrition Coalition**

Claire Lane is the Director of the statewide Anti-Hunger & Nutrition Coalition and has over 25 years of nonprofit and social justice experience in Washington State. She has worked on hunger and poverty issues since 2007, focusing on state and federal policy and advocacy. Claire helped create the Plan to End Childhood Hunger in Washington, is a member of the Western Region Anti-Hunger Consortium and Washington's Food Policy Forum - and she's a longtime ally of WSFMA and its member farmers markets. Claire has a master's degree in Public Administration from the University of Washington. Contact: [Claire.Lane2@gmail.com](mailto:Claire.Lane2@gmail.com)



# SPEAKERS



## **Dan Mason, Food Safety Program at the WA State Department of Agriculture**

Dan started with WSDA Food Safety in 2012 after working in Quality Control at the Safeway Milk Plant in Bellevue, WA. "I know what it's like to be inspected!" Dan started inspecting for WSDA in King County and then moved to inspecting large food facilities throughout the state. As the Training and Technical Projects Coordinator, Dan currently works with 28 WSDA inspectors to train them to inspect Cottage Foods, Food Processors, Preventive Controls, Food Storage Warehouses, Cannabis Infused Edibles, Eggs, Custom Meat & Slaughter, Dairy Farms, Dairy Plants, Raw Milk, and more. Dan lives in Issaquah with his wife, three teenage daughters, and son. Contact: DMason@agr.wa.gov or foodsafety@agr.wa.gov



## **Amanda Milholland, Jefferson County Farmers Markets**

Amanda Milholland is the Executive Director of the Jefferson County Farmers Markets which runs the Port Townsend and Chimacum Farmers Markets. She has been involved with the local food system in various capacities: hands in the dirt, supporting the growth of farmers markets as a regional lead and farmers market director, building partnerships with nonprofit organizations and businesses connected to food and land conservation, and working in grocery retail. Over the last 8.5 years, Amanda has supported the Jefferson County Farmers Markets in building their food access program, business development opportunities for vendors, and fostering organization stability and growth. Contact: Info@JCFMarkets.org



## **Cali Osborne, Cascade Community Markets**

Originally from Austin, Cali received her BA at the University of Washington School of Public Health in Seattle and settled in Leavenworth. There, she took up seasonal work in agriculture, including organic farming and gleaning. A passion for food quickly brought her to the local farmers market board of directors, eventually transitioning to Executive Director for the new dual market organization, Cascade Community Markets, in 2020. As an Executive Director, Cali connects her many professional interests: community health, sustainability, good food, farming, and event planning. Outside work, Cali spends most of her time gardening, cooking, river-surfing, and scheming travel adventures. Contact: Cali@cascademarkets.org



## **Pam Saito, Sammamish Farmers Market and Five Hooks Seafood Food Truck**

Pam Saito is the Sammamish Farmers Market manager and owner of the Five Hooks Seafood food truck. Her truck has participated in hundreds of farmers market days as a food truck vendor as well as a set-up food booth. With over a decade of experience as a business owner in the restaurant and food truck industry she brings a wealth of knowledge not only as a vendor but as a market manager too. She loves spending time with family and her 3 dogs as well as flying several times a year to Chicago to visit her daughter and son-in-law and to LA to visit her sisters and friends. Contact: saitop12@gmail.com



## **April Sims, Poulsbo Farmers Market**

Following nine years of residing in Seattle, April relocated to Kitsap County in early summer of 2018. After a year of trying to maintain life on the east side of the Puget Sound while living a ferry ride away, she finally decided to dig into life in Kitsap, but had no idea how to do that until she visited the Poulsbo Farmers Market on a momentous Memorial Day weekend in 2019. They was looking for a market assistant, and April was looking to find a community in Kitsap. Since then, she has served as Market Assistant (2019), Market Manager (2020-2023), Market Co-Manager (2024), and Manager-At-Large (2025). Utilizing 28+ years of experience in the independent music business, April strives to foster the continued growth of the Poulsbo Farmers Market with a focus on community for vendors and patrons alike as well as support for local farmers and independent entrepreneurs. Contact: april@poulsbofarmersmarket.org



## **Laura Skelton, Valtas Group**

Laura Skelton has served the nonprofit sector for the past 18 years as an Executive Director, Program Director, Board member, and consultant. She is currently a Senior Consultant for the Valtas Group, serving primarily as an Interim Executive Director for organizations navigating transitions. She has led several organizations focused on food systems, including a food bank and an organization that harvests and distributes fruit throughout Seattle. Laura has a master's degree in ecology and studied natural systems agriculture at The Land Institute in Salina, Kansas. Contact: Laura@valtasgroup.com



## **Amanda Weyrauch, SNAP Market Match at the WA State Department of Health**

Committed to addressing food insecurity, Amanda works in the Fruit and Vegetable Incentives Program at the WA Department of Health and is the Farmers Market Specialist responsible for the SNAP Market Match Program. Born and raised in the Pacific NW, you'll most often find Amanda playing outside in the garden, exploring parks, and bopping around farmers markets. Contact: amanda.weyrauch@doh.wa.gov

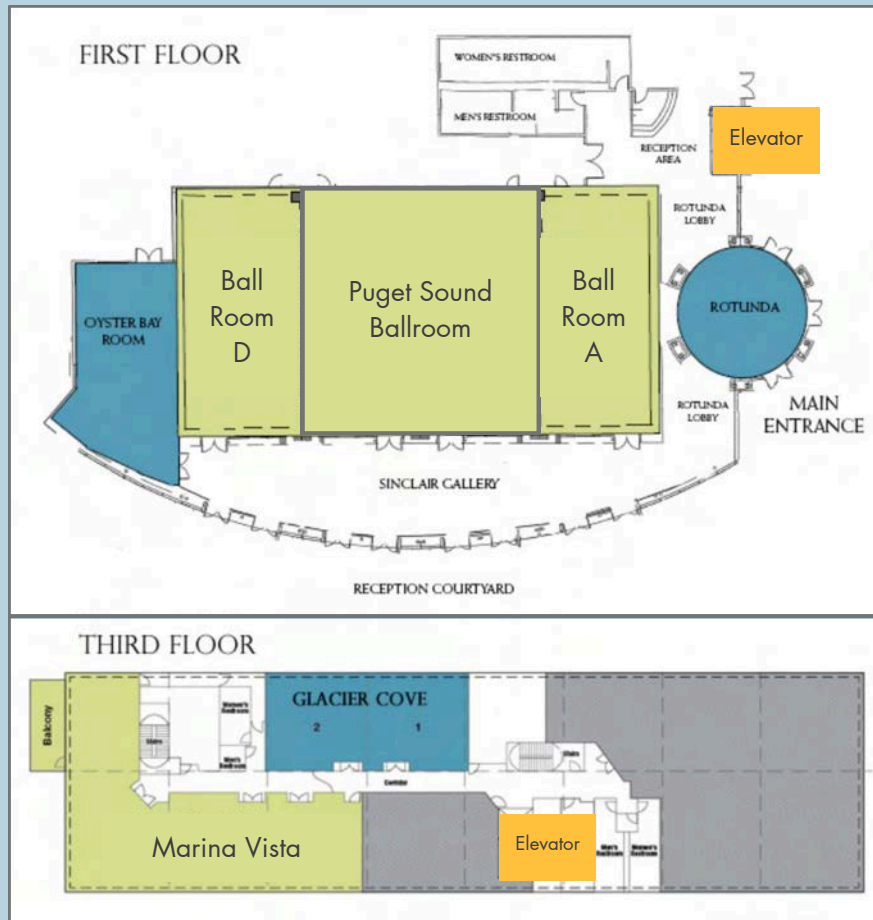
# WSFMA CONFERENCE BINGO

To tick a box, meet a fellow conference attendee who claims that fact, learn their name, and write it in the blank.

To get BINGO, you must tick 5 boxes in a row, in any direction. BLACKOUT means ticking all the boxes.

Got a BLACKOUT? Visit the Registration Desk to claim your prize!

_____ is at their first WSFMA Conference!	_____ received a "Letter to Future Self" in 2024	_____ knows if Japanese Beetles are good or bad	_____ is a member of the Farm Bureau	_____ has participated in "Hunger Action Day" in Oly
_____ farmers market has a good relationship with City	_____ has applied for State of WA Tourism grant	_____ is a 2025 Conference Sponsor <b>Thank You!</b>	_____ has visited the "Info Booth" hosted by Port Orchard FM	_____ brought (or bought!) an item for the Silent Auction
_____ knows what USDA FSA and NRCS stand for	_____ is a Trade Show Exhibitor	_____ can claim 5 or more of these facts!	_____ is visiting Bremerton for the first time!	_____ is a first year market manager
_____ is with a brand new farmers market	_____ attended a WSDA Organic Program Office Hour	_____ is a speaker at this year's Conference	_____ has a Cottage Food Permit or Processor License	_____ just got a new marketing idea to use in 2025
_____ is excited about refreshing their Manager Binder	_____ will/did attend WSFMA Annual Meeting	_____ has attended WSFMA's Boot Camp	_____ has pre-planned a day off during the 2025 season	_____ is serving on Farmers Market or WSFMA Board



## WiFi

First Floor Network: **KitsapConfCtr**  
First Floor Password: **KitsapCon**

Third Floor Network: **KCC Secure Guest**  
Third Floor Password: **kccguest2023**

## Seattle-Bremerton DOT Ferry Schedule

Leaving Seattle: 7:35am, 10:00am, 12:20pm, 2:50pm, 5:30pm, 7:50pm, 10:30pm

Leaving Bremerton: 6:20am, 8:45am, 11:10am, 1:30pm, 4:15pm, 6:40pm, 9:00pm

Thank you for joining our conference this year.  
We wish you all safe travels and  
a wonderful farmers market season!



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION