



FARMERS MARKET BOOT CAMP

2025 State Partners



Alaska Farmers Markets Association
Idaho Farmers Market Association
Ohio Farmers Market Network
Oregon Farmers Markets Association
Utah Farmers Market Network
Washington State Farmers Market Association

info@alaskafarmersmarkets.org
info@IdahoFMA.org
hello@ohiofarmersmarketnetwork.org
info@oregonfarmersmarkets.org
info@utahfarmersmarketnetwork.org
info@wafarmersmarkets.org

FARMERS MARKET BOOT CAMP

2025 State Partners



March 13 Big Picture & Panel

March 18 Market Boards
3:00-5:00 pm Pacific

March 20 Market Operations

Plus your State Day
Mar 27 or
Apr 2 - Alaska

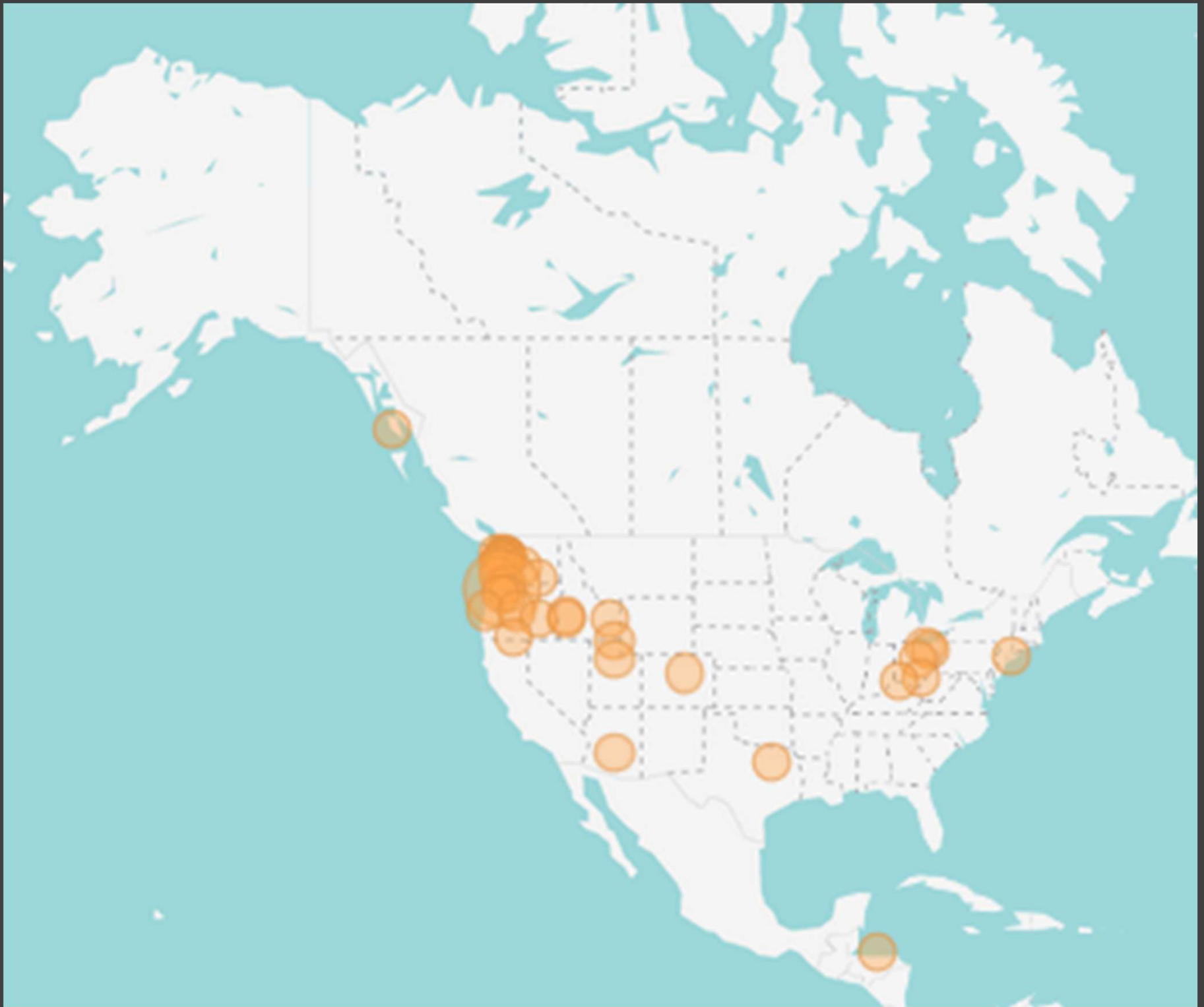


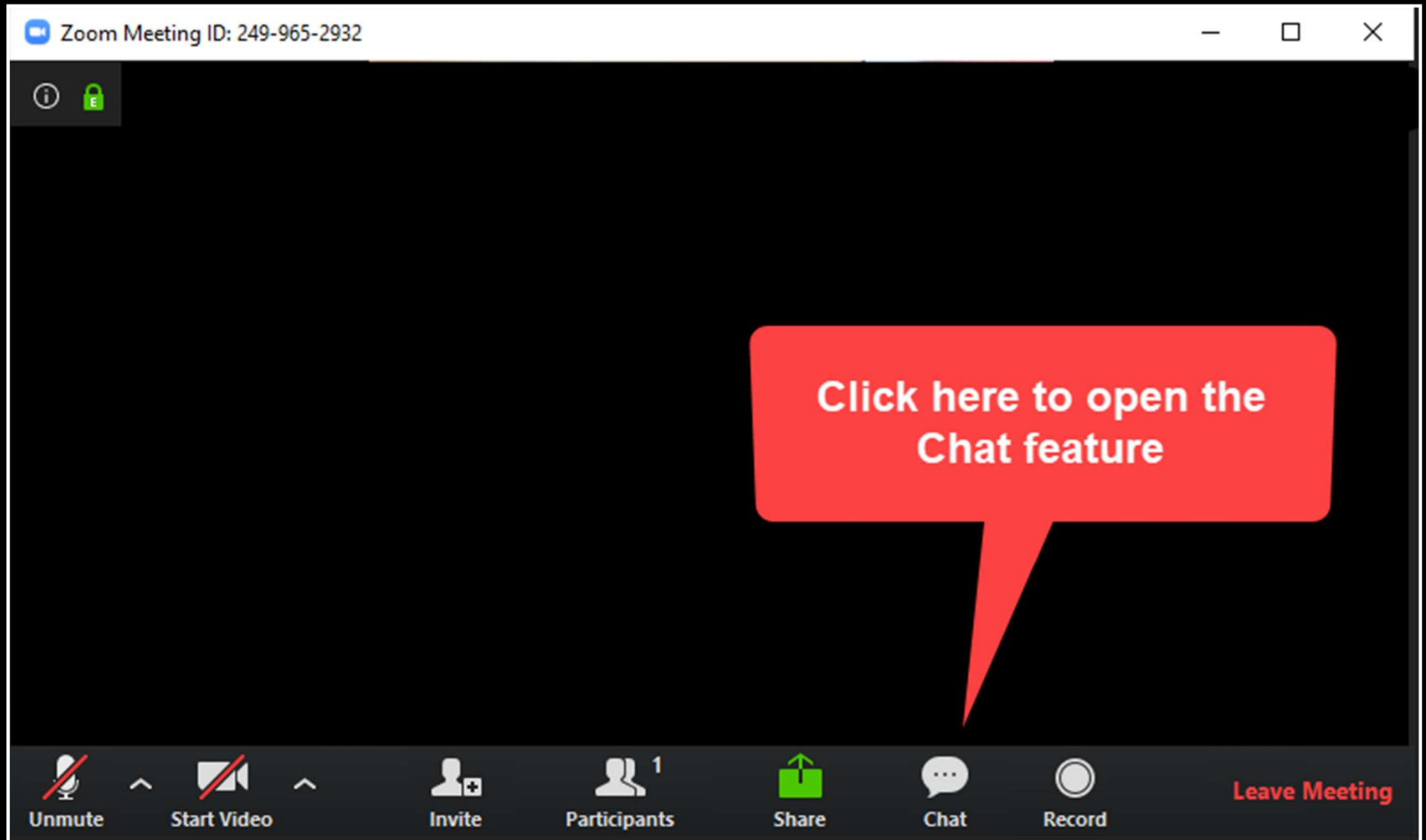
We will take a 15 minute at 10:55 am (Pacific Time).

2025 Boot Camp “State Day”

Alaska Farmers Market Association	Wed, April 2	10:00 am-1:00 pm (Alaska)
Idaho Farmers Market Association	Thurs, Mar. 27	7:00 pm-9:00 pm (Mountain)
Ohio Farmers Market Network	Fri, Mar. 7	Was in person!
Oregon Farmers Market Association	Thurs, Mar. 27	9:00 am-12:00 pm (Pacific)
Utah Farmers Market Network	Thurs, Mar. 27	10:00 am-1:00 pm (Mountain)
Washington State Farmers Market Association	Thurs, Mar. 27	9:00 am-12:00 pm (Pacific)

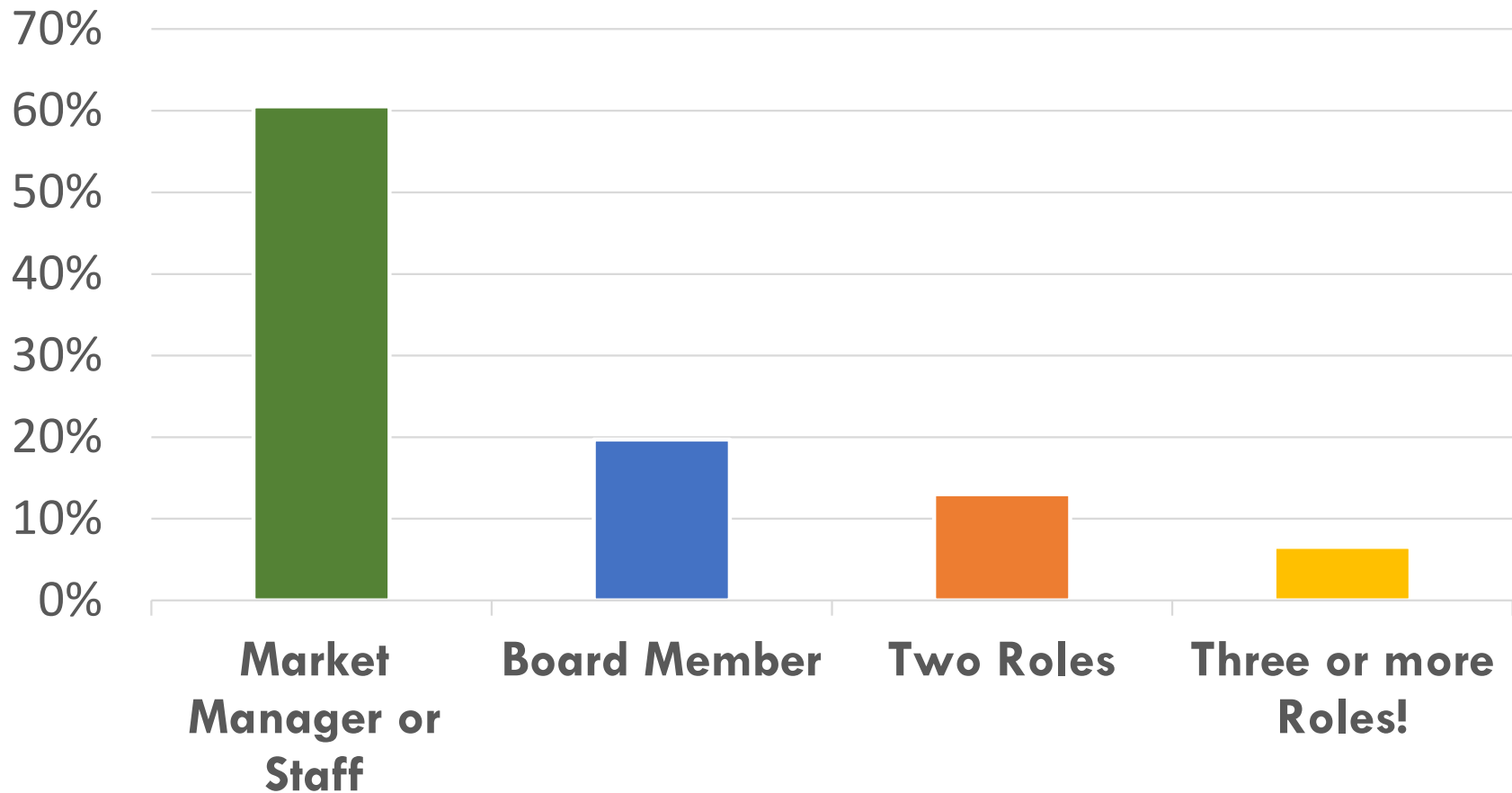




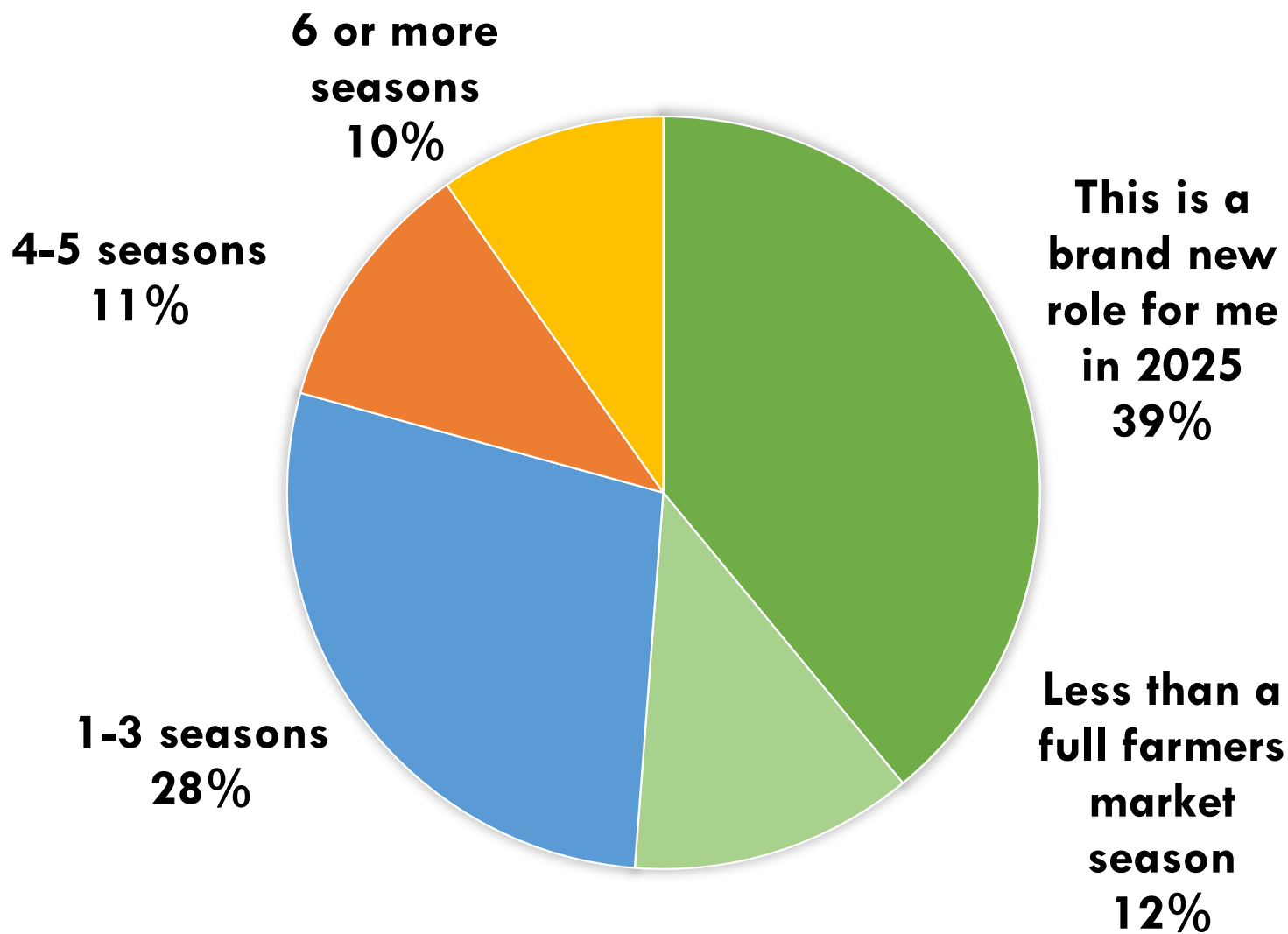


Joining the Conversation

Who's in the Room? Farmers Market Roles



Who's in the Room? Farmers Market Seasons



Hello!





Farmers Market Day

1. Physical Site & Layout
2. Vendor & Product Mix
3. Market Flow



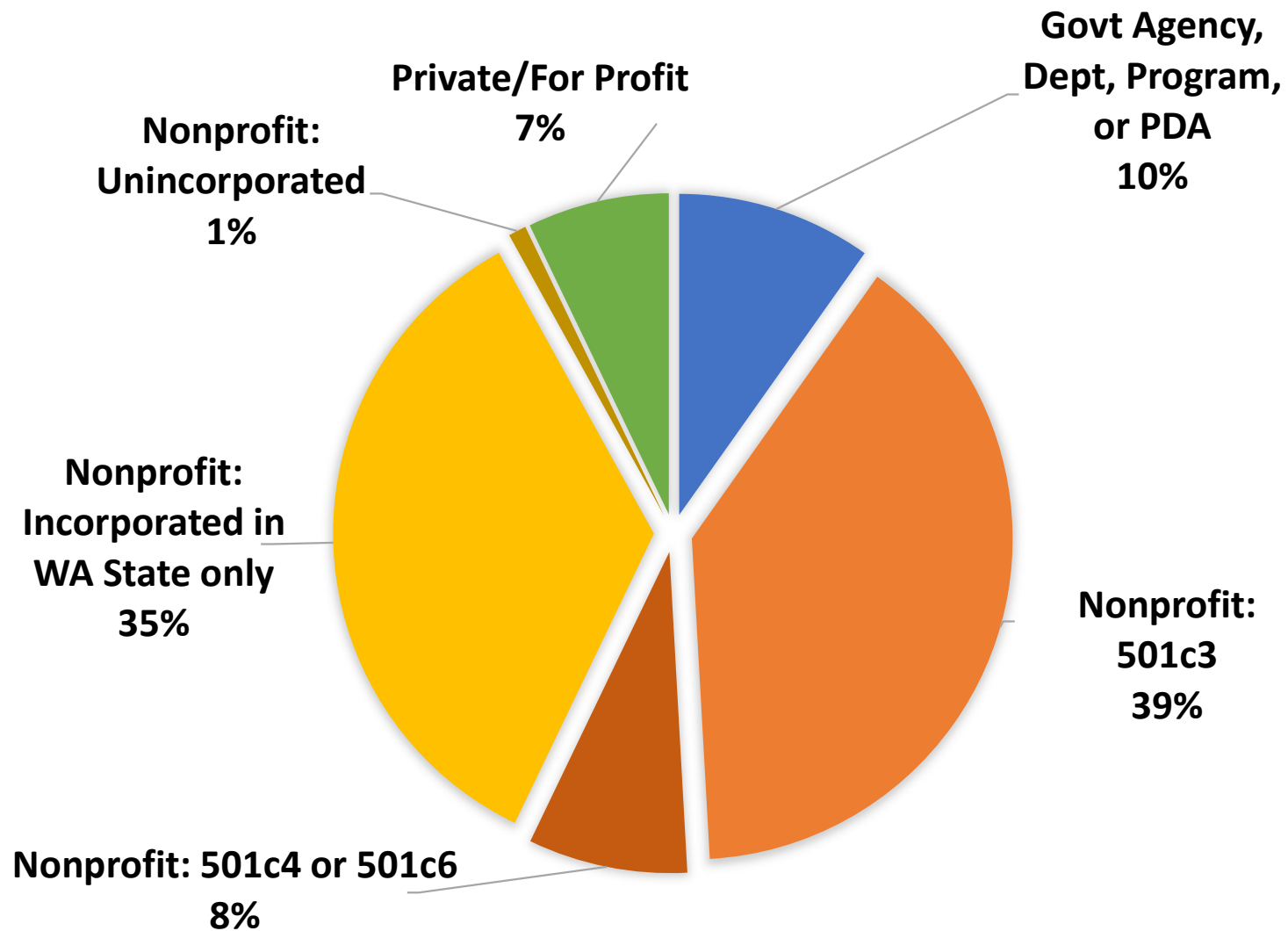
Farmers Market Organization

1. Planning & Stewardship
2. Following “Rules of the Road”
3. Supporting Market Manager



What is a
Farmers Market?

There are many types of Farmers Market Organizations





EATING HEALTHY

FIGHTING HUNGER

CULTIVATING COMMUNITY

ENERGIZING NEIGHBORHOODS

PRESERVING FARMLAND

INCUBATING BUSINESSES

SUPPORTING FARMS



There are many types of Farmers Market Managers & Board Members



What Farmers Markets have in Common



Leavenworth Community Farmers Market



Farmers Market:
has farmers
who meet in a
physical location
to sell directly to
shoppers.



FARMER

PROCESSOR

RESELLER

CRAFTERS

PREPARED FOODS

Farmers Market Shoppers



Criteria farmers use to select specific farmers markets



CONNECTION



Alm Hill Gardens at Ballard Farmer's Market

TRUST



Welcome Table Farm at the Walla Walla Downtown Farmers Market

COMMUNITY



Rose and David at the Bellevue Farmers Market.

Who's Your Market Community?



Farmers Market Manager & Board Member Panel



Lindsay Gilliam

Carnation Farmers Market



Kelli Diann Gordon

Issaquah Farmers Market



Jordan Boldt

Vancouver Farmers Market



KC Pearson

Port Orchard Farmers Market



Ann Pistacchi-Peck

Bend Farmers Market

B R E A K!

Back in 15 minutes!

Break Out Rooms:

-     *Panelist of choice*
 -  *Quiet space*
 -  *Connect and chat*
 -  *Tech support*
-



SOS

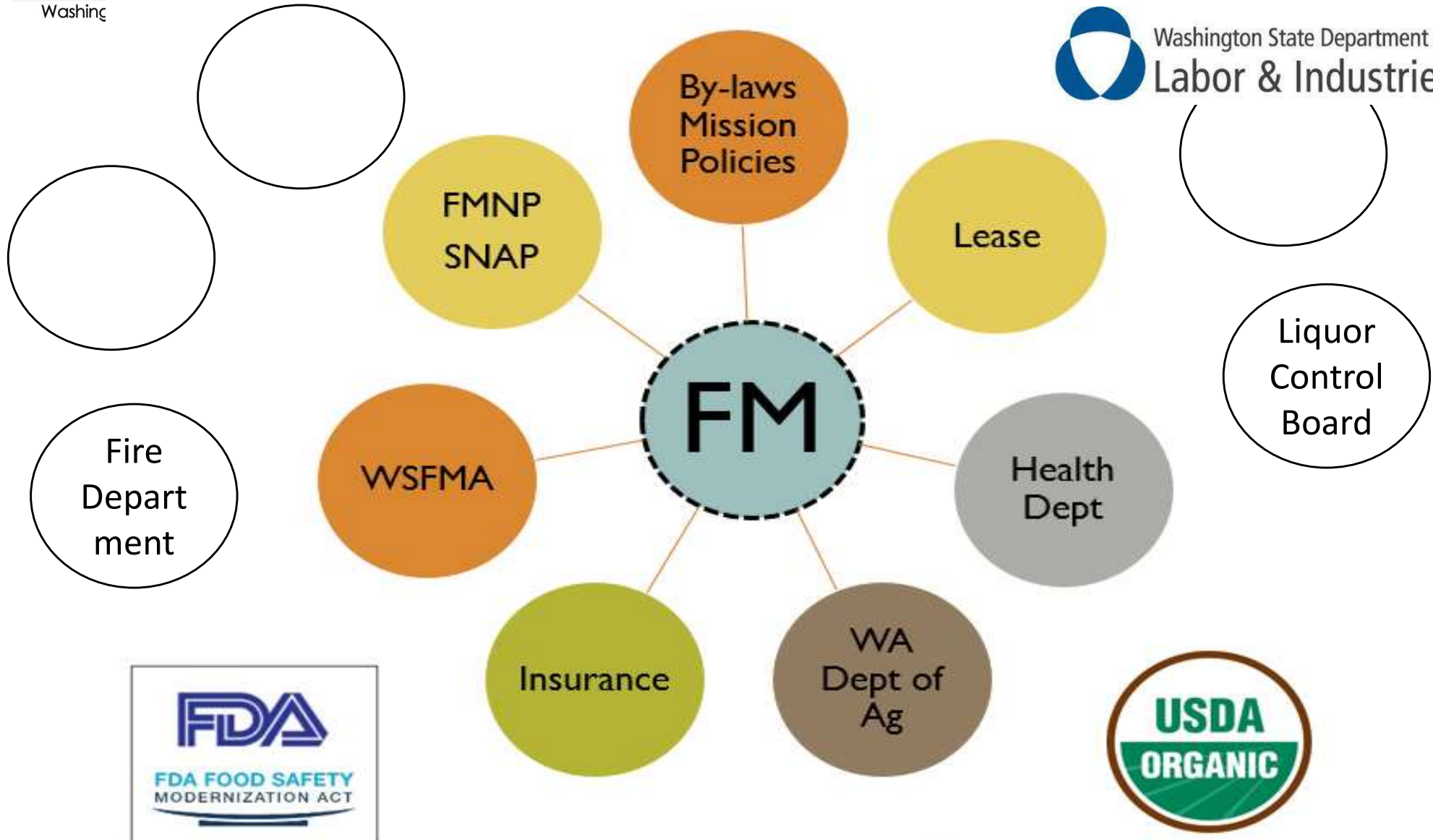
“Rules of the Road”

Office of the Secretary of State

Washing



Washington State Department of Labor & Industries



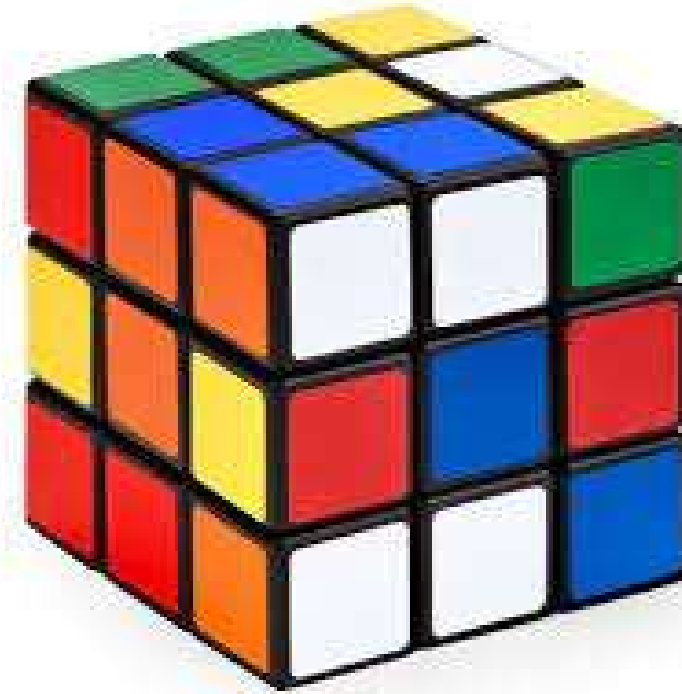
Washington State
Liquor and Cannabis Board



CAMPBELL RISK MANAGEMENT

Free
Cost \$\$\$

Local
County
State
National



Market Site
Vendors
Programs
Organization

Required
Voluntary
Good Business Practice

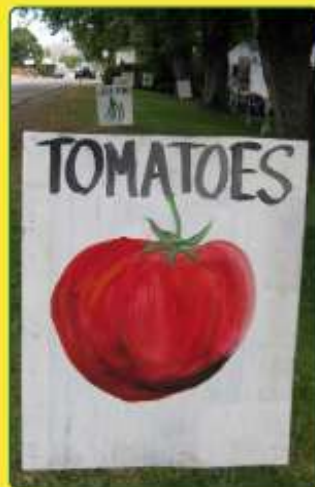
National

Regulation	Who?	FM Responsibility
USDA Meat Processing	Vendor	Ask/check if processed in USDA inspected facility
USDA Organic Claims	Vendor	Ask/check is making organic claims; monitor signage
HHS FDA Food Safety Modernization Act (FSMA)	Vendor	Learn about signage requirements at POS
Food & Drug Administration	Vendor	Monitor products allowed



Guide to Fresh Produce Signage Standards and Organic Integrity at Farmers Markets

FIRST EDITION 2021



National with States

Regulation	Who?	FM Responsibility
USDA FNS SNAP	Shoppers Market Vendors	Authorized SNAP Retailer
SUN Bucks/Summer EBT		Authorized SNAP Retailer
USDA FNS WIC		Authorized FMNP w state
USDA FNS WIC & Senior FMNP		Authorized FMNP w state
USDA NIFA GusNIP		Annual contract w state



National

Regulation	Who?	FM Responsibility
501c status	Market	IRS determination
File with IRS	Market	Annual Form 990
Payroll taxes, if employees	Market	Pay/Report

State

Regulation	Who?	FM Responsibility
Incorporation	Market	Incorporate w state
Dept of Revenue	Market	Annual B & O / Excise
Secretary of State	Market	Annual Report
Payroll taxes, if employees	Market	Pay /Report
W9/1099, if contractors	Market	Report Payments

Financial Calendar		Quarter
		Month
FY	Fiscal Year (FY)	
	Federal Fiscal Year (FFY)	
Annual Filings	City of Seattle Business License (\$65)	
	City of Seattle B&O (\$0)	
	WA Sec of State Annual Report (\$20)	
	WA Sec of State Charitable Organization Registration (\$80)	
	Dept of Commerce Annual Services Report (\$0)	
	DOR Business & Occupation/Excise Tax (\$\$\$\$)	
	Form 990 due to IRS	
	General Liability insurance (\$577); 04/01	
	Directors & Officers insurance (\$716); 04/01	
	Renew SAM (for federal funding)	
Planning	Annual Budget	
	Finance Committee Meetings	
	Fundraising	
	Specific reminders	
Monthly	Invoices and Accounts Payable	
	Financial Reports	
	Monthly P&L, Balance Sheet included in BOD packet	
	Timesheets	
	Payroll	
	B&O Taxes (annual or quarterly?)	



Farmers Market Legal Toolkit

Legal resources for building resilient and accessible markets.

Pick a Business Structure

Full Color 📄 | Printer Friendly 🖨️

Implement SNAP/EBT

Full Color 📄 | Printer Friendly 🖨️

Manage Risks

Full Color 📄 | Printer Friendly 🖨️

Additional Resources

Legacy Binder Components

A collection of files and documents, both current and historical, about the farmers market.

Full Color 📄 | Printer Friendly 🖨️

Insurance & Liability FAQs

Find answers to questions about insurance and liability for markets during COVID or other public health crises.

Full Color 📄 | Printer Friendly 🖨️

Employment Classification for Farmers Market Managers

Should farmers market staff be classified as employees or independent contractors? This resource provides an overview of why

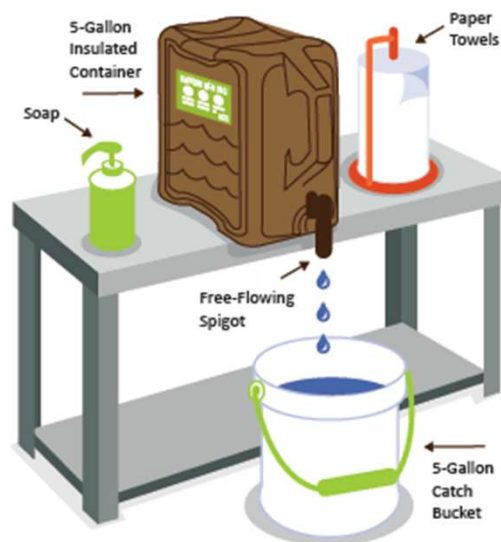
Food Safety

Regulation	Who?	FM Responsibility
State Retail Food Code	Vendors, by product Markets	Communicate requirements in rules/apps, monitor in market, enforce, and Pay permits
County Health Jurisdiction		
State Dept of Agriculture		

- “Community recognized events” = Farmers Market
- “Event Organizer” = Market Manager
- “Temporary Food Establishments” = Prepared Food
- “Time/Temperature Control for Safety Foods” (Potentially Hazardous Foods)
- Sampling

Booth Setup Requirements

- Overhead Cover**
All equipment, food, condiments and single service items must be under overhead cover.
- Ground Cover**
Required if setup is on grass, gravel or dirt
- Hand Washing Station (diagram at right)**
 - Warm water, soap and paper towels
 - 5-gallon catch bucket
 - 5-gallon (minimum) insulated container of warm water with a free-flowing spigot
 - Sign or poster that notifies food employees to wash their hands
 - Additional hand washing setup(s) may be required when handling raw meats or with large and complex operations.
- Sneeze Guards**
Required if any food preparation or storage is on the front counter, or in other areas exposed to the public.



Booth Supply Requirements

- Approved Sanitizing Solution**
Quat or bleach are most common
- Test Strips for Sanitizer Solution**
- Digital Thin Probe Thermometer**
For measuring internal temperature of thin foods
- Gloves or Other Barriers**
To prevent bare-hand contact with ready-to-eat foods
- Water**
All water used in the establishment must be potable and from an approved public source. Hoses used to transport potable water must be food grade (no garden hoses). Gray water must be dumped in an approved waste disposal. Do not dump into storm drains, toilets or on the ground.
- Ice**
Approved source, commercially made

Food Safety Considerations

Time/Temperature Control for Safety (TCS) Foods (Previously Potentially Hazardous Foods (PHFs))

- Cold Holding**
Must be cold held at 41°F or less. Commercial-grade, NSF-approved, mechanical refrigeration is required for storing TCS foods at events of two or more days, unless otherwise approved.
- Hot Holding**
Must be hot held at 135°F or above. Foods cannot be unattended during cooking or hot holding.
- Cooling**
Not allowed at a temporary food event.
- WA State Food Worker Card**
The person in charge must have a valid Washington state food worker card available for inspection and must be present at all times during the event.
- In-Use Utensils**
Store in ice water at 41°F or less, in hot water 135°F or above, or in the food product with the handle out. They may also be stored on a clean surface if they are washed, rinsed and sanitized at least once every 4 hours.

Todos los alimentos
y equipos deben estar
bajo techo

Booth Set Up

Pudiera requerirse
material ignífugo
(parte superior y laterales
de la carpa)

Para más información,
póngase en contacto
con los bomberos.

Las paredes laterales
son necesarias durante
las inclemencias
del tiempo

Tanque de
propano
(debe estar fuera
de la tienda)

Póngase en contacto
con los bomberos para
obtener información
sobre las distancias.

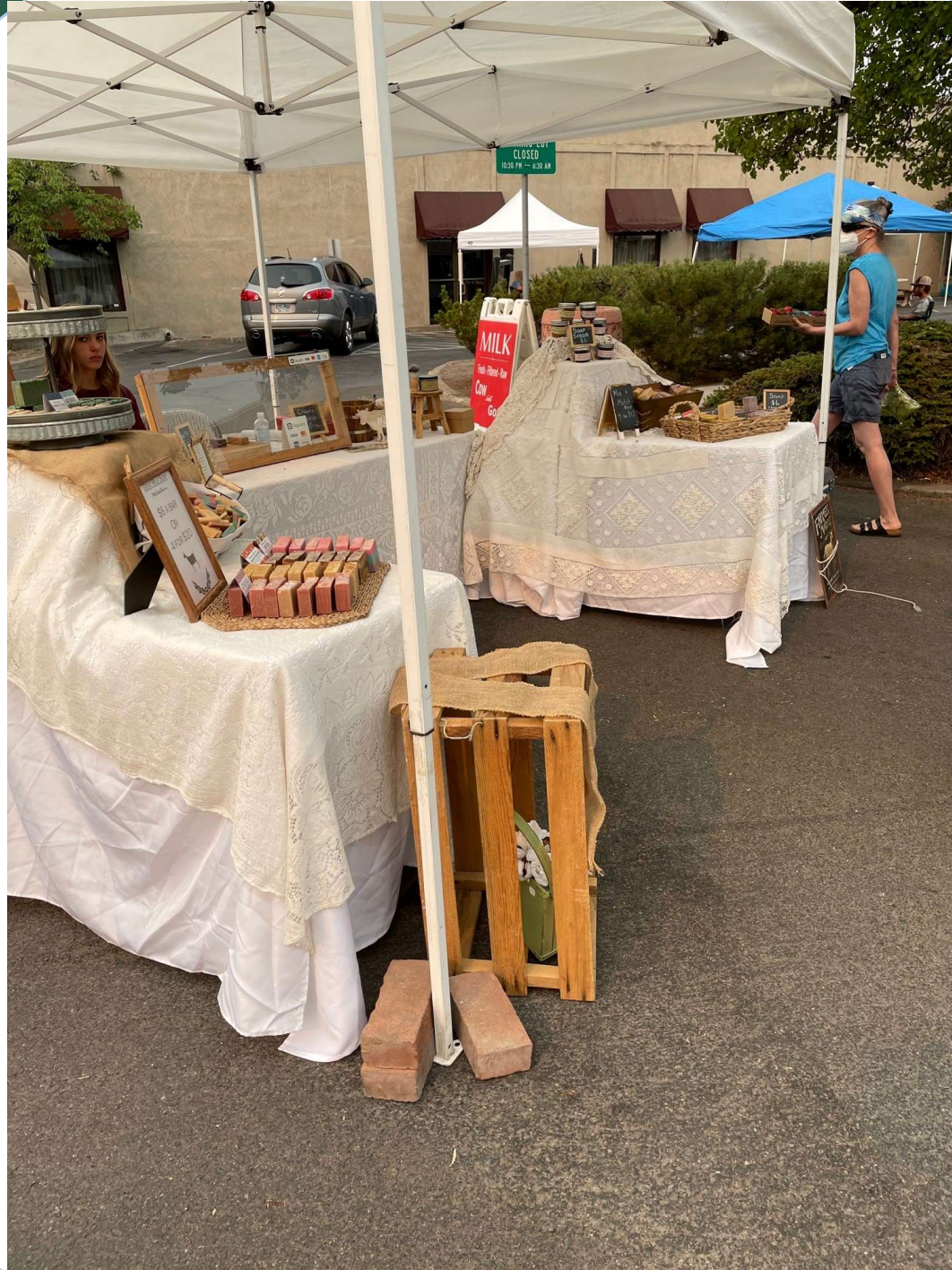
Si el puesto se instala sobre hierba o tierra, se requiere una cobertura sobre el suelo

Tent Weights

Weights and canopy tie-downs should be *safely* secured -- “safely,” meaning that the method used to secure the canopy does not create its own safety hazards:

- Weights should not cause a tripping hazard
- Weights should be tethered with lines that are clearly visible
- Weights should have soft edges to avoid causing cuts and scrapes
- Weights should be securely attached
- Weights should be on the ground (NOT above people’s heads)

Sufficiently weighted canopies will have at least 24 pounds per leg. One canopy manufacturer recommends at least 40 pounds on each corner of a 10x10 tent; double that on a 10x20 tent. 50 pounds should be used for umbrellas. Weights for signs will vary depending on the size of sign.





CITY OF
ISSAQUAH
WASHINGTON

INFORMATION BOOTH

LOVE THE BARN? SO DO WE!

JOIN OUR TEAM

The City of Issaquah has exciting opportunities to join our small and dynamic Farmers Market and Events team. Apply today!

- Take Part in Farmers Market Saturdays
- Assist with Meetings and Celebrations
- Support Corporate Events



Learn More: issaquahwa.gov/BarnJobs

HAND
SANITIZER

ATM IN
LOBBY



MARKET MAP

Vendor Scales

- Registration
- Certification
- Accuracy



WASHINGTON STATE DEPARTMENT OF AGRICULTURE

Vendor Scales at Farmers Markets

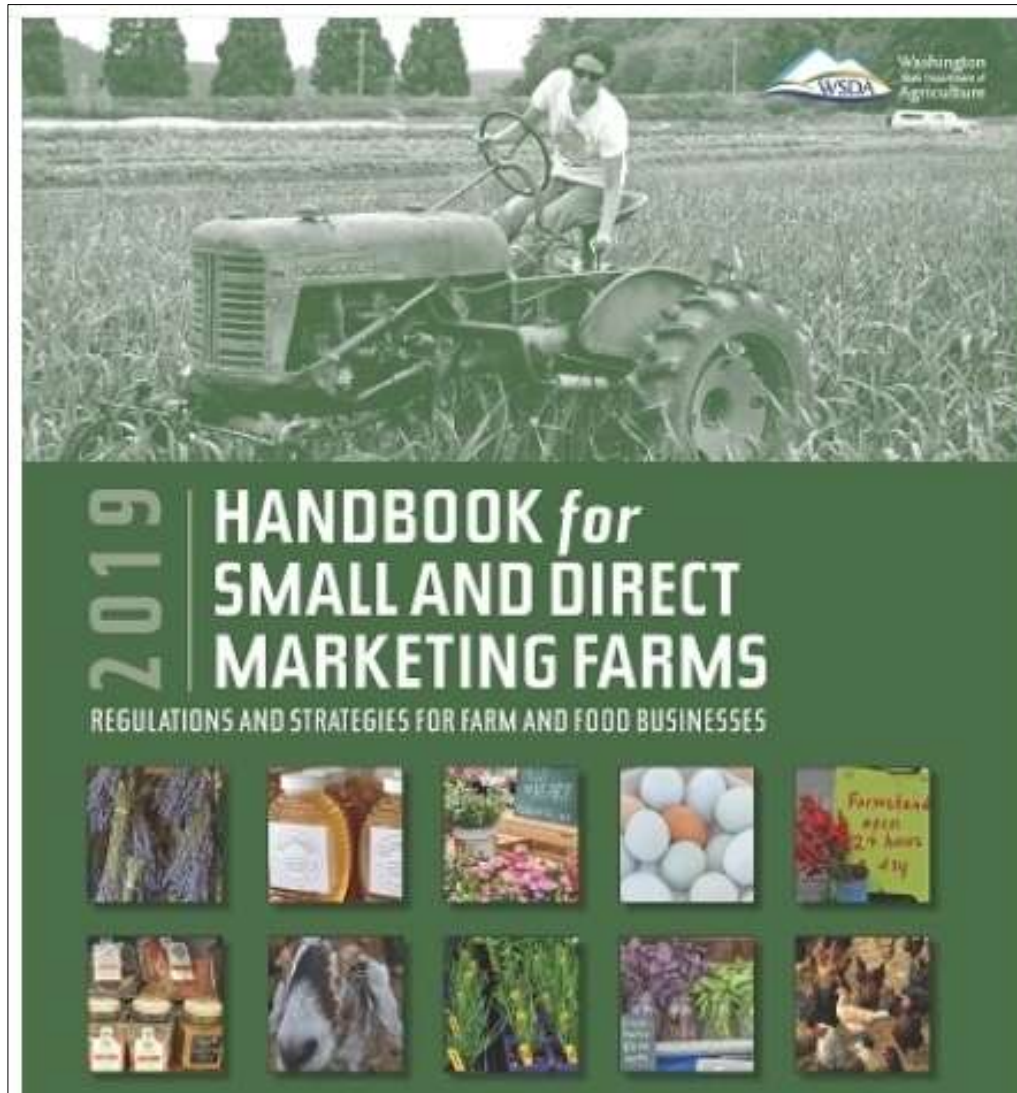
Vendor and manager responsibilities
and what to expect from a weights
and measures inspector



Washington
State Department of
Agriculture

PLANT PROTECTION DIVISION
Weights and Measures Program

Vendor Licenses & Permits



Local

Regulation	Who?	FM Responsibility
Landlord	Market	Permits, Terms
Fire Department	Market	Permit, Codes Fire land Fire extinguishers (K) Prepared Foods
Volunteer Log	Market	Track volunteers



National with Local Nuance

Regulation	Who?	FM Responsibility
Free Speech	Anyone in market	Know rules and have plan in place
Music Licenses	Market Buskers	Know rules Know if have license



Insurance

ACORD **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YYYY)
10/21/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER: Pro Insur Inc dba Campbell Risk Management 9595 Whitley Drive, Suite 204 Indianapolis, IN 46240 Lamy Spilker Ext 203	CONTACT NAME: Lamy Spilker ext 203 PHONE (A/C, Ext): 317-248-9076 FAX (A/C, Ext): 317-248-9093 E-MAIL Address: lspilker@campbellrisk.com INSURER(S) AFFORDING COVERAGE: INSURER A: HANOVER INSURANCE GROUP NAIC # 22292 INSURER B: INSURER C: INSURER D: INSURER E:
--	--

Must be completed with the name and mailing address of the vendor or vendor's business attending the market. Include DBA if applicable.

INSURED:
 Honey Bee Creations
 2730 Mikal Tamara South
 St Petersburg Florida 33712

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSURANCE LIMIT	TYPE OF INSURANCE	ADDITIONAL INSURED	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXPI. DATE (MM/DD/YYYY)	LIMITS
<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY	<input checked="" type="checkbox"/>	AAV4096 LHW 0481967	10/21/2019	10/21/2020	EACH OCCURRENCE \$ 2,000,000
						CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR
GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PER-ACC <input type="checkbox"/> LOC <input type="checkbox"/> OTHER						
AUTOMOBILE LIABILITY ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> UNOWNED AUTOS <input type="checkbox"/>						
UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED \$ RETENTION \$						
WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> N/A (If yes, describe under DESCRIPTION OF OPERATIONS below)						
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required) Those usual to the Insured's operation. Blanket additional insured applies per coverage form 421-2015 06 15. Certificate holder, if any, is hereby an additional insured.						
CERTIFICATE HOLDER Evidence of Insurance						
AUTHORIZED REPRESENTATIVE <i>John C. Campbell</i>						E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

X indicates policy includes additional insured and waiver of subrogation

Make sure policy is not expired

These are preferred limits. Most require only that these limits be a minimum of 1 million each occurrence with a 2 million aggregate

Indicates that policy includes product liability

Must contain a blanket statement such as shown

OR
State that the certificate holder is an additional insured and list name and address of additional insured in the certificate holder box below

OR
Specifically name the entity wanting to be an additional insured as an additional insured

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.



ACORD Certificate of Insurance

- General Liability
- Product Liability
- Directors & Officers

Dogs!





_____ really rang true for me today!

or

? One question I have is _____

Food Access Programs



WIC & SENIOR

Farmers Market Benefits WELCOME HERE!

USDA & Washington State Sponsored
Farmers Market Nutrition Program

Washington State Department of Health | Washington State Department of Social & Health Services

DOH 960-107 October 2019 For persons with disabilities, this document is available in other formats. Please call 800-525-0127 (TTY 711) or email civil.rights@doh.wa.gov.



3:17

WICShopper
WIC shopping, simplified.

- My Benefits
- Purchase History
- QR Code
- Farmers Market Nutrition Program
- Cooking Matters
- Yummy Recipes

WHAT CAN YOU BUY?

Poulsbo Farmers Market - Currency Sheet



EBT Tokens

CAN be used for these EBT eligible items:
(Must be packaged for consumption off site)

- Fruits
- Vegetables
- Vegetable Starts
- Seeds
- Baked Goods
- Jams & Jellies
- Syrup & Honey
- Meat/Fish/Poultry
- Bread
- Dairy Products
- Nuts
- Mushrooms

NO hot or prepared food or drink products - No cash back given



Debit/Credit Tokens

CAN be used for any market items. They spend just like Cash!



SNAP Market Match

CAN ONLY be used for these eligible items:

- Fruits
- Vegetables
- Mushrooms
- Herbs
- Vegetable Starts

NO honey, hot/prepared food or drink products - No cash back given



pre-2021 punch card



2021 punch card

PFM Frequent Shoppers Cards are worth \$5 with any vendor once the card has been filled with 8 punches.

** 1 card per sales transaction * No cash back or change given **

WIC/Senior FMNP

CAN Purchase with FMNP QR Code:

- Fresh Fruits & Vegetables
- Honey (Seniors ONLY)
- Edible Fresh Cut herbs

No cash back given

Look for the FMNP Sign at the vendors booth



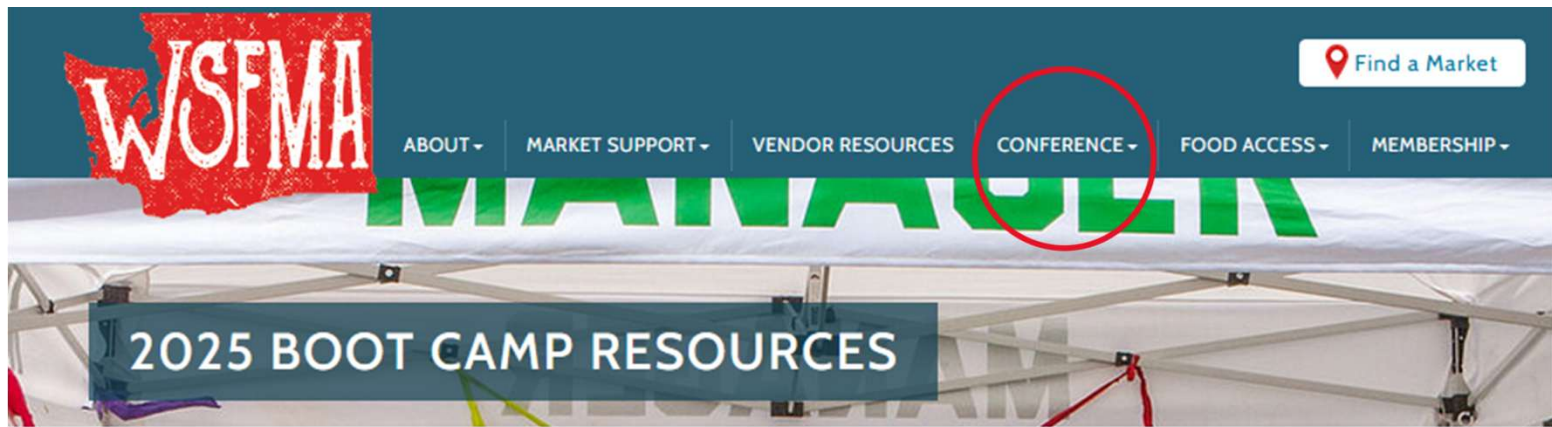
Key Questions

1. What food access currencies does your farmers markets accept?
2. Is your market up to date on authorizations and trainings?
3. Equipment
4. Accounting
5. Eligible Foods
6. Vendor Communications
7. Shopper Communications
8. Who are your partners?



Old benefit. New ability to use at Farmers Markets with FMNP growers.

- Year-round
- More money
- More people



General Sessions

Day 1: March 13, 2025

- Presentation Slides
- Organic Labeling at Farmers Markets (USDA)
- FDA Food Safety Modernization Act (FSMA)
- "Signage Standards & Organic Integrity at Farmers Markets" (WSFMA and WSDA)
- "Guía de normas para letreros de productos agrícolas frescos y de integridad orgánica en los mercados de agricultores" (WSFMA and WSDA)
- Vendor Scale Regulations for Farmers Markets (WSDA)
- Balanzas de proveedores en mercados de agricultores (WSDA)
- Washington State Retail Food Code (Dept of Health)
- Washington State Food Safety Rules, includes "Active Managerial Control" toolkit with info and fillable forms in 9 languages on farmers market favorites such as Allergen Awareness, Bare Hand Contact, Food Worker Card and Training, Pet Dogs, Refilling Consumer-owned Containers, and Vomit and Diarrhea Clean-up.
- Handbook for Small and Direct Marketing Farms (WSDA)
- IRS Designations for Farmers Markets (FMC)
- Acord Certificate of Insurance example
- Farmers Market Legal Toolkit (FMC and Univ of VT)

Scavenger Hunt!

1. What is your farmers market's mission statement?
2. How is your farmers market organization incorporated?
3. What types of vendors does your market have? Need?
4. Who are your market's core shoppers?
5. Who owns your market site?
6. What food access currencies are accepted at your farmers market?
7. What permits and licenses does your market have/need? Who manages this?
8. What are your market rules? How are they communicated?
9. Where can you go for help during the season?
10. What thing you will follow up on from today?

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Plus your State Day
Mar 27 or
Apr 2 - Alaska

