

FARMERS MARKET BOOT CAMP

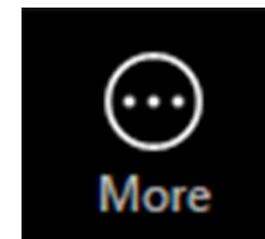
2025 State Partners



Welcome!

Feel free to join a Breakout Room by clicking **Breakout rooms.** If you can't find icon, click **More** on your task bar. Then click Break Out Room of your choice!

-  - coffee chat
-  - quiet space
-  - tech support!



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 10:25 am (Pacific Time).



General Session Day 1: March 13, 2025

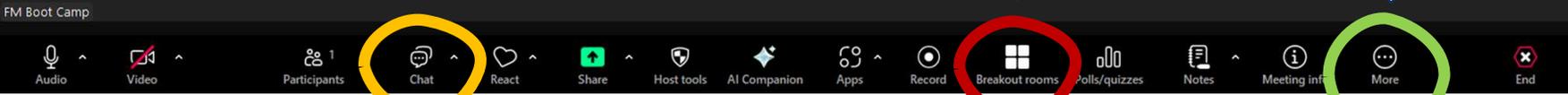
- [Boot Camp Presentation Slides \(Mar 13, 2025\)](#)
- [Organic Labeling at Farmers Markets \(USDA\)](#)
- [Food Safety Modernization Act \(FSMA\)](#)
- [Signage Standards & Organic Integrity at Farmers Markets in English and Spanish \(WSFMA\)](#)
- [Vendor Scale Regulations for Farmers Markets in English and Spanish \(WSDA\)](#)
- [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.
- [Temporary Booth Check List in English and Spanish \(Spokane Regional Health District\)](#)
- ["Green Book" Handbook for Small and Direct Marketing Farms \(WSDA\)](#)
- [Cultivating Your Business Guide \(Univ of Idaho\)](#)
- [IRS Designations for Farmers Markets \(FMC\)](#)
- [Acord Certificate of Insurance example](#)
- [Insurance providers: Campbell Risk Management, The Event Helper, Food Liability Insurance Program](#)
- [Farmers Market Legal Toolkit \(FMC and Univ of VT\)](#)
- [Canopy Safety 101 \(WSFMA\)](#)

FM Boot Camp

Chat

Breakout Room

More



WSFMA Boot Camp

resources/

FARMERS MARKET BOOT CAMP
2025 State Partners

2025 Boot Camp Resources - Washington Farmers Market

General Sessions Day 1: March 13, 2025 Presentation Slides Organic Labeling at Farmers Markets (USDA) FDA Food Safety Modernization Act (FSMA) "Signage Standards & Organic Washington Farmers M...

You Mar 13, 12:11 PM

FB A few folks are chatting in the connect and chat Breakroom if you would like to join!

EB Mar 13, 12:14 PM

E Bye everyone!

Thank you!

Mar 13, 12:19 PM - meeting ended: 4 h 7 m

Today

4:10 PM - meeting started

Messages addressed to "meeting group chat" will also appear in the meeting group chat in Team Chat

Who can see your messages?

To: Meeting group chat

Message WSFMA Boot Camp

Join the Conversation! Chat & Breakout Rooms



Farmers Market Day

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



Farmers Market Organization

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

Today's Presentations!

Physical Site and Layout



 Matt Kelly

Executive Director
Queen Anne Farmers
Market (Seattle)

Vendor and Product Mix



 Jennifer Antos

Executive Director
Neighborhood Farmers
Markets (Seattle)

B R E A K!

Back in 15 minutes!

Break Out Rooms:

 Matt Kelly, Queen Anne Farmers Market

 Quiet space

 Connect and chat

Your State!

Today's Presentations!

Physical Site and Layout



 Matt Kelly

Executive Director
Queen Anne Farmers
Market (Seattle)

Vendor and Product Mix



 Jennifer Antos

Executive Director
Neighborhood Farmers
Markets (Seattle)



What's a gem from today's presentations?

or



What's did today's presentation make you think about for your farmers market?



SWAG

???

Market Information & Data Collection



Ellensburg Farmers Market (WA)

Your Market Manager Binder

1. Market Operations
2. Food Access and Alternative Currencies
3. Permits & Insurance
4. Emergencies
5. Forms & Records
6. References



<https://wafarmersmarkets.org/manager-binder/>



** = revise every year

- [Manager Binder Table of Contents \(in Word\)](#)
- [Manager Binder Check List \(in Word\)](#)

Market Operations Divider

- [Check Lists for Setup & Cleanup \(in Word\)](#)
- [Market Rules in English & Spanish**](#)
- [Vendor Contacts**](#)
- [Canopy Safety 101](#)
- [Market Personnel Handbook \(in Word\)**](#)

Leavenworth Market Opening Tasklist

- Set out parking lot cones and chalkboard to redirect traffic. Leave LOTS of space between booth markers and the new driveway path.
- Measure out 10.5' booth spaces with white flags and measuring tape. Start at the Parking Lot end of market.
- Put replacement parking signs on back row of parking lot using clips.
- Set out blue sandbags for music.
- Set out blue sandbags for Manager & rotating artisan tent. Unload any extra sandbags behind Manager tent.
- Bring out tents: Blue manager tent + 2 white tents. Drop one white tent on Music pad.
- *BEFORE OPENING TENTS* Bring out all other manager tent gear.
- *BEFORE OPENING TENTS* Bring out power cord box and set the Clover POS on the charger. Ensure it is charging. Take one blue power cord to the music tent.
- Open all market-owned tents & attach weights securely.
- Bring out hose and y-valve. Hook up the hose with y-valve and turn on water (leaving y-valve switches off).
- Set up Manager booth.
- Banners on the front of Manager and Posy tents.
- Sponsor banner on the back of Manager tent.
- EBT & FMNP A-Boards out.
- Market hours chalkboard out near center aisle.
- Music Sponsor sign out.
- Title Market Sponsor sign out.
- Garbage bins lined and set out.
- Blankets and kids play mat set out.
- Water station filled half way and set up.
- **8:15am:** Call all missing vendors. ***Leave a message and follow with a text if they don't answer*** If any vendors say they are not coming, see if you can still fill in the gap they left by moving someone else's booth.
- **8:30am:** Direct all vendors to move their cars into the gravel lot. Specifically ask *each* vendor if they have removed their car from the paved lot and **tell them to pull all the way forward** in the gravel lot. The only exceptions are the vendors who can park right behind their tent.
- **8:45am:** Set out the big feather flag sign ~25ft (two tents worth) back from the sidewalk.

Food Access and Alternative Currencies Divider

- Food Access Currency Distribution Manuals with Offline Instructions
- [How to Sell EBT \(in Word\)](#)
- Eligible Products Currencies Cheat Sheet ([English & Spanish](#))
- [Manual EBT Voucher Instructions / Manual EBT Vouchers \(in pocket\)](#)
- [WSFMA Food Access Signage Check List \(in Word\)](#)
- [FMNP Vendor Portal Instructions Brochure & Website QR Code](#)
- [SNAP Market Match Incentive Distribution Tracking Sheet \(PDF\)](#)
- FNS Legal Paperwork & Signage

Permits & Insurance Divider

- Market Venue Permit(s)**
- Market Insurance Certificate**
- Vendors Insurance Certificates**
- Health Department Paperwork for Market & Vendors**

How to sell EBT Tokens and SNAP Market Match Vouchers at the Market Booth

1. **TELL THE CUSTOMER:** For every dollar spent on the EBT card we can double it with SNAP Market Match Vouchers, but only up to \$25 per day.
2. ASK how much they want to charge on the card, enter that number into the card reader, select EBT, follow prompts & swipe the card.
3. **HOLD THE CARD:** While they enter their pin
4. FILL OUT a line on the green SNAP Match Tracking Form, then return their card.
5. **COUNT OUT CURRENCY:** Red \$1 tokens and vouchers. Do not use green tokens for EBT!
6. YOU MUST ALWAYS print a receipt for the customer
7. SAVE the merchant receipt in the cash box.
8. ASK if they have never used EBT at the market. If they have not, show them the **Eligible Foods** Cheat Sheet
9. AFTER MARKET ENDS, select "FUNC" then "Batch". Staple the receipt that gets printed to the front of all receipts from that day.

Document

- Emergencies Divider
- Inclement Weather and Market Cancellation Policies
- Emergency Plan & Contacts**
- Incident Report Forms
- Accident/Injury Report Forms
- Suspect Description Forms

Forms & Records Divider

- Vendor Sales Report Forms**
- Customer Attendance Records
- Newsletter Sign-up Sheets
- Vendor Concern Forms
- Product Challenge Forms
- Daily Manager Reports
- Donation Tracking Sheets
- Deposit Slips & Envelopes

2024 SHORELINE FARMERS MARKET COMMUNITY IMPACT REPORT

26k+
shoppers

MARKET
DAYS
20


POP
BUCKS
REDEEMED
\$1,188

1,600 lbs
of fresh produce
& locally made food
delivered to homebound,
low-income seniors


VENDOR
SALES
\$692,728

76

VENDORS

18

FARMERS

45

AVG.
VENDORS
PER DAY

580  23
VOLUNTEER HRS COMMUNITY PARTNERS

FOOD ACCESS PROGRAM REDEMPTION:


\$10,527


\$11,224


\$15,406

Daily Vendor Report



2024 LCFM Farm Vendor Sales Report

Business Name: _____

	Vendors must enter all green columns and return all tokens/vouchers as listed.					Managers are available to help complete the remaining columns. Do not leave before paying daily fees.					
Date	Direct Sales Cash, Check, Venmo, Paypal, Credit Card, other	RED Tokens	GREEN Tokens *Increments of \$5*	SNAP Market Match Paper Vouchers	Senior + WIC FMNP	Gross Sales Sum green columns	6% of Gross Sales \$15 Minimum	# Booths Check One	Equipment rental fees Tent = \$10 Table=\$5	Total Fees Owed Sum yellow columns	Payment Method Cash, Check, or Card on File
June 1								1 2 (+\$15)			
June 8								1 2 (+\$15)			
June 15								1 2 (+\$15)			
June 22								1 2 (+\$15)			
June 29								1 2 (+\$15)			
June Reimbursement Totals						Check #: _____ Check Total: \$ _____ Date Recieved: _____ Vendor Initial: _____					
July 6								1 2 (+\$15)			
July 13								1 2 (+\$15)			
July 20								1 2 (+\$15)			
July 27								1 2 (+\$15)			
July Reimbursement Totals						Check #: _____ Check Total: \$ _____ Date Recieved: _____ Vendor Initial: _____					

2024 LCFM Farm Vendor Sales Report

Shopper Counts

Q1. Who to count?

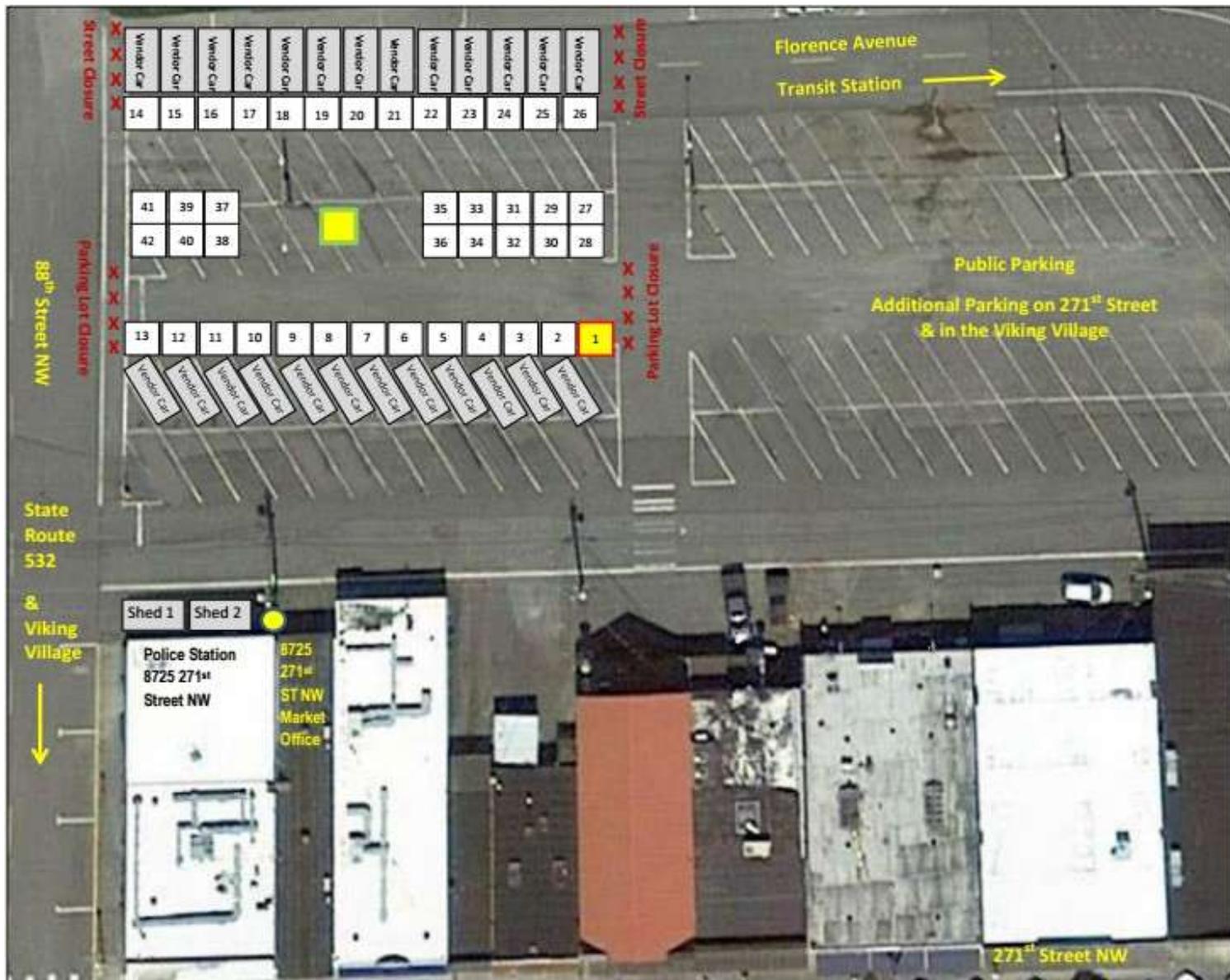
- Shopper vs Visitor
- Vendors? Staff? Volunteers?
- Kids?

Q2. Method to use?

- Advanced perimeter method
- Walk around method



Determine Market Perimeter



Port Susan Farmers Market, 2016

Counts from Market Entrances



Thursday Market at South Perry



Wenatchee Valley Farmers Market

5 or 10 minutes
Same time each hour
+ # people in market when bell rings
Name entrances



Shopper Count x Hour & Entrances

Time	Playground to sidewalk (Anna)	Sidewalk to shrub (Chris)	North corner, shrub to tree (Des)	Tree to green tent weight (Pat)	Casper Fry to Chile pepper (Sonora)	Back alley (Shane)	Subtotal:	Estimated # of Customers	Percent of Total
Pre-opening count								38	2%
1st hour (3:00 pm to 4:00 pm)	8	15	9	8	26	5	71	426	23%
2nd hour (4:00 pm to 5:00 pm)	3	20	13	5	25	3	69	414	22%
3rd hour (5:00 pm to 6:00 pm)	5	18	20	8	28	1	80	480	26%
4th hour (6:00 pm to 7:00 pm)	2	21	15	2	47	0	87	522	28%
Subtotal [of 10 minute sample]	18	74	57	23	126	9	307	1,842	
Estimated # of Customers									
[subtotal x 6]	108	444	342	138	756	54	1,842	1,880	100%
Percent by Entrance	6%	24%	18%	7%	40%	3%	98%		
Time	E 9th Ave	S Perry St, north (lower mkt)	S Perry St, south (upper mkt)	Back Alley	Subtotal:	Estimated # of Customers	Percent of Total		
Pre-opening count						38	2%		
1st hour	23	9	34	5	71	426	23%		
2nd hour	23	13	30	3	69	414	22%		
3rd hour	23	20	36	1	80	480	26%		
4th hour	23	15	49	0	87	522	28%		
Subtotal [of 10 minute sample]	92	57	149	9	307	1,842			
Estimated # of Customers									
[subtotal x 6]	552	342	894	54	1,842	1,880	100%		
Percent by Entrance	29%	18%	48%	3%	98%				

Auburn Farmers Market



2023 Auburn Farmers Market Season Info

The average shopper spent the same amount compared to last year.

2022
\$16
per person

2023
\$16
per person

Expansion to
60
Vendor Spaces

Supplemental Nutrition Assistance Program (SNAP)

\$28,560 in SNAP and Match spent in 2022, compared to

\$30,988

spent at the Auburn Farmers Market in 2023!



4,871
Pounds of food donated to the Auburn Food Bank

Foot traffic at the market:

34,395
shoppers for the 2023 season

2,150
average shoppers per market day



The Market hosted
14
Farmers



14
Volunteers



248
Hours of Service

Thank you to our Sponsors!



auburnfarmersmarket.org



General Session Day 1: March 13, 2025

- [Boot Camp Presentation Slides \(Mar 13, 2025\)](#)
- [Organic Labeling at Farmers Markets \(USDA\)](#)
- [Food Safety Modernization Act \(FSMA\)](#)
- [Signage Standards & Organic Integrity at Farmers Markets in English and Spanish \(WSFMA\)](#)
- [Vendor Scale Regulations for Farmers Markets in English and Spanish \(WSDA\)](#)
- [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.
- [Temporary Booth Check List in English and Spanish \(Spokane Regional Health District\)](#)
- ["Green Book" Handbook for Small and Direct Marketing Farms \(WSDA\)](#)
- [Cultivating Your Business Guide \(Univ of Idaho\)](#)
- [IRS Designations for Farmers Markets \(FMC\)](#)
- [Acord Certificate of Insurance example](#)
- [Insurance providers: Campbell Risk Management, The Event Helper, Food Liability Insurance Program](#)
- [Farmers Market Legal Toolkit \(FMC and Univ of VT\)](#)
- [Canopy Safety 101 \(WSFMA\)](#)

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

Varies State Day
Mar 27 or
Apr 2 - Alaska

