



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

# FARMERS MARKET CONFERENCE

February 20 & 21, 2026  
Kitsap Conference Center  
Bremerton Harborside



# THANK YOU SPONSORS!



## King County



MARKETWURKS  
TAP the APP!



Regional Markets Program

ARCORA  
Foundation



AUTO | HOME | LIFE | BUSINESS | RETIREMENT

Print NW

# 2026 CONFERENCE AT A GLANCE

## FRIDAY, FEBRUARY 20

7:30 - 9:00 am	<i>Registration</i>
8:00 am - 5:15 pm	<b>Trade Show</b>
9:00 - 9:45 am	<b>Welcome General Session</b>
10:00 - 11:30 am	<b>Workshops Session 1</b>
11:30 am - 1:00 pm	<i>Lunch in Ballroom KCC</i>
1:15 - 2:45 pm	<b>Workshops Session 2</b>
3:00 - 4:15 pm	<b>Workshops Session 3</b>
4:30 - 5:00 pm	<b>General Session with Katie Rains</b>
5:00 - 7:00 pm	<i>Dinner (on your own)</i>
7:00 - 9:00 pm	<b>Silent Auction &amp; Dessert Reception</b> at Navy Museum's Fountain Room

## SATURDAY, FEBRUARY 21

7:30 - 9:00 am	<i>Breakfast (on your own)</i>
8:30 - 9:15 am	<b>Annual WSFMA Meeting</b>
9:30 - 10:30 pm	<b>Workshops Session 4</b>
10:45 - 11:45 am	<b>Workshops Session 5</b>
12:00 - 12:30 pm	<b>Closing General Session</b>

### WSFMA Board Members

Jerry Shackette, *Community Member, President*  
Karen Erickson, *Marysville Farmers Market, Vice President*  
Pamela Daudet, *Community Member, Secretary*  
Chelsea Anderson, *Community Member*  
Kelli Diann Gordon, *Issaquah Farmers Market*  
Amanda Milholland, *Jefferson County Farmers Markets*  
Kathy Solberg, *Community Member*

### WSFMA Staff

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

### Washington State Farmers Market Association

93 Pike St., Suite 316  
Seattle, WA 98101  
(206) 706-5198  
info@wafarmersmarkets.org  
www.wafarmersmarkets.org  
www.FindAMarket.org



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

## ANNUAL MEMBERSHIP MEETING

Saturday, February 21  
8:30 - 9:15 am

Puget Sound Ballroom  
Kitsap Conference Center

# FRIDAY, FEBRUARY 20

9:00 -  
9:45 AM

**Rooms:**

10:00 AM -  
11:30 AM  
Workshops  
Session 1

11:30 AM -  
1:00 PM

1:15 -  
2:45 PM  
Workshops  
Session 2

3:00 -  
4:15 PM  
Workshops  
Session 3

4:30 -  
5:00 PM

5:00 -  
7:00 PM

7:00 -  
9:00 PM

**TRADE SHOW**  
8:00 am to 5:15 pm in the Sinclair Gallery

## WELCOME! GENERAL SESSION

in Puget Sound Ballroom

Ballroom A	Ballroom D	Marina Vista
<p><b>What do Vendors Think of Farmers Markets? 2025 Survey Results</b></p> <p>Colleen Donovan, <i>Washington State Farmers Market Association</i></p>	<p><b>Lightning Round: Resources for Farmers Markets and Vendors</b></p> <p>Trade Show Exhibitor Highlights</p>	<p><b>From Set-Up to Stand-Out: Building a Strong, Unified Market Presence</b></p> <p>Sean Conroe, <i>Collins Family Orchard</i></p>

## LUNCH

in Puget Sound Ballroom

<p><b>Growing Through Change in 2026: WIC and Senior Farmers Market Nutrition Program (FMNP)</b></p> <p>Cameron Akita, <i>WA State Department of Social &amp; Health Services, Senior FMNP</i> Nick Lee, <i>WA State Department of Health, WIC FMNP</i></p>	<p><b>The Food Safety Case Files: What Farmers Market Organizers Need to Know Before Opening Day</b></p> <p>Susan Shelton <i>WA State Department of Health, Food Safety Program</i></p>	<p><b>Yes! Sponsorships Can Fund Your Market</b></p> <p>Matt Kelly <i>Queen Anne Farmers Market</i></p>
<p><b>Farmers Markets: The Heart of the Community Food System</b></p> <p>Katie Rains, <i>WA State Department of Agriculture</i> Clare Lane, <i>Anti-Hunger and Nutrition Coalition</i></p>	<p><b>Best of the Booth: "Information Booth" Tour &amp; Idea Exchange</b></p> <p>Amanda Milholland <i>Jefferson County Farmers Markets</i></p>	<p><b>Music at the Market</b></p> <p>Ben Chandler &amp; Friends <i>Seattle Farmers Market Association</i></p>

## GENERAL SESSION

*Katie Rains, WSDA Director of Food Systems Initiatives*  
in Puget Sound Ballroom

## DINNER ON YOUR OWN

## DESSERT RECEPTION, SILENT AUCTION + LIVE MUSIC!

at the Navy Museum's Fountain Room

# TRADE SHOW

Friday, Feb 20  
8:00 am to 5:15 pm  
Sinclair Gallery



- Green Latrine
- Manage My Market
- MarketWurks
- Perennial Zero Waste
- The Little Books of Big Business
- USDA Natural Resources Conservation Service
- WA State Dept of Agriculture, Organic Program
- WA State Dept of Agriculture, Regional Markets Program
- WA State Dept of Health, SNAP Market Match
- Washington Farm Bureau
- WIC & Senior Farmers Market Nutrition Program (FMNP)



## SATURDAY, FEBRUARY 21

8:30 -  
9:15 AM

### WSFMA ANNUAL MEMBERSHIP MEETING in Puget Sound Ballroom

Rooms:

**Ballroom A**

**Ballroom D**

**Marina Vista**

<p>9:30 - 10:30 AM Workshops Session 4</p>	<p><b>Working with Vendors Making Organic Claims at Your Farmers Market</b></p> <p>Katherine Withey &amp; Sarah Wiley WA State Department of Agriculture, Organic Program</p>	<p><b>Doing More With Less: Partnerships That Make Your Farmers Market Programming Possible</b></p> <p>Leah Nichelson Camas Farmers Market</p>	<p><i>Action Lab Part 1 of 2:</i> <b>Bookkeeping That Works: Practical Financial Systems for Farmers Markets</b></p> <p>Bryce Dazell Evergreen Bookkeeping Solutions</p>
<p>10:45 - 11:45 AM Workshops Session 5</p>	<p><b>What Growers Say About Food Access Programs &amp; New Food Access Resources</b></p> <p>Colleen Donovan, WSFMA Alyssa Auvinen, Project Consultant &amp; Pepper's Family Farm</p>	<p><b>Running a Co-op Table at Your Farmers Market: What Works, What Breaks, and What We Learned the Hard Way</b></p> <p>Michele Batchelder Vashon Island Growers Association &amp; Vashon Farmers Market</p>	<p><i>Action Lab Part 2 of 2:</i> <b>Bookkeeping That Works: Practical Financial Systems for Farmers Markets</b></p> <p>Bryce Dazell Evergreen Bookkeeping Solutions</p>

12:00 -  
12:30 PM

### CLOSING SEND OFF! GENERAL SESSION in Puget Sound Ballroom

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

### **Ballroom A: What do Vendors think of Farmers Markets? 2025 Survey Results**

Colleen Donovan, *Washington State Farmers Market Association*

Vendors are farmers markets' core customer and their success is core to our collective and individual missions. As we know, the needs, demands, and opportunities for vendors and farmers markets have evolved over the decades. And we know that recruiting and retaining vendors, especially farmers, is a shared goal. What do they think? How can we get a better sense of the diversity of farmers in Washington, hear what vendors value, what issues matter, and what resources are truly useful? The Washington State Farmers Market Association, in partnership with Arrowleaf Consulting, conducted a statewide survey of farmers market growers and other vendors last year to find out. Colleen Donovan will share key findings, data, and explore potential recommendations as we all work to incorporate adjustments and new ideas that will inform farmers markets in 2026 and beyond.

### **Ballroom D: Lightning Round: Resources for Farmers Market Farmers and New Businesses**

Looking to learn what's new? Relevant resources to share? This workshop will give you a lot of contacts. Hold on to your notes from this "lightning round" style workshop. Emceed by Patrice Barrentine, hear highlights here first from the USDA National Resource Conservation Service, WSDA Regional Markets, WSDA Organic Program, Washington Farm Bureau, SNAP Market Match, MarketWurks, Manage My Market and more! They're also all here to meet with you one-on-one as Exhibitors during Friday's Trade Show.

### **Marina Vista: From Set-Up to Stand-Out: Building a Strong, Unified Market Presence**

Sean Conroe, *Collins Family Orchard*

Join Sean Conroe, Community Market Manager of Collins Family Orchards, for a practical, behind-the-scenes look at how a family orchard pulled together its marketing across markets and beyond. Sean will share how Collins Family Orchards' brand and approach evolved over time, what pieces actually matter in a vendor marketing mix (from booths and staff training to websites, newsletters, and social), and where things made the biggest difference. Along the way, he'll highlight real examples of what worked, what didn't, and what kind of support from market staff helped elevate those efforts. The session will wrap with observations from other markets and vendors, plus ideas for how market teams can better support vendor success moving forward.

**King County celebrates our 41 Farmers Markets and the power of collaboration!**

Supporting King County farmers markets through a contractual partnership with Washington State Farmers Market Association including:

-  Data reports to policy makers
-  \$41.6 Million in Total Vendor Sales (2024); 3% increase
-  Quarterly market manager meetings
-  954 market days, 5% increase

  [farmkingcounty.org](http://farmkingcounty.org)



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

### **Ballroom A: Farmers Markets: The Heart of the Community Food System**

Katie Rains, *Washington State Department of Agriculture*  
Clare Lane, *Anti-Hunger & Nutrition Coalition*

Our farmers markets are a vital force that fuel local food economies, improve food access and nutrition, and forge meaningful connections between shoppers and the seeds, soil, land, and labor that make their food possible. The importance of local supply chains has come into sharper focus since communities across the state faced debilitating disruptions during the COVID-19 pandemic. While our food system has demonstrated resilience time and again, largely thanks to effort and innovation from folks like you, it has also shown a few cracks. Washington State legislators have taken an interest in understanding how state investments and regulatory burdens impact our state's food system. WSDA is looking to represent the voices of stakeholders working where food access and agricultural viability intersect – and we can't wait to hear from you.

### **Ballroom D: Best of the Booth: "Information Booth" Tour & Idea Exchange**

Amanda Milholland, *Jefferson County Farmers Markets*

After coffee, the Information Booth is one of the first things we look for at a farmers market. It's not just for selling bags and distributing tokens, the Information Booth is the farmers market's 10' x 10' HQ and control center where you'll find people in charge, vital information, and supplies to manage the mundane to the market emergency. Join us this year to tour the Port Townsend Farmers Market Info Booth! Go behind the scenes with host Amanda Milholland to get her best secrets, share sources of equipment, and exchange your favorite tips and tricks. And be sure to bring any wayward tokens from other farmers markets that you've collected and be reunited with some of yours!

### **Marina Vista: Music at the Market**

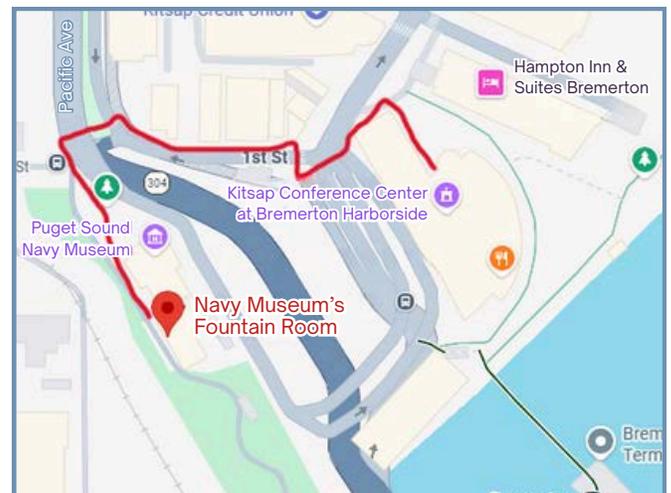
Ben Chandler, *Seattle Farmers Market Association & Low Lonesome Sound*

"Atmosphere" brings farmers markets to life and sets the stage for engagement, experience, and market memories. At the heart of atmosphere is music. Join Ben Chandler and market friends to share their approach to the fine art of managing the often incredible (and occasionally bothersome) world of busking and market-adjacent street performance. This workshop aims to provide a place for conversations about the various relationships that music and art programming in general have to our markets.

## *Live Music, Food & Fun at the* **DESSERT RECEPTION & SILENT AUCTION**

*Friday, 7:00 to 9:00 pm at the  
Navy Museum's Fountain Room*

*251 1st St, Bremerton  
2 minute walk from Conference Center*



## WORKSHOPS SESSION 4: SATURDAY 9:30 - 10:30 AM

### **Ballroom A: Working with Vendors Making Organic Claims at Your Farmers Market**

Katherine Withey, *Washington State Department of Agriculture, Organic Program*

Sarah Wiley, *Washington State Department of Agriculture, Organic Program*

Join us to hear from two WSDA Organic Certifiers who know Washington farmers and farmers markets well! Learn about the process farmers go through, what information is available to you as a manager, and what to monitor at their market booth. Shoppers want to know how and where products were grown – and they expect clear, honest information. And they can be misled by vendor signs. Unlike most claims, using the term “organic” is regulated by the USDA and has specific definitions. Market managers play a key role in helping vendors (and their seasonal staff) to follow the organic labeling requirements. This ensures shoppers are buying what they think they are – and keeps vendors out of trouble. We’ll cover what it takes to make an “organic claim,” what types of organic claims are allowed on market booth and product signs, and how to verify the certification status of an operation.

### **Ballroom D: Doing More With Less: Partnerships That Make Your Farmers Market Programming Possible**

Leah Nichelson, *Camas Farmers Market*

How would you like to grow your farmers market’s programming without growing your workload? This session focuses on building smart, mutually beneficial partnerships that help markets do more with less. Using real-world examples from the Camas Farmers Market, we’ll explore how collaborations with schools, nonprofits, colleges, and community groups can support kids activities, education, marketing, and special programs. You will leave with simple, realistic ideas for finding the right partners, setting clear expectations, and creating partnerships that are fun, effective, and sustainable for everyone involved. Perfect for market managers, board members, and volunteers who are building their teamwork to make farmers markets stronger.

### **Marina Vista: Action Lab Part 1: Bookkeeping That Works: Practical Financial Systems for Farmers Markets**

Bryce Dazell, *Evergreen Bookkeeping Solutions*

Farmers markets operate in complex, fast-moving environments, with lots of quirks that stump their bookkeepers. So how can we build clear, reliable, transparent financial systems to set markets up for long-term stability and accountability. This two-part, interactive workshop is designed for market managers, staff, board members, and treasurers who want to strengthen their financial systems and better understand how their books support day-to-day operations and long-term planning. You will leave with greater clarity, increased confidence, and practical ideas for improving financial processes at their market. Led by Bryce Dazell, founder of Evergreen Bookkeeping Solutions, the session draws on hands-on experience working with farmers’ markets and community-based organizations across Washington State. Bryce specializes in helping small teams build practical, understandable financial systems that support good decision-making without requiring an accounting background. Topics may include structuring a usable chart of accounts, tracking vendor fees and market revenue, handling food access currencies, payroll and tax considerations, internal controls, and understanding financial statements. This is Part 1 of 2, please plan to attend both sessions if you can.

**Thanks so much for being part of the 2026 Conference!**

We’d love your feedback to help us make the conference even better in 2027. Paper evaluations at registration desk or use the quick link to answer online. **Thank you!**





# FARMERS MARKET BOOT CAMP

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



**General Sessions**

Thurs, March 12, 2026  
Thurs, March 19, 2026  
9:00 am - 12:00 pm



**Washington "State Day"**

Thurs, March 26, 2026  
9:00 am - 12:00 pm



**Board Session\***

Tues, March 31, 2026  
5:00 pm - 7:00 pm  
\*Separate Registration

Learn more at [wafarmersmarkets.org/boot-camp-2026/](http://wafarmersmarkets.org/boot-camp-2026/)

**2026  
State  
Partners**



## LOCAL RESTAURANTS & ACTIVITIES

*All discounts are available Feb. 20 to 21, 2026. Just show your Conference badge.*

**Groceries and Sundries**

Kitsap Community Food Co-op  
421 Park Ave, Bremerton  
**\* 15% Off**

**Dining Suggestions**

Cafe Omni  
206 Burwell St, Bremerton  
**\* 10% Off**

**Drinks**

The Tippy Blackbird  
322 Pacific Ave, Bremerton  
**\* 10% Off**

**Activities**

The Roxy Theatre  
270 4<sup>th</sup> St, Bremerton  
**\* Free promo sized popcorn**

Remedy Speakeasy  
602 4<sup>th</sup> St, Bremerton  
**\* 10% Off**

Ashley's Pub  
409 Pacific Ave, Ste 105  
Bremerton  
**\* 10% Off**

Kitsap History Museum  
280 4<sup>th</sup> St, Bremerton

Mezcalitos  
190 Pacific Ave, Bremerton

Dog Days Brewing  
260 4<sup>th</sup> St, Bremerton

Puget Sound Navy Museum  
251 First St, Bremerton

Yoko Yoko Ramen and Izakaya  
232 4<sup>th</sup> St, Bremerton

USS Turner Joy U.S. Naval Destroyer Museum  
300 Washington Beach Ave, Bremerton  
**\* 50% Off Admission Thursday through Sunday**

Bremerton hospitality generously coordinated by Jane Sebastian.



## SPEAKERS



**Cameron Akita, WA State Department of Social and Health Services, Senior Farmers Market Nutrition Program**

Cameron is the lead for the Senior Farmers Market Nutrition Program and the State Unit on Aging Program Manager for the Department of Social and Health Services' (DSHS) Home and Community Living Administration (HCLA). He has worked at DSHS since 2021 and currently serves as the Western Region Representative for the National Association of Farmers Market Nutrition Programs Board. He makes his home in Olympia with his wife, two daughters (6½ and 2½ years old), two dogs and three cats, where he enjoys gardening, rec-softball, and trips to the beach with family in his free time.

Contact: [cameron.akita@dshs.wa.gov](mailto:cameron.akita@dshs.wa.gov)



**Alyssa Auvinen, Project Consultant & Pepper's Family Farm**

Alyssa Auvinen has worked in public health and food systems for 15 years. She supported the development and management of Washington's Fruit and Vegetable Incentives Program, which includes SNAP Market Match. Since 2021 she's also called herself a part-time farmer, working a 1.5 acre vegetable farm with her partner (and 3 dogs). From May through October, you can find her selling at a farmers market every weekend.



**Michele Batchelder, Vashon Island Growers Association & Farmers Market**

Michele has been invested in food security for most of her life - beginning with a decade spent at an international relief and development organization and now in her free time working with Vashon Island Growers Association where she's served on the board for the last six years. She lives on Vashon Island with her entire extended family, husband, son, four dogs, two cats, rabbits, and hundred chickens. In her free time, she works full time at Amazon as Chief of Staff to the CMO. Contact: [secretary@vigavashon.org](mailto:secretary@vigavashon.org)



**Ben Chandler, Seattle Farmers Market Association & The Low Lonesome Sound**

Ben Chandler has managed farmers markets for the Seattle Farmers Market Association since 2009. He also teaches music and performs as a member of The Low Lonesome Sound, a band born out of the vast networks of the PNW farmers market scene: "...their sound is austere, it's rough hewn, maybe like the hands of the people that grow our food, and maybe like the hands of the people that make our things..." - Iaan Hughes Music Director KBCS 91.3. Contact: [jbenchandler@hotmail.com](mailto:jbenchandler@hotmail.com)



**Sean Conroe, Collins Family Orchard**

Sean Conroe helps organizations grow by connecting deeply with the communities they serve. He has built teams, grown brands, and led bold, creative campaigns that bring people together through authentic storytelling. From founding the urban farming nonprofit, Alleycat Acres, to managing farmers market operations for Collins Family Orchards, Sean combines people, systems, and story to help organizations show up with heart, operate smoothly, and build lasting connections. His guiding principle, Grow Forth, is simple but powerful: have the courage to lead, honor the places and people you serve, and create processes that strengthen both. Contact: [sean@collinsfamilyorchards.com](mailto:sean@collinsfamilyorchards.com)



**Bryce Dazell, Evergreen Bookkeeping Solutions**

Bryce Dazell is the founder of Evergreen Bookkeeping Solutions, where he works with farmers' markets (including The Olympia Farmers Market and Neighborhood Farmers Markets), small nonprofits, and community-based organizations to build clear, reliable financial systems that support transparency and long-term stability. His work focuses on helping small teams improve financial clarity, strengthen internal controls, and better understand how their financial systems support daily operations and decision-making. Known for a practical, systems-focused approach, Bryce specializes in translating complex financial concepts into plain language and workable processes that fit the realities of small organizations.

Contact: [bryce@evergreen-books.com](mailto:bryce@evergreen-books.com)

## SPEAKERS



**Colleen Donovan, *Washington State Farmers Market Association***

Colleen Donovan has been the Executive Director of the Washington State Farmers Market Association since 2018 and involved with the WSFMA over the last 15+ years as a partner and board member. After studying in Brazil, Portugal, and Spain, Colleen began her career working with NGOs in Central America in the 1990s. Since 2003, Colleen has worked towards community-based, just food systems in roles with Heifer International, WSU, WSDA, and as a consultant. Projects include farmers market research, Rapid Market Assessments, reporting farmers market data, while also working with Latino farmers, promoting farmers markets, market integrity, and creating many market management resources. Originally from California's Central Valley, Colleen lives in Ellensburg. She has a B.S. from Cal Poly San Luis Obispo and M.A. in Geography from the University of Washington.

Contact: [colleen@wafarmersmarkets.org](mailto:colleen@wafarmersmarkets.org)



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

Matt has been the Executive Director of the Queen Anne Farmers Market for 8 years. His 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 more than a decade. Matt is an expert in business operations, focused on system building and he practices servant leadership. 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)



**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 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)



**Nick Lee, *WA State Department of Health, WIC Farmers Market Nutrition Program***

Nick has worked with FMNP since April 2020. His favorite part of the job is traveling all over the state, meeting wonderful people from all walks of life. He loves sports, which shines through hosting a Seahawks podcast, being a high school football referee, and golfing. He is bilingual, fluent in English and Spanish. One of his favorite things in life is a beach sunset. As a father of 3 kids, he strives to build a bright, healthy future for them. He feels FMNP helps with that goal. Contact: [nick.lee@doh.wa.gov](mailto:nick.lee@doh.wa.gov)



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

Amanda has worked with nonprofit organizations since 2004 as an educator, program developer, fundraiser, and grant manager. Aligning her passions for local food, community building, and the arts with her nonprofit work, Amanda has been involved with the local food system in various capacities and roles. She loves her work as the executive director of the Jefferson County Farmers Markets which runs the Port Townsend and Chimacum Farmers Markets. Since 2015, Amanda has supported her markets' food access programs, business development opportunities for vendors, and fostering organizational stability and growth. Amanda is currently serving on the WSFMA's Board of Directors.

Contact: [info@jcfmarkets.org](mailto:info@jcfmarkets.org)

## SPEAKERS



### **Leah Nichelson, *Camas Farmers Market***

Leah Nichelson is the Market Manager for the Camas Farmers Market, where she has spent six seasons building community centered programming through creative, practical partnerships. She is also the full-time Event and Special Projects Manager for the Downtown Camas Association, a National Main Street Program that produces more than 25 community events each year. Leah began her career as a trained chef, which shapes her love of local food, farmers markets, and hard rewarding work! Across both roles, she focuses on doing more with less, connecting people, and creating programs that are collaborative, sustainable, and genuinely fun for everyone involved. Contact: [vendorliaison@camasfarmersmarket.org](mailto:vendorliaison@camasfarmersmarket.org)



### **Katie Rains, *WA State Department of Agriculture, Director of Food Systems Initiatives***

After 10 years of nonprofit leadership in health, education, and food systems, Katie joined WSDA's Food Assistance team in 2018. In 2019, Katie joined the Director's Office to manage the new Focus on Food initiative. Throughout the COVID-19 pandemic, Katie co-convened the WA Food Security Coordination Team with Governor Inslee's office, supporting a coordinated response within the agency's food programs and other state agencies doing food assistance work, and developed new capacities for emergency food response. Last year, she supported the department to re-organize and launch a new Farm & Food Systems Development Division, strategically aligning WSDA's non-regulatory grant and marketing assistance programs. In her current role, she works to ensure WSDA's new or expanded food programs in dialogue and partnership with other key food system stakeholders, collaborate toward resilience and equity in all aspects of our food system. Contact: [krains@agr.wa.gov](mailto:krains@agr.wa.gov)



### **Susan Shelton, *WA State Department of Health, Food Safety Program***

Susan Shelton is a public health advisor with the Washington State Department of Health Food Safety Program. She has been in public health at the state and local level since 2000 and worked as an educator, inspector, and program supervisor. She is currently technical lead for retail program standards, produce safety, multi-location consistency, and the state food service rule revision and interpretation. Susan has a B.S. in Biology from Eastern Washington University. Contact: [susan.shelton@doh.wa.gov](mailto:susan.shelton@doh.wa.gov)



### **Sarah Wiley, *WA State Department of Agriculture, Organic Program***

Sarah Wiley has been with the WSDA Organic Program since 2016 as an organic certification reviewer. Prior to that, she spent 12 years as a small farmer specializing in poultry and diversified crop production. Sarah also spent many years on the board of a small local farmers market focused on supporting new and beginning farmers. Sarah has a passion for farmers markets, and makes a point to visit the local market whenever she is traveling out of town. Sarah currently lives in Centralia and enjoys listening to and playing music with friends in addition to any and all garden and agriculturally related activities that come her way. Contact: [swiley@agr.wa.gov](mailto:swiley@agr.wa.gov)



### **Katherine Withey, *WA State Department of Agriculture, Organic Program***

Joining the WSDA's Organic Program in 2002, Katherine leads the producer certification program and supports a team of dedicated crop certification experts. Katherine has been involved in the organic industry since 1996 as an organic dairy and mixed vegetable farmer in Colorado before beginning her career in organic certification. She lives in Olympia with her husband and teenage son and spends her free time in her garden and exploring the beaches and forests of the PNW. Contact: [katherine.withey@agr.wa.gov](mailto:katherine.withey@agr.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!

_____ loves to cook with farm, fresh WA ingredients	_____ received a "Letter to Future Self" last year	_____ is a first year Market Manager	_____ works for a WA State agency that supports farmers markets	_____ has attended WSFMA's Boot Camp
_____ just got a new marketing idea to use in 2026	_____ is a member of the Farm Bureau	_____ speaks another language	_____ Is changing market location this year!	_____ attended a WSDA Organic Program Office Hour
_____ is a farmer!	_____ is at their first WSFMA Conference!	_____ Shops at a farmers market as much as possible!	_____ has/will complete workshop evaluation	_____ has pre-planned a day off during the 2026 season
_____ is a Trade Show Exhibitor Thank you!	_____ has a "funny" market story to share with you	_____ is a 2026 Conference Sponsor <b>Thank You!</b>	_____ is serving on a Farmers Market or WSFMA Board	_____ accepts WIC & Senior FMNP at market/booth
_____ brought (or bought!) an item for the Silent Auction	_____ is planning a harvest or holiday market in 2026	_____ will/did attend WSFMA Annual Meeting	_____ has used one of the Bremerton perks on page 9	_____ is a speaker at this year's Conference

**WiFi**

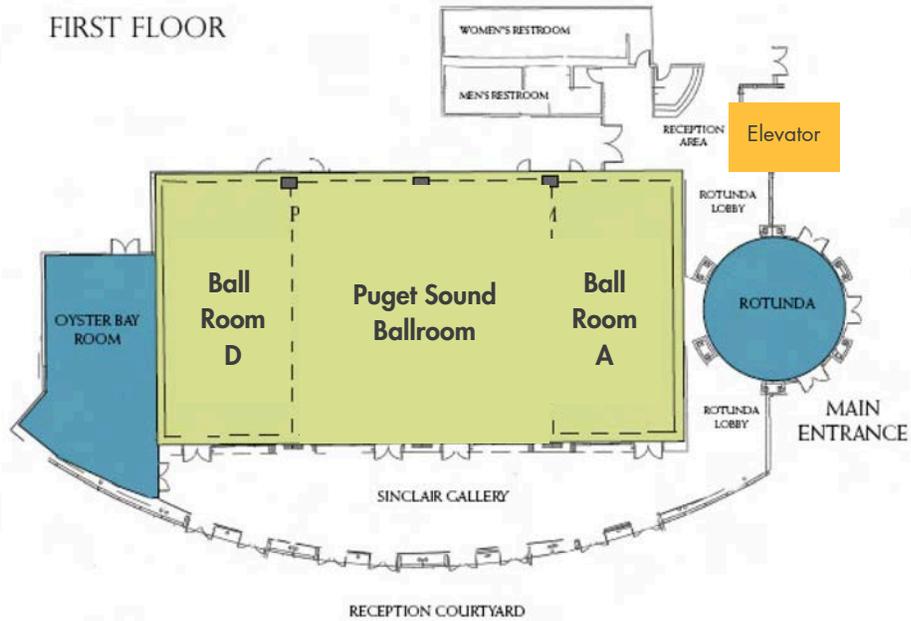
First Floor Network: **KitsapConfCtr**  
First Floor Password: **KitsapCon**

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



**KITSAP**  
CONFERENCE CENTER  
BREMERTON HARBORSIDE

FIRST FLOOR



THIRD FLOOR



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

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