

WSFMA WASHINGTON STATE FARMERS MARKET ASSOCIATION

FARMERS MARKET BOOT CAMP







Welcome! *Feel free to join a Breakout Room*
Click either **Breakout rooms** or **More, then Breakout rooms** on your task bar.

Enter Breakout Room of your choice!

-  coffee chat
-  quiet space
-  tech support

 Breakout rooms

 More

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FARMERS MARKET BOOT CAMP







March 12 General Session 1

- Farmers Markets Orgs
- Manager Panel

✓

March 19 General Session 2

- Farmers Markets Ops
- Manager Presentations
- Vendors, Market Site, Shoppers, Community

State Day

- ✓ March 5 - Idaho
- March 26 - Oregon, Utah, Washington
- March 26+27 - Ohio




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

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2026 Boot Camp "State Day"

Idaho Farmers Market Association	Thurs, Mar. 5	9:00 am-11:00 am (Pacific)
Ohio Farmers Market Network	Thurs, Mar. 26 & Fri, Mar. 27	<i>In person</i> or Zoom. Part of OFMN Conference
Oregon Farmers Market Association	Thurs, Mar. 26	9:00 am-11:00 am (Pacific)
Utah Farmers Market Network	Thurs, Mar. 26	10:00 am-1:00 pm (Mountain)
Washington State Farmers Market Association	Thurs, Mar. 26	9:00 am-12:00 pm (Pacific)



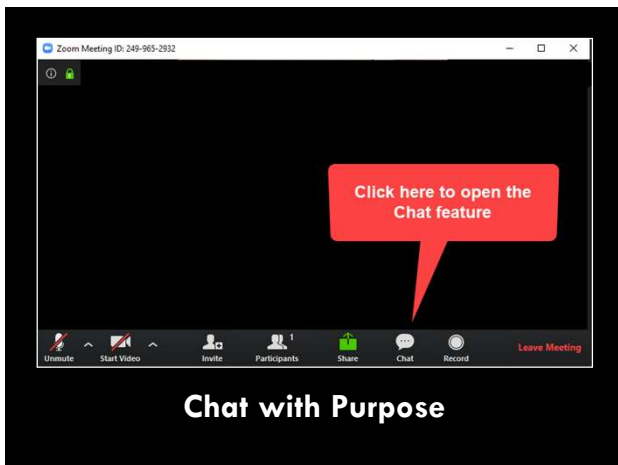
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Name
State
Market Name
Your Role
3 words about you

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FARMERS MARKET Ongoing Organizational Work  Market Day Operations 	VENDORS 	MARKET SITE 
	SHOPPERS 	COMMUNITY 

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Please welcome!



 **Matt Kelly**
Executive Director



QUEEN ANNE FARMERS MARKET
THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE

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<h2>Market Day Operations</h2>	<h3>MARKET SITE</h3> 
	<ul style="list-style-type: none"> • Market Layout & Design • Site Maps & Other Tools • Vendor + Booth Placement • Wayfinding, Entrance/Exits, Signage • Information/Manager Booth • Market Infrastructure • Public Safety

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LAYOUT & DESIGN





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Downtown Farmers Market – Walla Walla



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Auburn Farmers Market

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Pasco Farmers Market



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VENDOR PLACEMENT

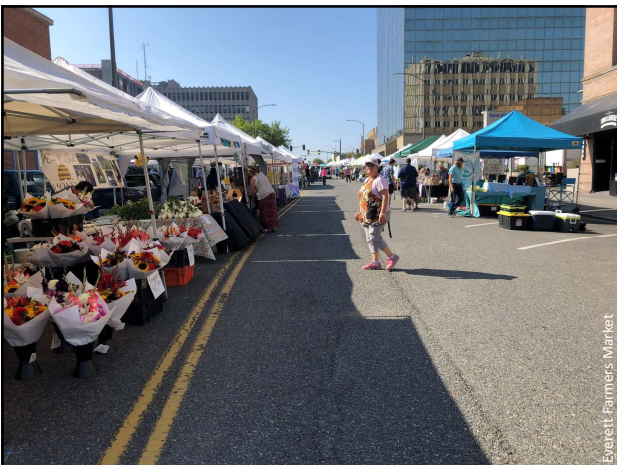


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Booth Placement

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INFORMATION/MANAGER BOOTH



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MARKET INFRASTRUCTURE



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SAFETY
●●●



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**Canopy Safety 101:
Your Guide to Canopy Safety at WSFMA Farmers Markets**



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**Market Day
Operations**

VENDORS



- Vendor Categories
- Other Vendor or Booth Types
- Vendor Composition Market Day
- Setup & Teardown
- Problem solving + Troubleshooting
- Banners & Signage
- Booth Fees & Data Collection
- Food Safety
- Food Access Programs

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Food Safety

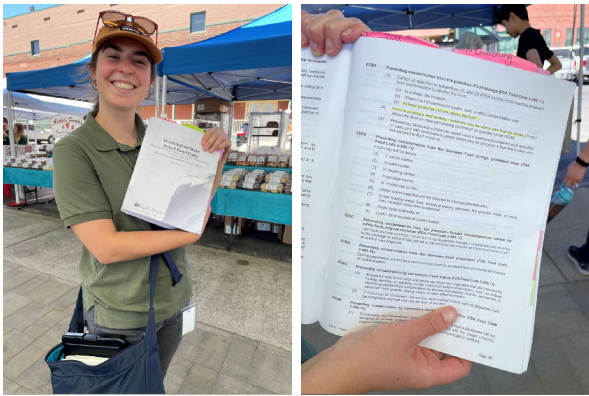


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FOOD SAFETY INSPECTIONS



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Food Access Programs







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BREAK!

Back in 15 minutes!

Breakout Rooms:

 *Matt Kelly, Queen Anne Farmers Market*

 *Quiet space*

 *Connect and chat*

 *Tech support*

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Market Day Operations

SHOPPERS





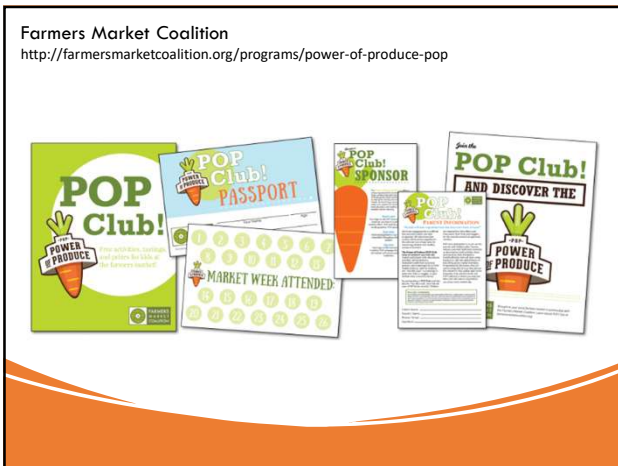
- Programs (events): Kids Activities, Chef demos
- Programs (services): Food Access
- Shopper Counts

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Kids Activities

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Farmers Market Data Collection Tools

- Vendor app
- Roster of vendors
- Market day data
- SNAP EBT / Match
- Event info
- Special projects
- End of Season report
- FMA application

Seasonal

Market Day

Special Projects



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Shopper Counts

Q1. Who to count?

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

Q2. Method to use?

- Advanced perimeter method
- Walk around method



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MEASURING MICHIGAN FARMERS MARKETS VISITOR COUNTS

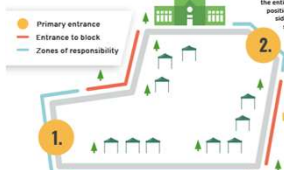
HOW TO COLLECT YOUR DATA

1. Determine responsibility zones

To count incoming visitors, you'll need to have a market staff member or volunteer positioned at each market entrance. Not all farmers markets have clear entrances, so you might need to get creative with where you position your data collectors.

Start by drawing a map of your market and identifying all of the ways in which visitors enter the market space.

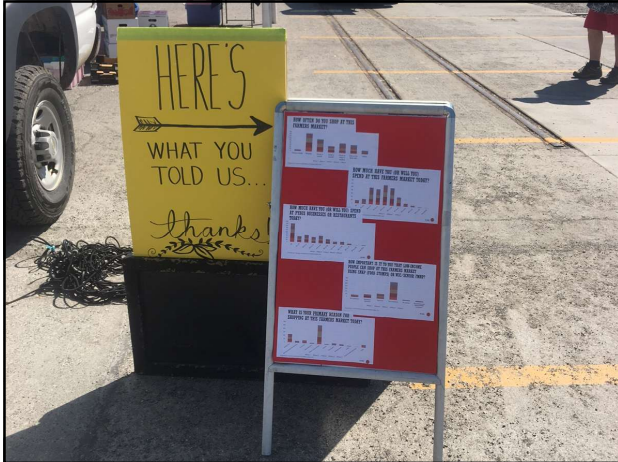
If your market does not have clearly defined entrances, draw an imaginary line around the entire market space and position counters at each side or corner of that box separating the market perimeter into zones.



The number of zones will depend upon how many volunteers you have, how big the box is, and how far a single volunteer can see.

Some data collectors might be able to monitor more than one entrance at a time, depending upon visibility. Provide clear instructions for each person counting so to where your responsibility starts and ends to avoid duplication in the counts.

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SNOHOMISH FARMERS MARKET

2025 TOTAL
\$1,867,709.00
 Total vendor revenue for 27 weeks

THE NUMBERS BREAKDOWN:

- Farm Sales: \$675K
- Processor Sales: \$506K
- Artisan Sales: n \$335K
- Prep. Food Sales: \$350K
- Other Services: \$1700

FOOD ACCESS:

- SNAP - \$5,584
- SNAP MATCH - \$6,557
- POP CLUB - \$800

OTHER FACTS:

- 200+ unique vendors & non-profits
- XXXX lbs donated to the Snohomish Food Bank
- XXXXX donated to the Snohomish Food Bank
- 3 staff - 9 board members

THAT'S \$17,293 PER HOUR!

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Auburn Farmers Market

2025 Auburn Farmers Market Season Info

On average, customers spent **\$14** per person when visiting the Market in 2025.

New layout! **40+** Vendors Weekly
 Food Court moved to Splash Pad Plaza

SNAP Market Match
\$11,809 spent at the Auburn Farmers Market in 2025!

\$13,997 EBT spent at the Market

600 votes for American Farmland Trust

2,329 Pounds of food donated to the Auburn Food Bank

Foot traffic at the market:
32,369 shoppers for the 2025 season
2,150 average shoppers per market day

The Market hosted **16** Farmers

11 Volunteers

243 Hours of Service

16 Sundays in 2025

Thank you to our Sponsors!

KOD **CITY OF AUBURN**
 PARKS, ARTS & RECREATION

auburnfarmersmarket.org

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