



# FARMERS MARKET BOOT CAMP






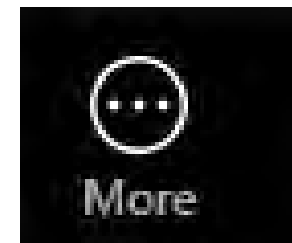
**Welcome!** *Feel free to join a Breakout Room*

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



# 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)

# 2026 Boot Camp “State Day”

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



HOME

MARKET NEWS

RULES & REGULATIONS

GRADES & STANDARDS

SERVICES

RESOURCES



## Farmers Market Promotion Program

The 2026 Farmers Market Boot Camp was funded in part by a FMPP grant to the WSFMA from the U.S. Department of Agriculture (USDA) Agricultural Marketing Service. The contents of Boot Camp are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

A banner for the 2026 Boot Camp Resources, featuring a white tent structure with a dark blue horizontal bar containing the text "2026 BOOT CAMP RESOURCES" in white. A yellow sign with the letters "AC" is visible on the right side of the tent.

# 2026 BOOT CAMP RESOURCES

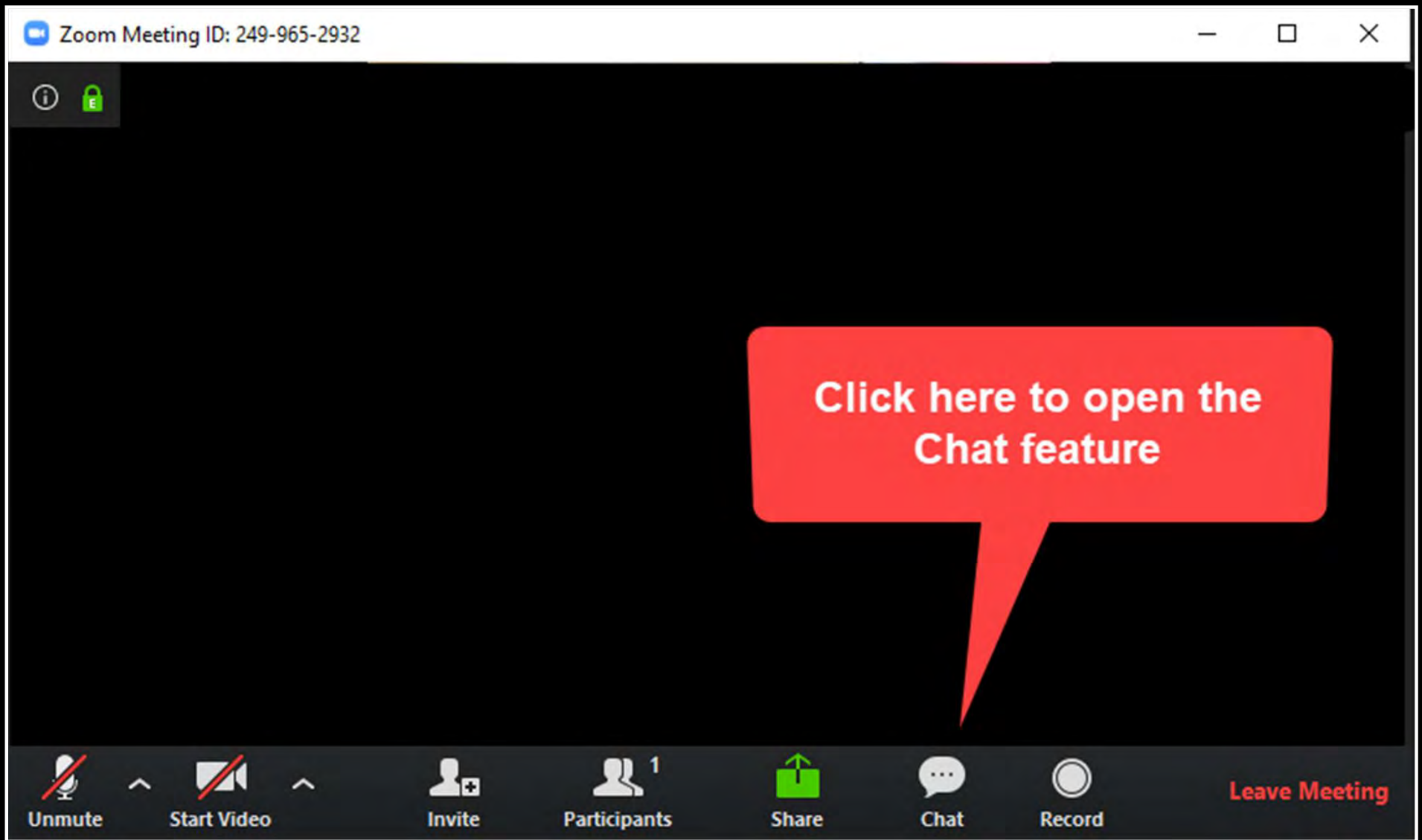
<https://wafarmersmarkets.org/archives/2026-boot-camp-resources/>

## General Sessions

- [Boot Camp Presentation Slides for March 12, 2026](#)
- [Who's Your Market Community? + Scavenger Hunt](#)
- [Boot Camp Presentation Slides for March 19, 2026](#)

## Vendors

- [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.
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- [“Green Book” Handbook for Small and Direct Marketing Farms](#) (WSDA)
- [Cultivating Your Business Guide](#) (Univ of Idaho)
- [“Vendor Guide to Accepting Food Access Currencies at Washington Farmers Markets”](#) (2026)
- [“Guía del vendedor para aceptar monedas de acceso a alimentos en los mercados agrícolas”](#) de Washington (2026)
- [EBT Tokens Accepted Here](#) graphic: available as a sticker



# Chat with Purpose

A blue speech bubble with a white outline and a tail pointing towards the bottom-left. Inside the bubble, the following text is written in white, bold, sans-serif font:

**Name**

**State**

**Market Name**

**Your Role**

**3 words about you**

# FARMERS MARKET

Ongoing  
Organizational Work



Market Day  
Operations



VENDORS



MARKET SITE



SHOPPERS



COMMUNITY



# Please welcome!



Matt Kelly

*Executive Director*



**QUEEN ANNE**  
**FARMERS**  
**MARKET**

THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE

# Market Day Operations

## MARKET SITE



- Market Layout & Design
- Site Maps & Other Tools
- Vendor + Booth Placement
- Wayfinding, Entrance/Exits, Signage
- Information/Manager Booth
- Market Infrastructure
- Public Safety





# LAYOUT & DESIGN



# Downtown Farmers Market – Walla Walla





# Auburn Farmers Market

# Pasco Farmers Market



# Puyallup Farmers Market



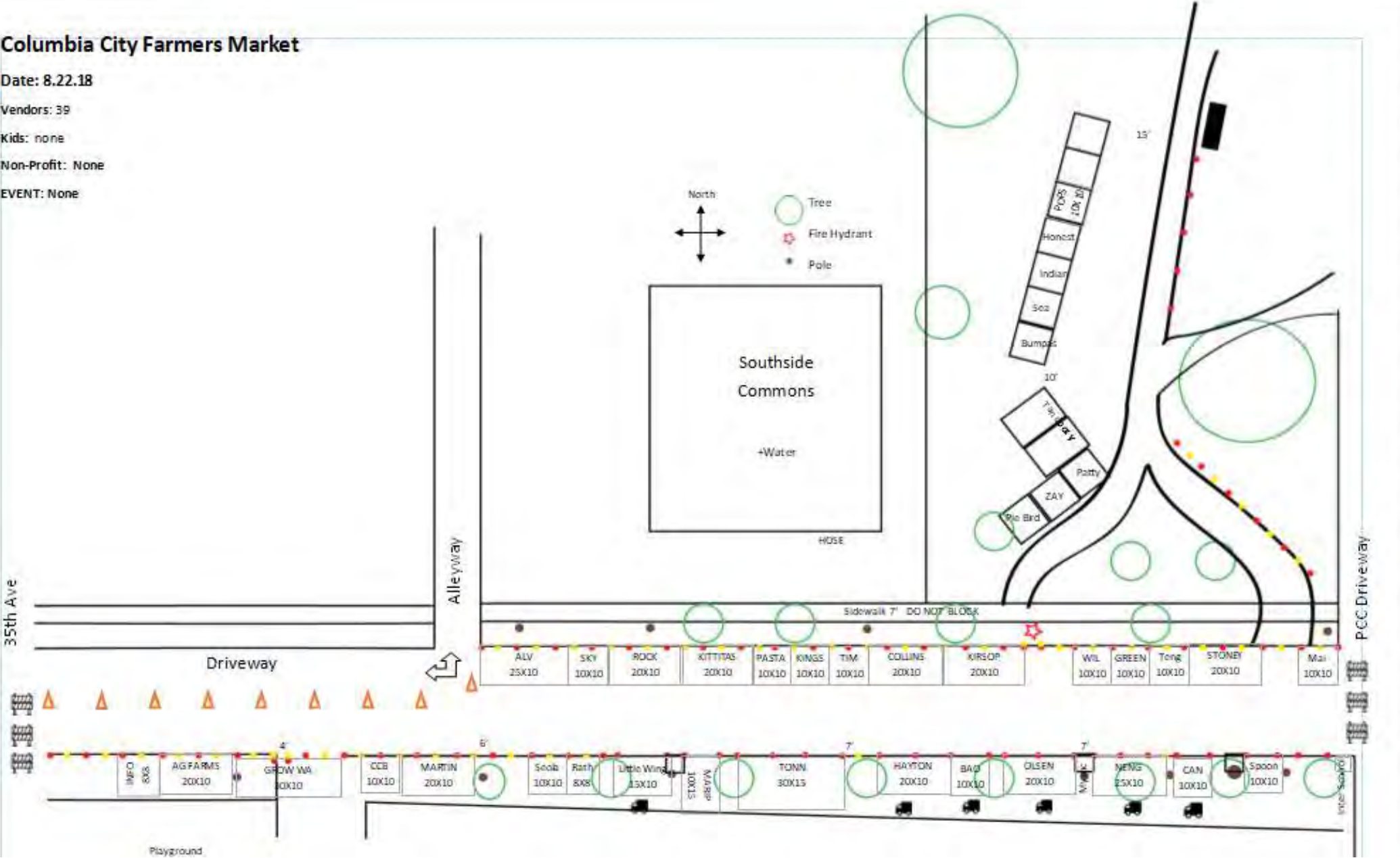


# Camas Farmers Market



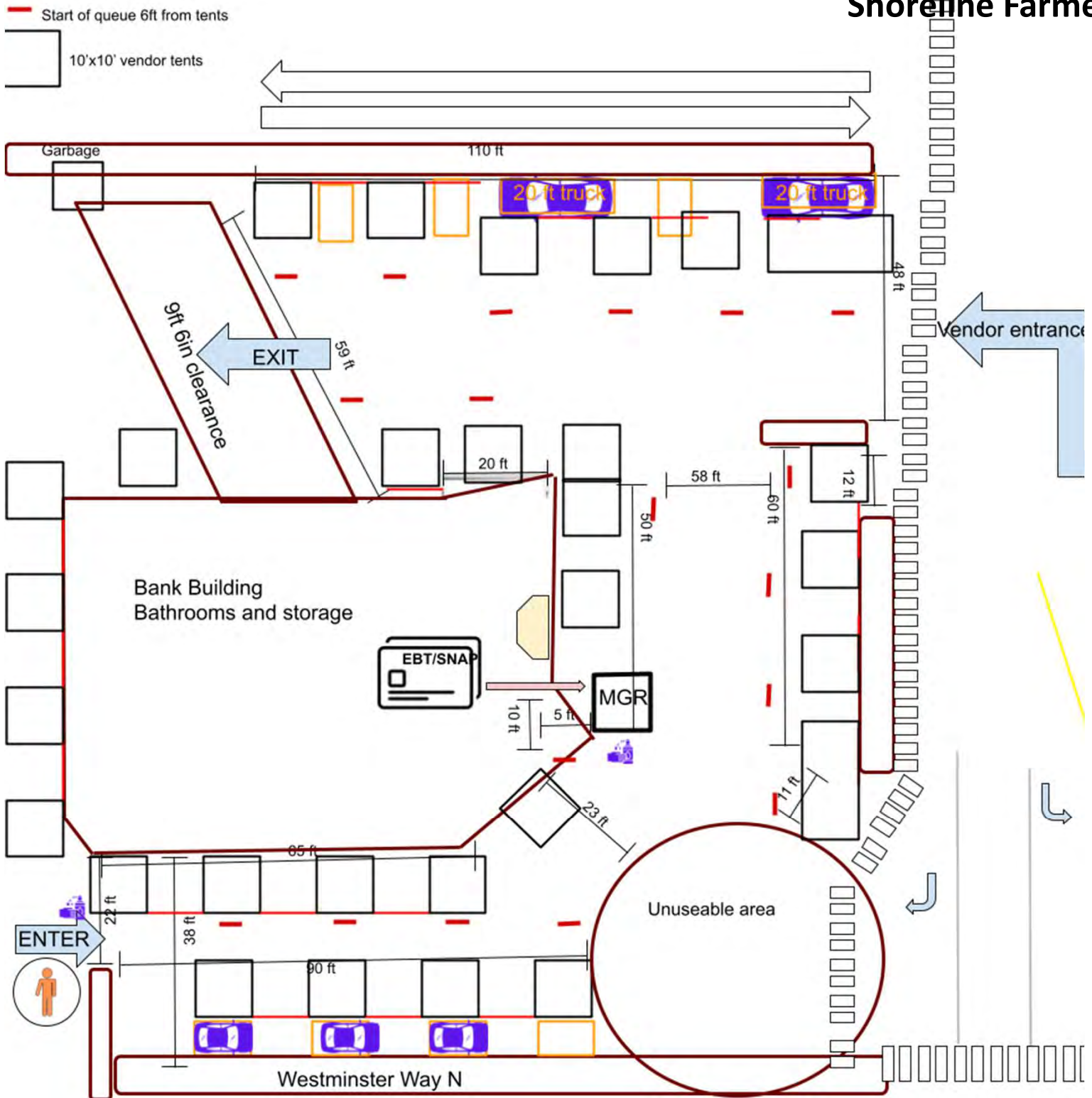
# Columbia City Farmers Market

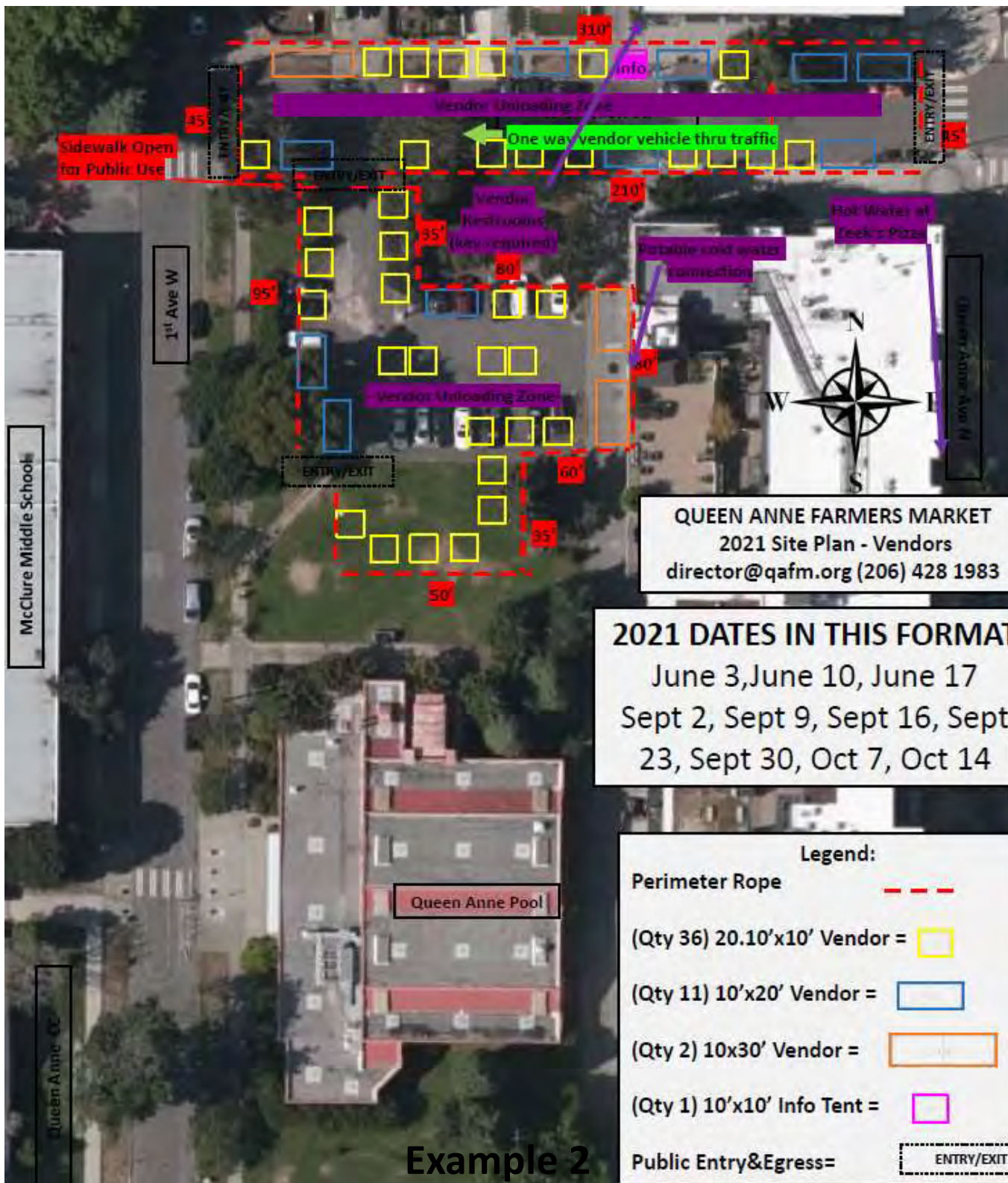
Date: 8.22.18  
 Vendors: 39  
 Kids: none  
 Non-Profit: None  
 EVENT: None



**Columbia City Farmers Market  
 Seattle, WA**

# Shoreline Farmers Market





Example 2



Prescott Farmers Market, Prescott AZ

# Queen Anne Farmers Market 2022

Scroll through the list of vendors for more information about who is at this market date, and where they are located.

Market Date: 6/23/2022

- Sam Choy's Poke to the Max
- Seattle Pops
- Seeking Kombucha
- Shipwreck Apiaries
- Sidhu Farms
- Skinny Kitty Farms
- Sweet Alyssum Farm
- Tamale My Life
- Taqueria Los Chilangos
- The French Guys
- The Mediterranean
- Tieton Farm & Creamery
- Tonnemaker Family Orchard
- Vespucci Pizza
- Xiong Cha and Cha Gardens

### Sidhu Farms



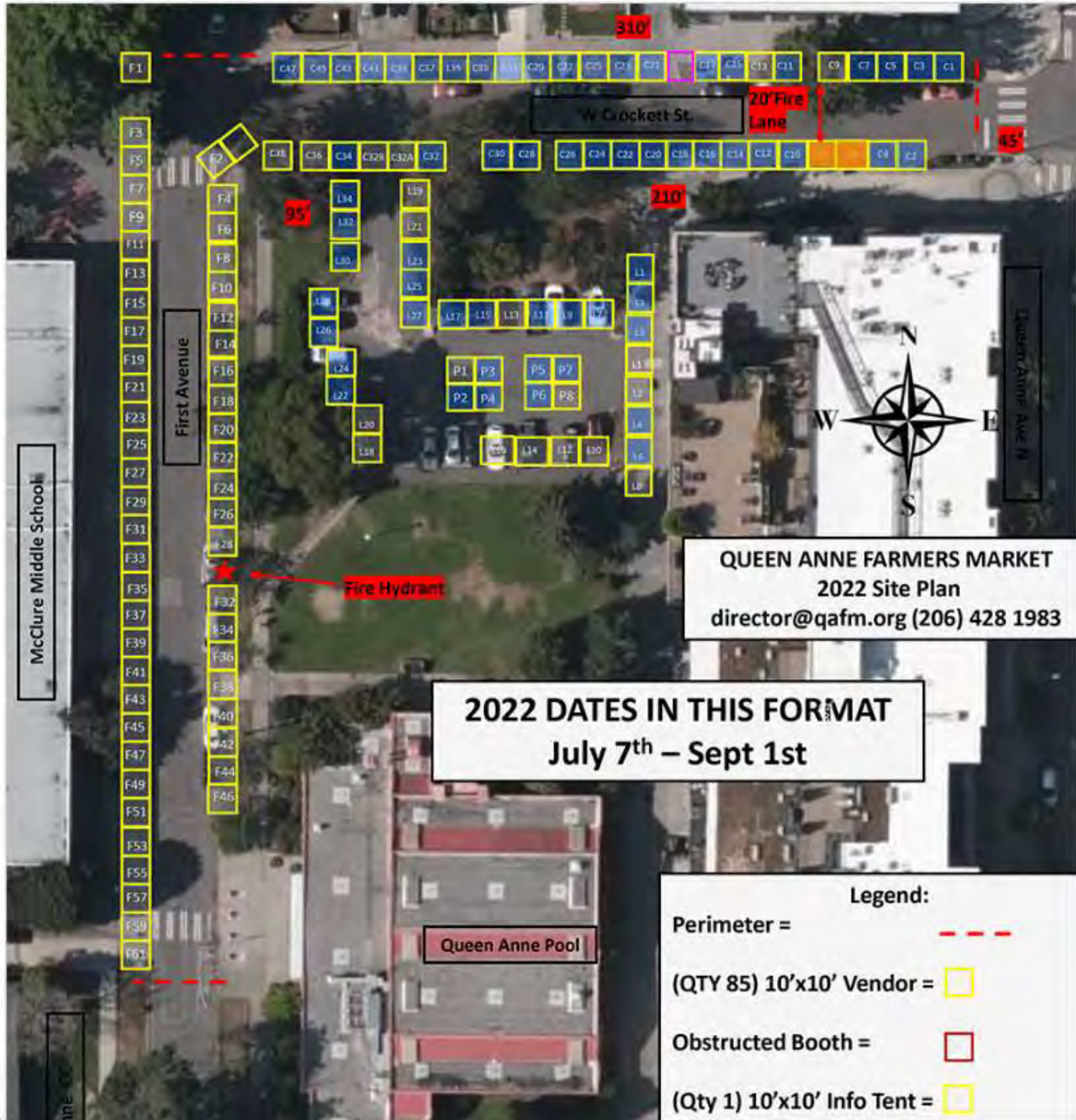
Puyallup, WA



253-651-3755

Sidhu Farms is an Organic Blueberry Farm in the heart of the Puyallup Valley, we mainly grow Blueberries, but we also have Strawberries, Raspberries, Blackberries, Marionberries, Boysenberries, Tayberries, Black Cap Raspberries, Gooseberries and Currants. We are mainly a berry business, but we also grow a wide assortment of vegetables such as tomatoes, cauliflower and brussels sprouts just to name a few.

- ☆ certified organic business
  - 🌿 sells organic products
  - 🌱 certified naturally grown business
- (ctrl + to zoom in, ctrl - to zoom out)



**QUEEN ANNE FARMERS MARKET  
2022 Site Plan**  
director@qafm.org (206) 428 1983

**2022 DATES IN THIS FORMAT**  
**July 7<sup>th</sup> – Sept 1<sup>st</sup>**

**Legend:**

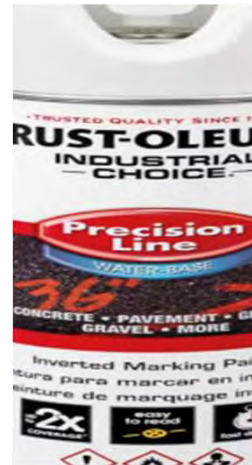
Perimeter = - - - -

(QTY 85) 10'x10' Vendor =

Obstructed Booth =

(Qty 1) 10'x10' Info Tent =

# Management Tools!





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# VENDOR PLACEMENT





# Booth Placement



Everett Farmers Market



# INFORMATION/MANAGER BOOTH





# MARKET INFRASTRUCTURE



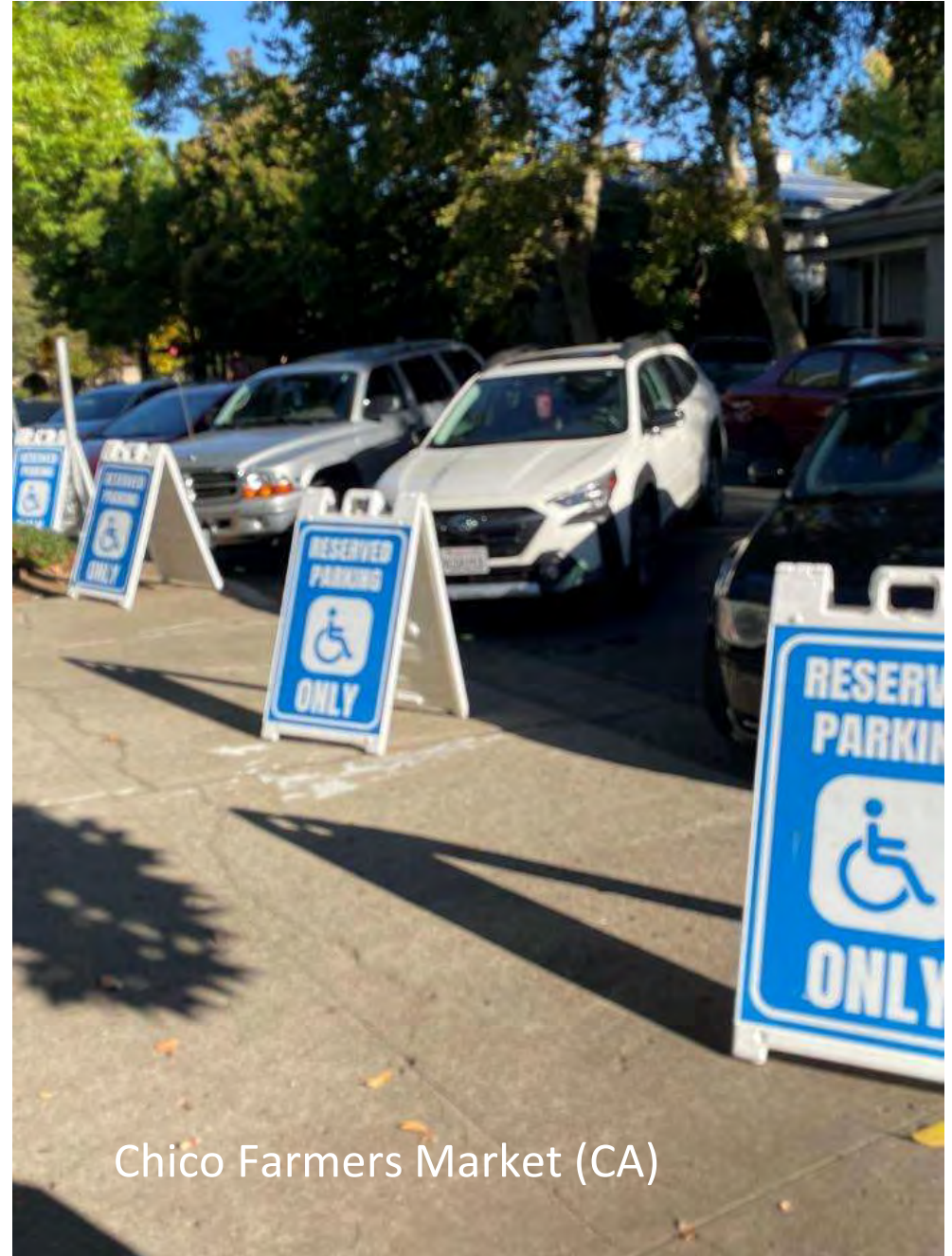








Roslyn Farmers Market (WA)



Chico Farmers Market (CA)



Bellevue Farmers Market (WA)



Chico Farmers Market (CA)



Bellevue Farmers Market (WA)



City of Chico  
PUBLIC  
PARKING

EXIT







# SAFETY





**WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION**

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





# 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

# Types of Vendor Categories

Some farmers markets also allow **RESELLERS**.



Other Vendor  
or  
Booth Types



# Vendor Composition Market Day





## Setup & Teardown



# Problem Solving & Troubleshooting

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# Vendor Banners

**Yes**

Easy to read, even from far away

The most important information is the biggest

1 simple and memorable image (a talking cow?!)



**BIG COW FARM**  
ORGANIC GRASSFED BEEF  
Cowland, WA

Eat our beef!

**No**

Too much information!

The name of the farm is small and lost in the other text

It is difficult to read the text and hard to see the image of the cow in the background



U.S.D.A. CHOICE BEEF

T-BONE – CLUB STEAK – RIB STEAK – GROUND BEEF – SIRLOIN – BRISKET – RUMP ROAST – FLANK

ORGANIC GRASSFED

**BIG COW FARM**

360-555-3286

WWW.BIGCOWFARM.COM

# Booth Signage





## Collecting Booth Fees

## 2024 LCFM Farm Vendor Sales Report

Business Name: \_\_\_\_\_

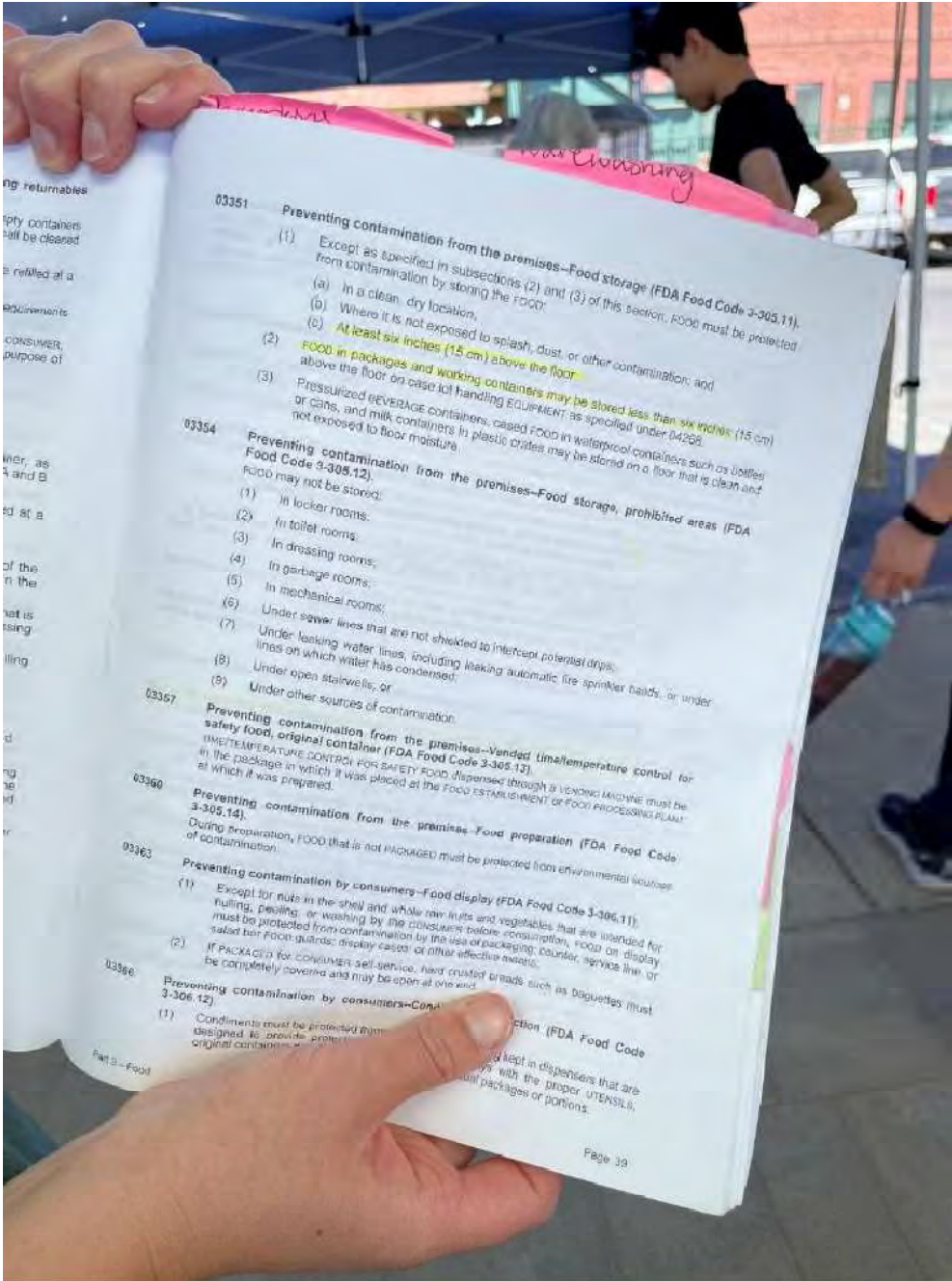
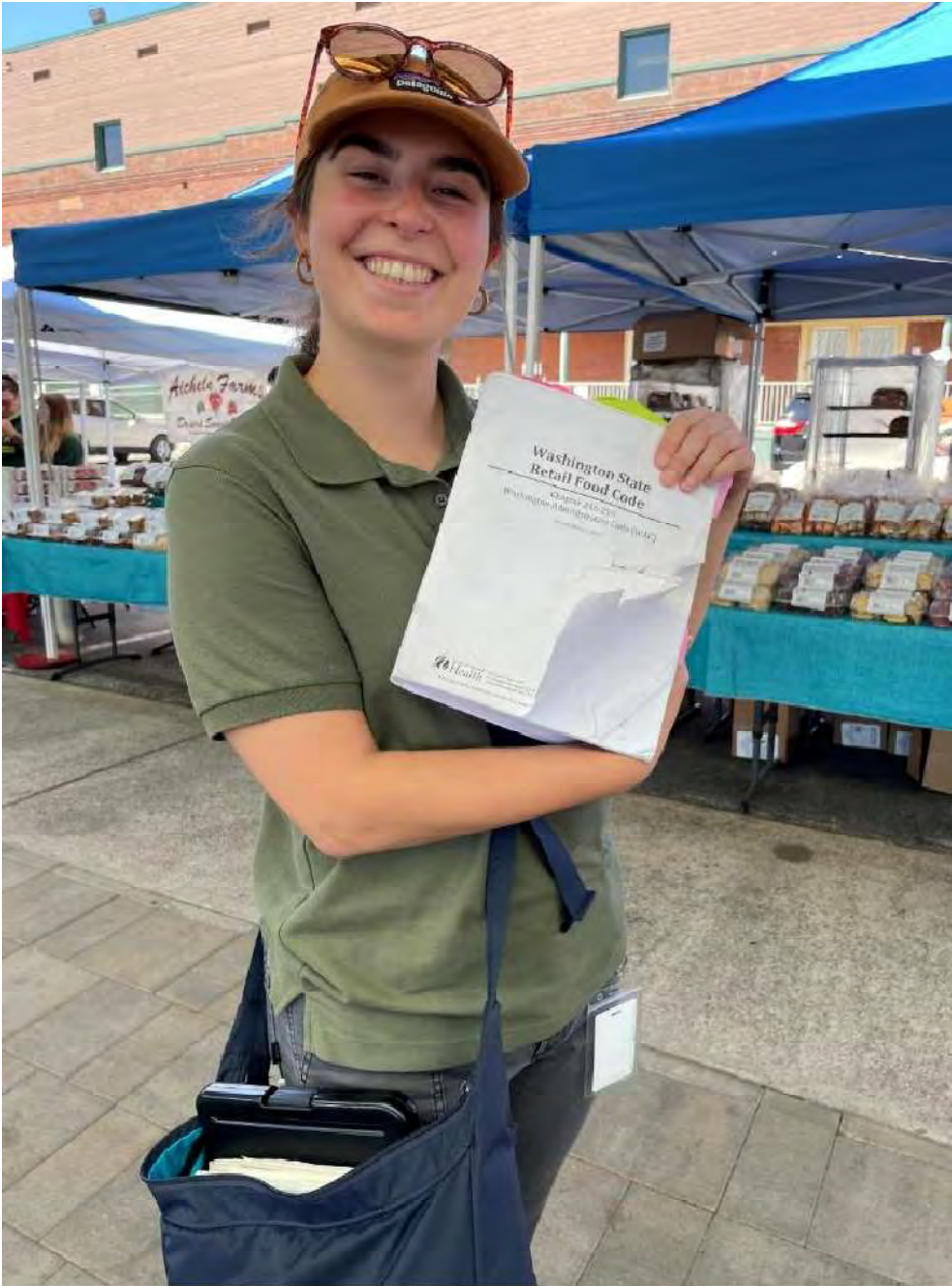
Vendors must enter all <b>green</b> columns and return all tokens/vouchers as listed.						Managers are available to help complete the remaining columns. <b>Do not leave before paying daily fees.</b>					
Date	Direct Sales Cash, Check, Venmo, Paypal, Credit Card, other	RED Tokens	GREEN Tokens *Increments 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 <b>yellow</b> 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





# FOOD SAFETY INSPECTIONS



# Food Access Programs




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# B R E A K!


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





# Kids Activities

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# Farmers Market Coalition

<http://farmersmarketcoalition.org/programs/power-of-produce-pop>



# Cooking Demo on Market Day



# MARKET INFORMATION

REDEEM HERE  
**EBT**



SNAP  
Market Match  
Accepted Here!  
WIC & SENIOR  
Farmers Market Benefits  
WELCOME HERE!



46  
↑  
TOKANE

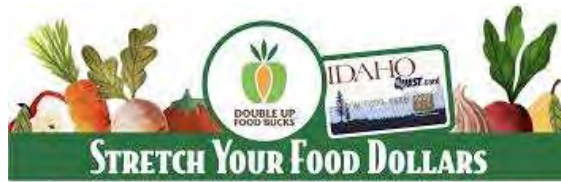




Supplemental  
Nutrition  
Assistance  
Program



Double Up your Market!



Get more fruits & vegetables when you use your EBT CARD at the Boise Farmers Market. You spend up to \$45. We match up to \$45.

# Fruit & Veg Matching or Incentives



# WIC FMNP & WIC Fruit & Veg Benefits



# Senior FMNP





Washington State Farmers Market Association  
**Farmers Market Food Access Currencies**

PRODUCTS	EBT Tokens	SNAP Market Match	Senior FMNP	WIC FMNP	WIC Fruit & Vegetable Benefits
<i>Fresh</i> fruits, vegetables, herbs, mushrooms	👍	👍	👍	👍	👍
<i>Dried or frozen</i> fruits, vegetables, and dried herbs, beans, and nuts	👍				
Plants or seeds that produce food	👍	👍			
Honey	👍		👍		
Meat, fish, poultry, eggs, dairy	👍				
Bread, pastries, and other baked goods	👍				
Jams, salsa, hummus, pickles, and other value-added products	👍				
Snacks, pre-packaged beverages	👍				
<b>Hot, ready-to-eat foods</b>			Not allowed		
<b>Alcohol, CBD</b>			Not allowed		
<b>Flowers and any other products people don't eat</b>			Not allowed		



# Shopper Counts

## Q1. Who to count?

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

## Q2. Method to use?

- Advanced perimeter method
- Walk around method



# MEASURING MICHIGAN FARMERS MARKETS

## VISITOR COUNTS



### HOW TO COLLECT YOUR DATA

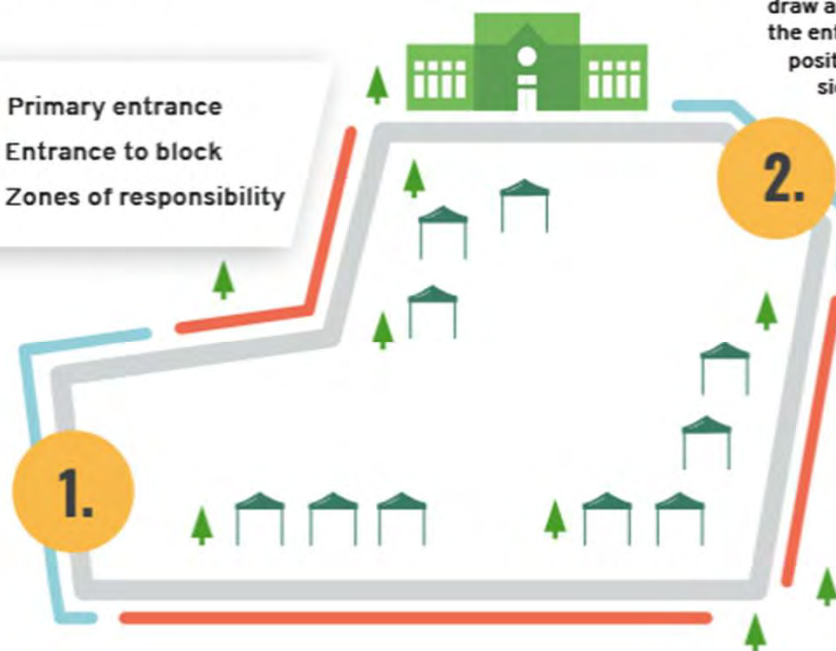
#### 1. Determine responsibility zones

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 entrance(s), 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 box around the entire market space and position counters at each side or corner of that box separating the market perimeter into zones.

- Primary entrance
- Entrance to block
- Zones of responsibility

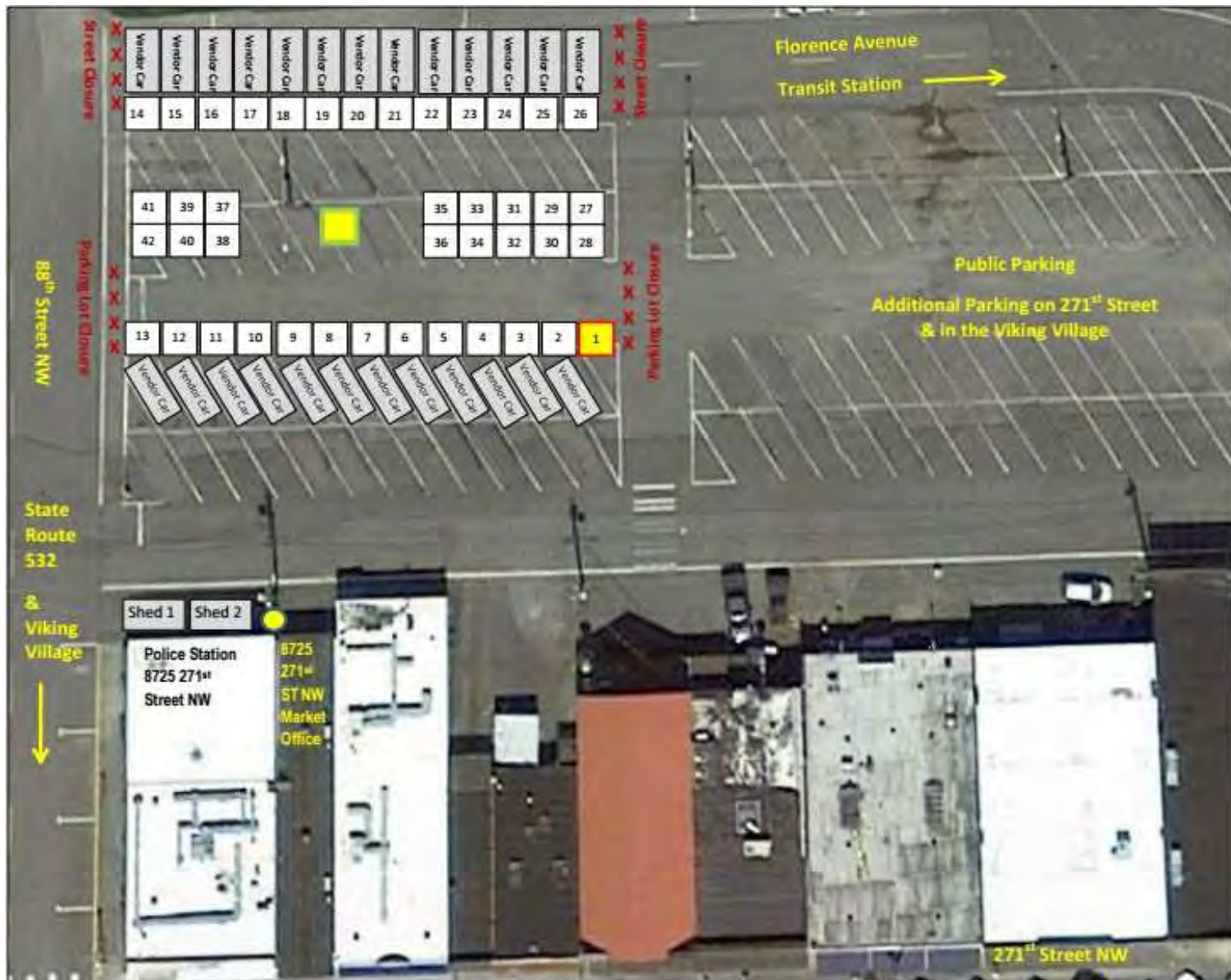


The number of zones will depend upon how many volunteers you have, how big the box is, and how far a single volunteer can see.



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 as to where their responsibility starts and stops to avoid duplication in the counts.

# Determine Market Perimeter



Port Susan Farmers Market, 2016

# Counts from Market Entrances



Thursday Market at South Perry



Wenatchee Valley Farmers Market

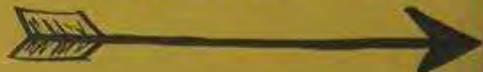
5 or 10 minutes  
Same time each hour  
+ # people in market when bell rings  
Name entrances



# 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%
<b>Subtotal [of 10 minute sample]</b>	18	74	57	23	126	9	307	<b>1,842</b>	
<b>Estimated # of Customers</b>									
[subtotal x 6]	<b>108</b>	<b>444</b>	<b>342</b>	<b>138</b>	<b>756</b>	<b>54</b>	<b>1,842</b>	<b>1,880</b>	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%		
<b>Subtotal [of 10 minute sample]</b>	92	57	149	9	307	<b>1,842</b>			
<b>Estimated # of Customers</b>									
[subtotal x 6]	<b>552</b>	<b>342</b>	<b>894</b>	<b>54</b>	<b>1,842</b>	<b>1,880</b>	100%		
Percent by Entrance	29%	18%	48%	3%	98%				

HERE'S



WHAT YOU  
TOLD US...

Thanks!

HOW OFTEN DO YOU SHOP AT THIS FARMERS MARKET?



HOW MUCH HAVE YOU (OR WILL YOU) SPEND AT THIS FARMERS MARKET TODAY?



HOW MUCH HAVE YOU (OR WILL YOU) SPEND AT PYBUS' BUSINESSES OR RESTAURANTS TODAY?



HOW IMPORTANT IS IT TO YOU THAT LOW-INCOME PEOPLE CAN SHOP AT THIS FARMERS MARKET USING SNAP (FOOD STAMPS) OR WIC/SNIOR FMM?



WHAT IS YOUR PRIMARY REASON FOR SHOPPING AT THIS FARMERS MARKET TODAY?





# 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

**THAT'S \$17,293 PER HOUR!**

**OTHER FACTS:**

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

**FOOD ACCESS:**

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



# 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



 <p><b>\$11,809</b> spent at the Auburn Farmers Market in 2025!</p>	<p><b>\$13,997</b> EBT spent at the Market</p>  <p><b>600</b> votes for American Farmland Trust</p>	 <p><b>2,329</b> Pounds of food donated to the Auburn Food Bank</p>	<p>Foot traffic at the market:</p> <p><b>32,369</b> shoppers for the 2025 season</p>  <p><b>2,150</b> average shoppers per market day</p>
--	--	--	---

<p>The Market hosted</p> <p><b>16</b> Farmers</p> 	<p><b>11</b> Volunteers</p>  <p><b>243</b> Hours of Service</p>	<p><b>16</b> Sundays in 2025</p>	<p>Thank you to our Sponsors!</p>  
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[auburnfarmersmarket.org](http://auburnfarmersmarket.org)



EST. 1992

JEFFERSON COUNTY  
**FARMERS  
MARKETS**  
PORT TOWNSEND • CHIMACUM

## NOURISHING OUR COMMUNITY & SUPPORTING LOCAL FARMS

### 2025 JCFM FOOD ACCESS IMPACT



**~2,000  
households  
served**

1,250 seniors served, 200 children and families [WIC/VegRx], 650 people of all ages [SNAP]

**~\$161k Fresh Food  
Buying Power**

for our community. State and federal food access dollars and community match dollars spent at the farmers market with local farms this year as a result of the JCFM food access programs.

**=~\$61K Local Farm  
Revenue**



Market food access sales generate about 11% of Market revenue for local fresh produce farms and 6% total revenue for farm and food businesses, supporting our local economy.



<https://jcfmarkets.org>

2025

# MERCER ISLAND FARMERS MARKET

## Community Impact Report

Total Visitors:

**93,000**

115% increase from '24

Gross Vendor Sales:

**\$1.4M**

32% increase from '24



**19,000+ CHILDREN**

visited the market this season, with family-friendly activities that drove record engagement & solidified our role as a hub for local families.

**\$22,710**

in Market Bucks supported 750+ families—making fresh, local food accessible to those experiencing food insecurity.

**6,300+ LBS**

of produce were donated through MIFM farmers and transformed into meals for local shelters.

[www.mifarmersmarket.org](http://www.mifarmersmarket.org)



# 2025 Renton Farmers Market Takin' it to the Streets!

This year we moved the market a block over from the long-standing location at Piazza Park to Williams Avenue South due to construction. A big thank you to our vendors and shoppers for taking it all in stride!

### SUPPORTING FARMERS & SMALL BUSINESS!

**\$722,129**  
in Vendor Sales

**\$306,680**  
in Farmer Sales

...in a total of

**18 Market Days**

Four of the top five vendors  
by sales were farmers!



### 77 Vendors

20 vendors were  
farmers who worked

**Over 637 acres**  
in Washington State

**39,922 Shoppers**  
for the season

**2,217 shoppers**  
per market day on average

**\$18 average**  
spent per shopper

### Thank You Sponsors!



Qualstar Credit Union  
Arrow Animal Urgent Care  
Cedar River Montessori  
The Lakeshore  
Pet Butler of Renton

### 77 Volunteers

donated 1,171 hours  
to help the market run

...including making

**1,890 balls of  
play dough**

from scratch for  
the Kids Patch!



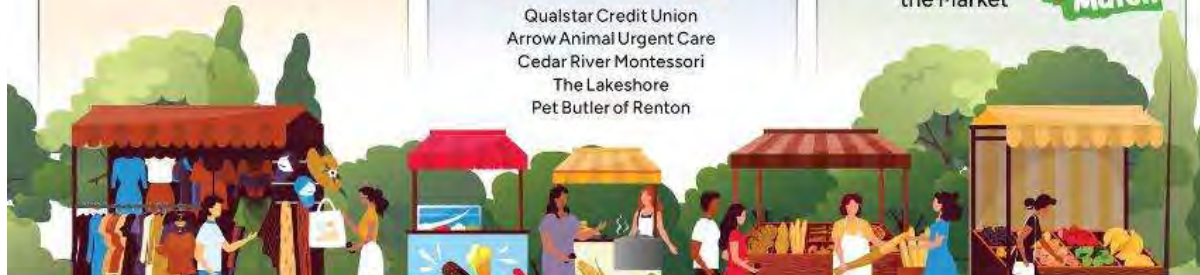
**2,119 lbs**  
Food Donated

to local feeding programs



**\$16,987 in  
SNAP Benefits**

plus \$15,835  
in Match at  
the Market



[www.rentonfarmersmarket.com](http://www.rentonfarmersmarket.com)

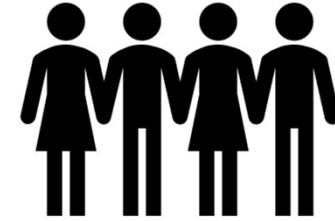
# Who's interested in your market data?

- Chamber of Commerce
- Downtown Association
- Tourism/Agritourism
- Small Business advocates
- Food Policy Councils
- Anti-hunger/food access groups
- Farmer groups
- Extension
- State Dept. of Agriculture
- Farmers Market Week organizers
- State or local FM associations
- Local foundations, civic groups
- Teachers, child care centers
- Senior centers
- Media



# Market Day Operations

## COMMUNITY



- Community Booths
- Relationships with Neighbors
- Conflict management
- Volunteers

A banner for the 2026 Boot Camp Resources, featuring a white tent structure with a dark blue overlay containing the text "2026 BOOT CAMP RESOURCES" in white. A yellow sign with the letters "AC" is visible on the right side of the tent.

# 2026 BOOT CAMP RESOURCES

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REDEEM HERE  
**EBT**

Washington Cares  
5077 1012 3456 7890  
JOHN P. CARDHOLDER

Eating  
vegeta

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