

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

2

FARMERS MARKET BOOT CAMP

March 12 **General Session 1**

- Farmers Markets Orgs
- Manager Panel
- Vendors, Market Site, Shoppers, Community

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)

3

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 or Zoom. Part of OFMN Conference</i>
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)

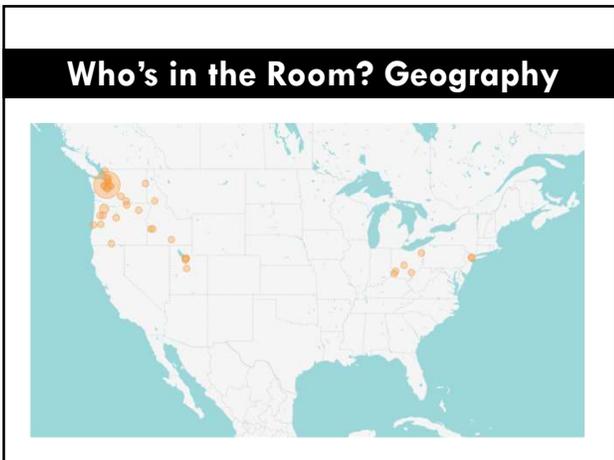
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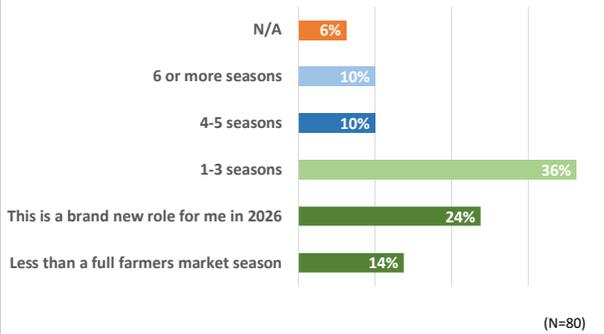
Who's in the Room? Roles



Manager or Market Staff 70%	Vendor 10%	Board Member 26%	Other 11%
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8

Who's in the Room? Farmers Market Seasons



9

A screenshot of a Zoom meeting window. The title bar shows 'Zoom Meeting ID: 249-965-2932'. A red callout bubble points to the 'Chat' icon in the bottom toolbar, with the text 'Click here to open the Chat feature'. Below the screenshot, the text 'Chat with Purpose' is displayed.

10

Name
State
Market Name
Your Role
3 words about you

11

Boot Camp Cheat Sheet

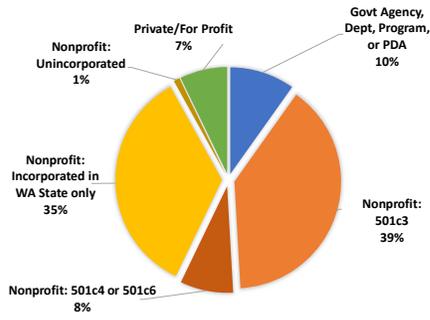
- 1. Importance of knowing and building your "Farmer Market Team"**
- 2. Importance of "place-making" to overall success of a farmers market**
- 3. This is a rewarding but complex job with long and steep learning curve**

12

<p>FARMERS MARKET</p> <p>Ongoing Organizational Work</p> <p>Market Day Operations</p>	<p>VENDORS</p>	<p>MARKET SITE</p>
	<p>SHOPPERS</p>	<p>COMMUNITY</p>

13

There are many types of Farmers Market Organizations



WSFMA, N = 112

14

Many Missions of Farmers Markets



15

Vancouver Farmers Market



*Kelsey Allan,
 "Pricing with Purpose:
 Navigating the World of Vendor Fees," 2025
 WSFMA
 Conference, Bremerton WA.*

16



FARMER

PROCESSOR

RESELLER

CRAFTERS/ARTISANS

PREPARED FOODS

17



FARMERS MARKET VS

- Food Court
- Craft Fair
- Makers Market
- Flea Market
- Night Market
- Community Event

18

Single vs Multi-market Organizations



Seattle Neighborhood Farmers Markets

Open All Year-Round: Find Your Market

- UNIVERSITY DISTRICT FARMERS MARKET (Saturdays)
- WEST SEATTLE FARMERS MARKET (Sundays)
- CAPITOL HILL NEIGHBORHOOD FARMERS MARKET (Sundays)

Seasonal Farmers Markets

- COLUMBIA CITY FARMERS MARKET (Wednesdays)
- LAKE CITY FARMERS MARKET (Thursdays)
- PINEY FARMERS MARKET (Fridays)
- MAGNOLIA FARMERS MARKET (Saturdays)

19

There are many types of Farmers Market Managers & Boards/Market Leadership

20

What Farmers Markets have in Common

Leavenworth Community Farmers Market

21

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

22



23



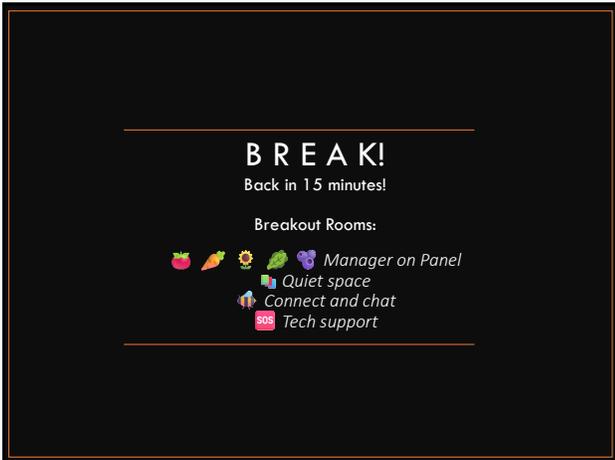
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25



26



27



28

Top factors that vendors said are “very important” in their decision to sell at farmers markets **in general**. (n=410)

-  **90%**
opportunity to build relationships with customers
-  **80%**
provide the community with healthy food
-  **74%**
ability to receive retail value for products
-  **72%**
having control over prices
-  **55%**
to help launch or establish a farm business

WFSMA Farmers Market Vendor Survey Highlights (Jan 2026)

29

Top factors that vendors said are “very important” when deciding which **specific** farmers markets to sell at. (n=397)

-  **83%**
farmers market is well-managed
-  **81%**
farmers market attracts serious shoppers
-  **78%**
high-quality products at the farmers market
-  **76%**
desire to help their local farmers market succeed
-  **75%**
fair farmers market rules and policies

WFSMA Farmers Market Vendor Survey Highlights (Jan 2026)

30



31

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

General Sessions

- Boot Camp Presentation Slides for March 12, 2026
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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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- "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)

32

ONGOING Organizational Work of Farmers Markets



VENDORS



- Market Rules & Policies
- Vendor Application/Fees
- Permits/Licenses/Certification
- Health Dept Requirements
- Food Access Programs?
- Code of Conduct
- Communication Tools

33

Ellensburg Farmers Market
 2024 RULES, GUIDELINES, & POLICIES

PLEASE READ THESE REGULATIONS CAREFULLY AND PRINT FOR YOUR RECORDS. THERE ARE SEVERAL UPDATES FOR 2024.
 To uphold the integrity of our market, all vendors and their representatives are responsible for knowing and abiding by the rules. If you cannot print a copy, one can be provided for you.

EFM BOOTH LOCATION AND SPACE ASSIGNMENT

BOOTH ASSIGNMENTS
 Participation in the Ellensburg Farmers Market is based on a **priority of products** in the following order:

1. **Fresh Farm products**
2. **Value-added farm products**
3. **Processed foods** - with preference given to vendors using ingredients from local farms (or if not available locally, from Washington State).
4. **Prepared foods** - with preference given to vendors using ingredients from local farms (or if not available locally, from Washington State).
5. **Crafter/Artisans** - with preference given to vendors using ingredients from local farms (or if not available locally, from Washington State).
6. **The need for a specific product** and your ability to produce it.

BOOTH LOCATION
 Placement of your booth will be assigned and reserved using the following criteria:

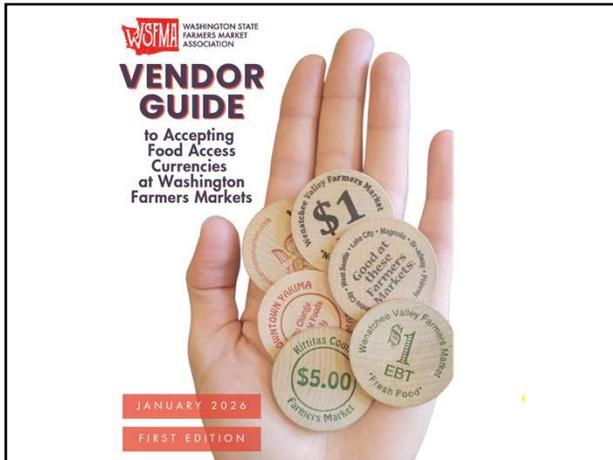
1. Returning vendors
2. Attendance from prior seasons
3. Sales history reporting
4. Date Vendor submitted a complete application
5. Number of spaces required. (The more space required, the more challenging it is to place the vendor. Tables are the most limiting, as they require the ability for vehicle maneuvering in addition to space. We have a very limited amount of space for trailers.)
6. Electric Use. (A limited number of outlets are available in specific areas only and will determine placement). Generators are prohibited.
7. Any exceptions to these rules will be considered on a case-to-case basis, at the discretion of the Market manager and/or the Board of Directors.

34

Washington State Farmers Market Association
Farmers Market Food Access Currencies

	SNAP EBT & SUN Buckets	SNAP Market Match	Senior Farmers Market Nutrition Program (FMNP)	WIC Farmers Market nutrition Program (FMNP)	WIC Fruit & Vegetable Benefits
Cards, logo and signs					
Currency used at Vendor Booth	EBT tokens from Farmers Market	New paper currency and color every year	Senior FMNP card for calendar year or Senior FMNP app Shoppers also need PIN	WIC card or WIC Shopper app Shoppers also need PIN	WIC card or WIC Shopper app Shoppers also need PIN
Where shopper gets food access currency?	Information Booth	Information Booth	Card is pre-loaded by local senior agency	Card is pre-loaded by local WIC clinic	Card is pre-loaded by local WIC clinic
How much \$ does shopper get?	Not limited. Shopper can ask for as much as they want and have available.	Varies, \$10 or more per day at most farmers markets (2026)	\$80 per season	\$30 to \$90 per season	\$26 or more per month
When can shopper use currency?	Year-round	January 1 – December 31	June 1 – October 31	June 1 – October 31	Year-round
Do shoppers get change?	Vendors cannot give change for EBT tokens	Vendors cannot give change for SNAP Market Match	Exact amount charged	Exact amount charged	Exact amount charged
Where do people sign up and get help?	Local DSHS Community Support Office or www.washingtonconnection.org (877) 501-2233	No sign up needed. Automatically given.	Local senior agency. For benefit balance or to change PIN call (844) 359-3104	Local WIC Clinic or call Customer Service at (800) 841-1410	Local WIC Clinic or call Customer Service at (800) 841-1410

38



39

COURTESY + CONDUCT

The markets are community events where many diverse people are gathered to shop and sell. Vendors and their representatives are expected to conduct themselves in a respectful, safe, courteous and harmonious manner with customers, market staff and with each other.

1. Anti-Harassment and Non-Retaliation: NFM strives to create a safe and enjoyable environment for our staff, vendors and community members, and prohibits any harassment, behavior that creates a hostile environment, and retaliation for reporting such behavior, based on race, color, national origin, immigration or citizenship status, religion, sex (including but not limited to sexual orientation, gender identity, gender expression, sexual stereotypes, pregnancy, childbirth and breastfeeding), disability, age, genetic information or characteristics, military or veteran status, familial status, or any other basis protected by applicable law. Additionally, all vendors are encouraged to adopt and enforce anti-harassment and non-retaliation policies and train their staff accordingly, and all NFM staff are required to report incidents of suspected harassment. Any retaliatory action for reporting suspected violations of this policy is strictly prohibited. NFM will promptly investigate all reports. Any harassing, abusive, hostile or threatening behavior toward an NFM staff member or other vendors may result in the suspension of the vendor's Permit to Sell for that day, and/or permanently. If you have any questions or would like to report a violation, please contact our Executive Director at 206-632-5234.
2. Anyone under the influence of alcohol or any controlled or illegal substance may not be on the market premises. Any violation may result in the termination of the Vendor's Permit to Sell at all markets.
3. Hawking and calling attention to your products in a loud, repetitive, public manner is prohibited.
4. Sampling, if permitted, must take place within the boundaries of the vendor's assigned stall space.
5. Vendors may play music/radios in their stall space during set-up and take-down, but should be aware of volume and other vendors' ability to transact business without any audio interference. Market Managers may ask you to turn it down or off.
6. Vendors are requested to wear appropriate attire and appear neat and tidy at the Markets. Vendors must wear shirts and shoes at all times.

40

ONGOING Organizational Work of Farmers Markets



SHOPPERS



- Promotions / marketing
- Knowing shopper demand / expectations
- Code of Conduct
- Programs offered?
- Food Access programs?
- "Atmosphere"

47



48





Carnation Farmers Market



49



50



Shoreline Farmers Market

51

<p>ONGOING Organizational Work of Farmers Markets</p>	<p>COMMUNITY</p> 
	<ul style="list-style-type: none"> • Good neighbor • Impact reports • Advocacy? • Sponsorships / Fundraising? • Partnerships / Tech support • Volunteer recruitment? • Conflict management

52

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56

 _____ really rang true for me today

or

? One question I have now is _____

57

WSFMA WASHINGTON STATE FARMERS MARKET ASSOCIATION

FARMERS MARKET BOOT CAMP

WSFMA **IDAHO** FARMERS MARKET ASSOCIATION **OFMN** **UTAH FARMERS MARKET NETWORK**

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58
