

# FROM SET UP TO STAND OUT

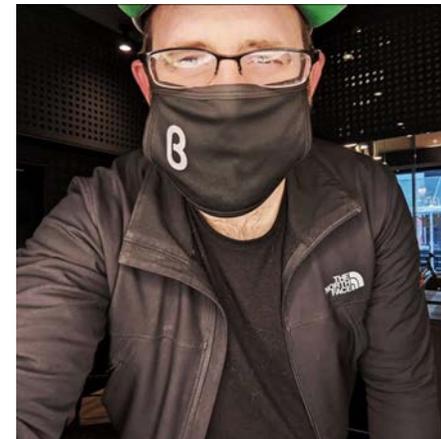
HOW COLLINS FAMILY ORCHARDS  
IS BUILDING A UNIFIED MARKET PRESENCE

*Sean Conroe, Collins Family Orchard*



2026 WSFMA Conference  
February 20-21, 2026  
Kitsap Conference Center  
Bremerton, WA

# HELLO, ITS ME



# MY GUIDING PRINCIPLES

**LEAD**  
WITH COURAGE

**HONOR**  
PEOPLE, PLACE + HISTORY

**BUILD**  
SYSTEMS THAT LAST



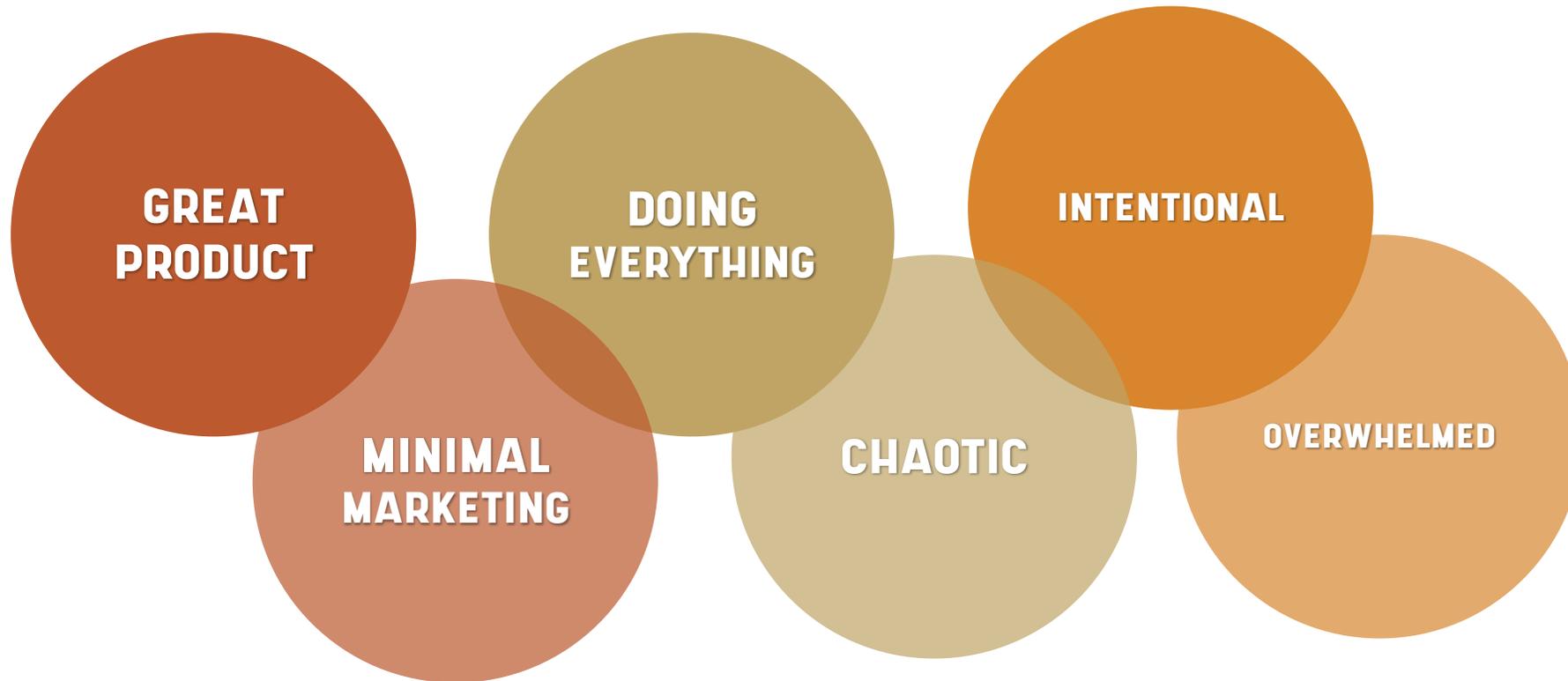
# GROW FORTH

**WHERE CFO WAS**

**STRONG PRODUCT  
HARD-WORKING TEAMS  
FRAGMENTED SYSTEMS  
MARKETS FELT SILOED**



# THE VENDOR SPECTRUM



**MOST OF US LIVE SOMEWHERE, EVERYWHERE, OR ALL AT ONCE**

# THE FRAMEWORK: **LOVEMARKS**



**MYSTERY**



**SENSUALITY**



**INTIMACY**

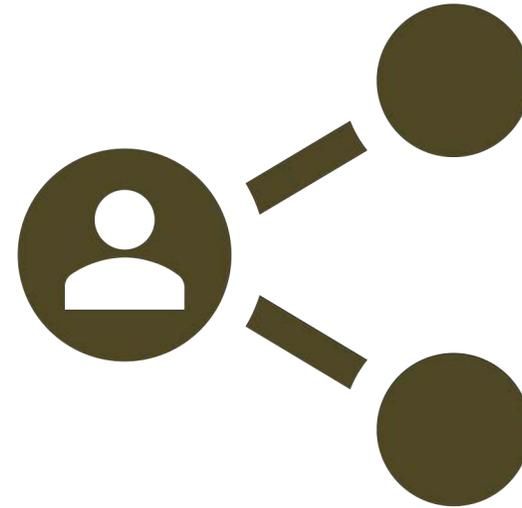


**WHAT IT GAVE ME.**

**SHARED LANGUAGE**

**SIMPLIFICATION**

**ALIGNMENT**



**MYSTERY = MOMENTUM**

**GIVE PEOPLE SOMETHING  
TO ANTICIPATE.**



# THE GOVERNMENT SHUTDOWN & LOSS OF SNAP FUNDING

## WHAT ARE YOU GOING TO DO?



## Nearly 42 million Americans lose their food stamp benefits

The lapse in benefits could be temporary if the Trump administration complies with a recent court order requiring them to use emergency money to fund SNAP.



A mother in Los Angeles purchases fresh fruits for her children with her California EBT card used for SNAP benefits on Friday, Oct. 31. | Damian Dovarganes/AP Photo

# THE RESPONSE

**THE GIVING BOX. FREE FRUIT @ MARKETS. COMMUNITY DONATIONS.**

87

**Total number of community organizations supported.**

239

**Total number of Giving Boxes purchased.**

10.7K

**Total lbs. of fruit that have been donated.**



# WHEN TRUST TURNS INTO ACTION

## OUR \$20.26 FRUIT BOX TO CELEBRATE NEW YEARS.



### Email Preview

10 lbs. of our favorite winter fruit varieties for \$20.26.

**PRE-ORDER YOUR \$20.26 NEW YEARS BOX FOR PICK UP**



Howdy friends,

As we step into the new year, we wanted to say thank you — for supporting our orchard, showing up at the markets, and keeping fruit at the center of your tables.

To kick off 2026, we're offering two New Year-only specials this weekend only. Both offers are one-time, New Year-only specials, and once the weekend passes, they're gone.

We hope to see you at the markets and wish you a sweet, healthy start to the year.

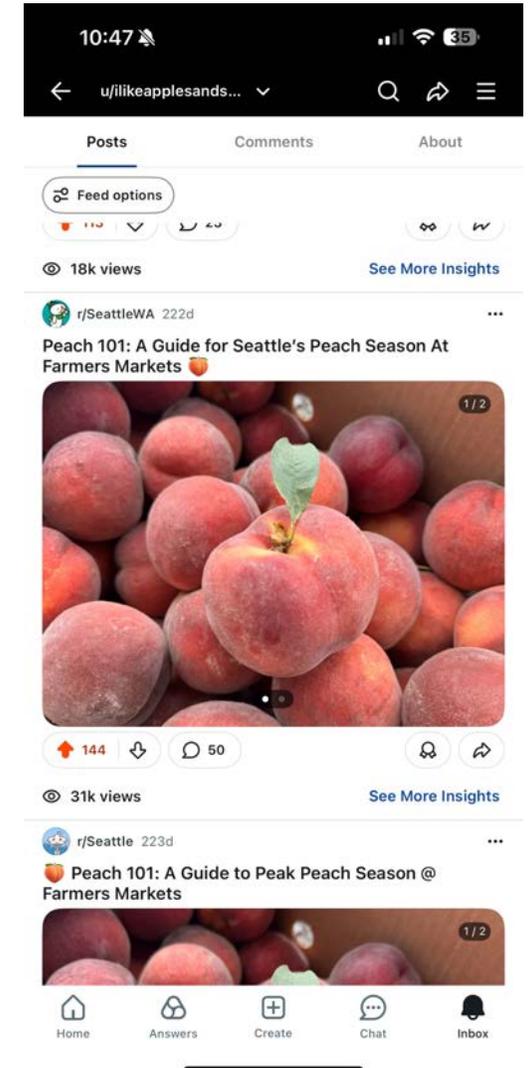
# LISTENING TO INSTAGRAM

**PEOPLE.  
COLLABORATION.  
FRUIT.**



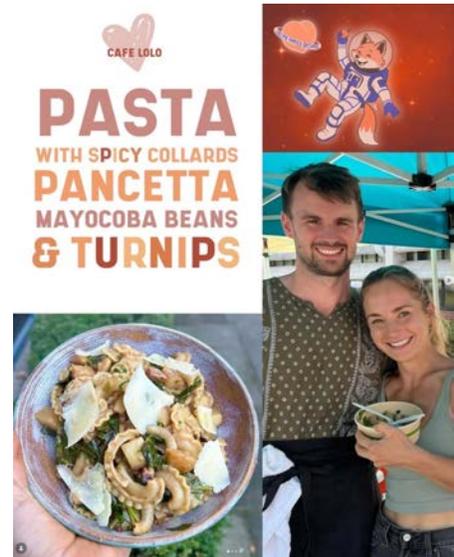
# SHOWING UP IN R/SEATTLE

REDDIT IS A LISTENING & TRUST BUILDING CHANNEL.



# COLLABORATION AS STRATEGY

**THE SPICIEST  
POSTINGS  
ALL YEAR.**



# WHAT DIDNT WORK

# AND WHY ITS OK



## Email Preview

Valentine's Day deserves spice, sweetness, and a little collaboration.



Peach Fuzz has entered the chat.

Along with [Maddy's Bake Shop](#), [Copa De Oro Fruits](#), [Cafe Lolo](#).

*Order Peach Fuzz before we sell out of this limited run. Pick up from our warehouse on Wednesday 2/11 or Thursday 2/12 from 8 AM to 1 PM this week. See the last section of this email for pick up information.*

ORDER PEACH FUZZ FOR PICK UP 2/11-2/12



## Email Preview



Peaches... in October. 🍑

Hey friends,

Yeah, you read that right — **free\* donut peaches (with purchase)**... in October. 🍑

We're holding onto the last sweet bites of summer, and we want you to share in the sendoff. This weekend (Fri-Sun), show this email at checkout and get a FREE 1 lb. bag of donut peaches **with any purchase**.

Call it a love letter to summer — and to you. ❤️

For every smile, every "these are the best peaches ever," and every stop at our stand, you've made this season unforgettable.

So come grab some **Braestar apples (market debut!)**, say hi, and let's toast (or snack) to one last taste of sunshine before the leaves take over. 🍏



\*The fine (and juicy) print:

# SIGNAGE AS AN EXPERIENCE

AND A MEANS TO BUILD TRUST.



# INTIMACY IS OPERATIONAL

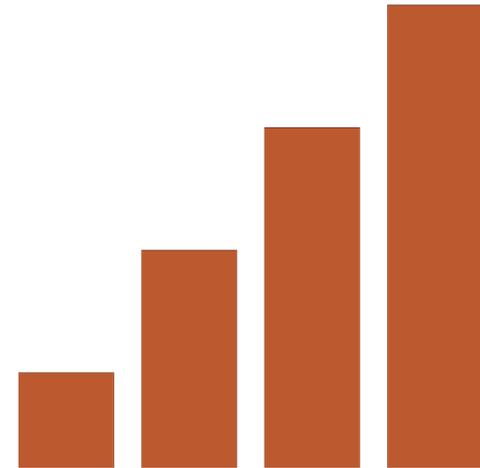
**LOVE SHOWS UP WHEN THINGS WORK.**

**WHEN DID SOMEONES PLANNING OR FOLLOW UP MAKE YOU FEEL LIKE THEY HAD YOUR BACK?**



# FORECASTING IS CARE

**SMARTER ALLOCATION  
INTENTIONAL COMMUNICATION**



# INTERNAL CULTURE **SHIFT**

**BEFORE: RUSHED, STRESSED**

**AFTER: PROUD, EMPOWERED,  
RECORD-SETTING**



# SHARED **EMPOWERMENT**

**EMPOWERMENT DOESNT STOP AT THE BOOTH.  
IT SHOWS UP WHEN MARKETS TRUST VENDORS –  
AND VENDORS TRUST MARKETS.**



# EMPOWERMENT IN ACTION

**BALLARD.  
8:15 AM. MARKET AT 9.  
WHERE IS THE TRUCK?**



# THE QUIET POWER OF EMAIL

**EMAIL =  
INTIMACY  
AT SCALE.**

**Catherine**

to me ▾

Hi Sean!

I hope you are well. We are LOVING the apples we picked up last Sunday. Thank you for doing that!

Sadly, my old email has been hacked and I am no longer going to be able to use it. I can't figure out how to update my email on all the CFO lists (and I don't want to miss anything!) including the summer CSA share list. Can you point me in the right direction?

my old email is:

my new email is:

Thank you very much,

Catherine

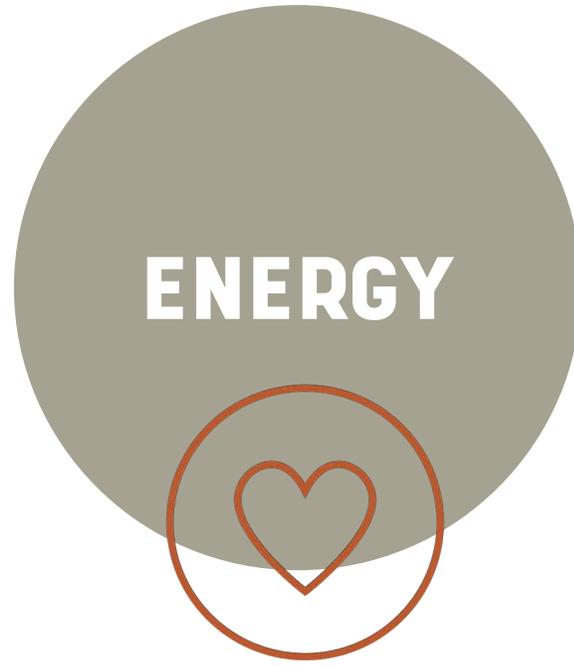
Feb 6, 2026, 2:28 PM (12 days ago)



# PATTERNS THAT WORK ACROSS MARKETS



**MYSTERY**



**SENSUALITY**



**INTIMACY**



# QUESTIONS & LOVEMARKS



## MYSTERY

WHAT GIVES CUSTOMERS A REASON  
TO RETURN?  
WHERE CAN WE CREATE  
ANTICIPATION?  
HOW DO WE SPOTLIGHT MOMENTUM?



## SENSUALITY

WHAT DOES THE SPACE  
FEEL LIKE AT 9AM?  
WHERE DOES ENERGY DROP?  
WHAT SENSORY DETAILS MATTER?



## INTIMACY

WHERE DOES YOUR TEAM FEEL  
SUPPORT?  
HOW DO CUSTOMERS FEEL KNOWN?  
WHERE DOES FRICTION ERODE  
TRUST?



**LOVE SHOWS UP WHEN THINGS WORK.**

# FOCUS ON MAKING A DIFFERENCE

## THE BOOTH

- CLEAR, CONFIDENT SIGNAGE
- STAFF TRAINING & SHARED KNOWLEDGE
- FUN FACTS, STORIES AND EASE OF INTERACTION
- A SPACE TO LINGER IN

## THE CHANNELS

- WEBSITE AS A CENTRAL HUB
- NEWSLETTERS EXTEND MARKETS
- SOCIAL AS CONNECTION, NOT NOISE
- MOMENTS TIED ACROSS PLATFORMS

## THE EVERYTHING

- ALIGNED TEAMS
- ELEVATED PRESENCE
- FEWER SILOS
- SHARED PURPOSE
- COMMUNICATION & INCLUSION
- ESTABLISHING TRUST

**NONE OF THIS WORKS ALONE.  
IT WORKS BECAUSE ITS CONNECTED.**



# HOW THIS TRANSLATES



## MYSTERY

- MAKE SPACE FOR SURPRISE, DELIGHT & ANTICIPATION
- ENCOURAGE PILOTS & EXPERIMENTS/SEASONAL MOMENTS
- ENCOURAGE EVOLVING, NOT REPEATING



## SENSUALITY

- THINK BEYOND LAYOUT TO ENERGY, FLOW & FEEL
- MUSIC, SIGNAGE, PACING & ATMOSPHERE MATTER
- GREAT THINGS FEEL DIFFERENT



## INTIMACY

- CLEAR COMMUNICATION & SHARED CONTEXT
- SUPPORT IN MOMENTS OF STRESS
- VENDORS/STAFF ARE PARTNERS, NOT PARTICIPANTS

**ASK LESS: IS THIS ALLOWED?**

**ASK MORE: DOES THIS HELP PEOPLE CONNECT?**



**ITS NOT ABOUT BEING FLASHY**

**BUILD PLACES THAT PEOPLE FEEL  
CONNECTED TO – AND WANT TO  
PROTECT. MARKETS ALREADY DO  
THIS BETTER.**



**LOVE YALL**

**SEEN.  
FELT.  
REMEMBERED.**

**THANK YOU.**

