



**WELCOME!**

**please share  
(in the chat or on-camera):**

- 1. your name, what business you're representing and how long this business has been at BFM**
- 2. What are most looking forward to this season?**



# AGENDA



- General overview of BFM in 2024
- Food access programs: SNAP/MARKET MATCH and WIC and Senior FMNP
- Market Money
- Market Policies
- What's New in 2024
- Working Together
- Market Day Rundown for NEW Vendors
- Q&A



# GENERAL OVERVIEW



## MEET THE STAFF AND BOARD

**MARE LAI** - Market Director

**BARBARA HUGHES** - President

**PHYLLIS WHITE** - Secretary

**LORETTA LOPEZ** - Treasurer





# GENERAL OVERVIEW



- 21st season in the downtown Bellevue area
- **2024 market dates:** May 23- October 24, Thursdays 3-7pm (3-6pm in October)
- **Third Saturday Markets:** same location, 10am-2pm on November 23 and December 21
- A walk-through market of approximately 55+ rotating vendors throughout the season (fresh produce, meats and flowers + processed and ready-to-eat foods)
- Follows the WSFMA “roots guidelines” - products must be produced, processed, or created in Washington State
- Live music programmed throughout season
- Weekly Kids POP Club tastings and kids activities
- Community/sponsor participation weekly
- Volunteers onsite to help throughout the day





# GENERAL OVERVIEW

## Community Partners

- Tabling at the market this year: various Bellevue city agencies including **Bellevue Network on Aging, Parks & Recreation, King County Metro, KidsQuest, NAMI Eastside** and many more
- **Hopelink** will again collect any food donations and bring them to the local Bellevue food bank where they are distributed the next day to neighbors in need. Volunteers will be on-site by 6:45 pm each market day and circulate through the market, offering crates to those that choose to participate

## Sponsors

- **Returning sponsors:** Amazon, PACCAR, BeFriendtheMarket, PACCAR, Aegis Living, WSECU, City of Bellevue, AMLI, Expedition Pediatric Dentistry
- **Bellevue Presbyterian Church**, our long-standing hosts





# FOOD ACCESS PROGRAMS

## SNAP/EBT

- Info booth processes these transactions and distributes **red** wooden coins for use at only BFM (they do not expire)

## SNAP Market Match

- Statewide incentive program for all SNAP/EBT participants - up to \$25 per day can be matched to double their purchasing power
- Info booth also processes these transactions and distributes the \$1 vouchers
- Vouchers expire at the end of 2024 (do not accept expired Market Match) and can be used at other participating farmers markets. 2024 color is orange.
- Only for FRESH veggies, fruit, mushrooms, herbs, and edible plants/seeds
- No change can be given

**SNAP Market Match Makes Getting Fresh and Local Produce a SNAP!**



Markets match \$10 or more per day. Check with your local market for their daily match amount.

**Find a list of participating farmers markets at:**  
[doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)

**Here's how it works:**

- Go** to the farmers market information tent
- Swipe** your EBT card for the amount you want to spend at the market.
- Match** your EBT dollars with SNAP Market Match.
- Shop** for fresh produce, seeds, and plant starts.

**Redeem SNAP Market Match dollars for:**

- fruit
- vegetables
- mushrooms
- herbs
- seeds and edible plants





# FOOD ACCESS PROGRAMS

## FMNP (Farmers Market Nutrition Program)

- Federal nutrition assistance programs for low-income families and seniors
- Runs June 1 - October 31
- All authorized growers are required to display the FMNP signs at their booth during the FMNP season
- Growers handle these transactions (not BFM info booth)
- In 2023, the program transition from paper checks to an electronic benefit card
- BFM is hosting a pilot program in June - signage at the market will inform WIC and Senior FMNP participants of their ability to apply their benefits to their account on the spot and to use immediately
- More information available at: <https://doh.wa.gov/you-and-your-family/wic/farmers-market>

We always have extra signs if you forget yours!





# MARKET MONEY

- Proper token acceptance is each vendor's responsibility. Token reimbursement is only possible for the tokens that your booth is approved to accept.
- A guide to market money will be distributed to you and your staff members, you can also review it [here](#)

TYPE OF MONEY (available increments)	WHAT IT LOOKS LIKE	WHO CAN ACCEPT IT	EXPIRATION DATE	WHAT CAN BE PURCHASED	CAN CHANGE BE GIVEN?
Debit Tokens = Green  \$10, \$20		All vendors	No expiration	All items sold at market	Yes <input type="checkbox"/>
SNAP/EBT Tokens = Red, with X on it  \$1, \$5, \$10		All vendors EXCEPT hot/prepared food vendors	No expiration	All food including fresh produce, honey, meat, fish, eggs, dairy, bread, pastries, jamaes, salsa and pre-packaged beverages <b>NO hot prepared (ready-to-eat) foods, alcohol, and flowers</b>	No
Power of Produce (POP) Tokens = Blue  \$1		Vendors selling fresh produce	No expiration	<b>ONLY FRESH</b> produce, herbs, mushrooms, and food-bearing plant starts	No
SNAP MARKET MATCH Incentive program  2024 Color = Orange  \$1		Vendors selling fresh produce	December 31, 2024	<b>ONLY FRESH</b> vegetables, fruit, herbs, mushrooms, and food-bearing seeds and <a href="#">plant starts</a> .  (no dried fruit, vegetables, herbs, beans and nuts, and no hot prepared (ready-to-eat) foods, alcohol, and flowers)	No





# MARKET POLICIES



## HIGHLIGHTS

- **Arrival and Departure:** Vendors may arrive to set up as early as 1 pm. Vendors in offload booths (blue stalls), must remove vehicles promptly after unloading and be parked in the designated vendor parking lot by 2:30pm.
- Food Trucks must arrive and be parked by 2:45pm
- No vehicles can be moved during market hours, 3-7pm
- All vendors are expected to be ready to sell at (and not before) 3pm; vendors cannot pack up before the 7pm close
- **Late Arrivals:** We will do our best to accommodate late arrivals. For safety reasons, vendors that arrive after 2:30pm may be asked to park outside the market and haul equipment and products into the market.





# MARKET POLICIES

## HIGHLIGHTS



- **Canopy weights** are required and must be in place from set-up until closing. The minimum requirement is 25 lbs per leg of canopy.
- **Signage** matters! Please make sure you have prominently displayed signage with your business name and location. All goods for sale must be CLEARLY MARKED WITH THEIR PRICES.
- **Cancellation Policy:** must be made at least 48 hours prior to market day with the Market Director
- Only sell products that have been approved by BFM
- No drinking of alcohol or smoking at the market
- Take all garbage and recycling with you at the end of the day



# MARKET POLICIES

## COMPLIANCE INSPECTION

- **Fire department** Canopies must be made with flame-resistant material (ie. NFPA 701 flame certified canopies). If you are cooking in a booth, ensure fire safe set up. More info [here](#) or in your email.
- **Health department** inspections will occur throughout the season. Market staff will check food temps at vendor booths weekly. If applicable, please make sure you have a [hand-wash station](#) set up properly.





# MARKET POLICIES

## REQUIRED BEFORE YOUR FIRST DAY

- Signature on the 2024 BFM Rules & Regulations document – will be sent to you via DocuSign after this meeting
- Upload the following to your Manage My Market profile:
  - A copy of your King County health permit
  - A valid liability insurance with BFM as a certificate holder
  - A valid business license with required endorsements, i.e. egg sales, scales, alcohol sales, etc.
  - A copy of any applicable licenses from WSDA, WSLCB, Organic certification, USDA #, etc.

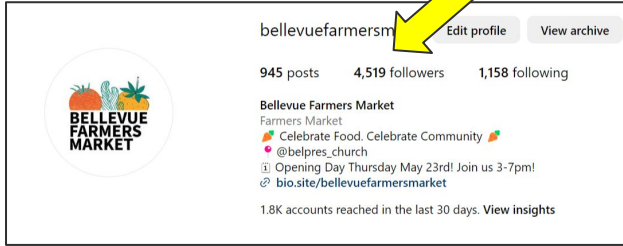
Please refer to the [Meet The Requirements Checklist](#) sent to you email or email Mare for help in determining what you need.

- Double check your approved dates on Manage My Market

**DEADLINE: May 13th**  
**(or a week before your first market day, PLEASE!)**



# WHAT'S NEW IN 2024



## INCREASED MARKETING BY BFM

- Amplifying efforts to reach new or infrequent shoppers with more dynamic and increased frequency of social media marketing across content areas:
  - **Promotional** - seasonal debuts, giveaways, event-izing specific performers and kids activities
  - **Educational** - the benefits of shopping at farmers markets, value of supporting local agriculture
  - **Inspirational** - sharing YOUR story (watch for rapid fire questionnaire)
  - **Entertaining** - inject some humor and bold visuals
- Paid social media
- Tabling at regional events to promote the market





# WHAT'S NEW IN 2024

## CHECK-OUT PROCEDURE

A volunteer will still pass out accounting slips and envelopes around 6:55pm - once you fill out the form, place it and your market money (tokens and Market Match dollars) into the envelope and bring up to the INFO BOOTH after the closing bell.

**NEW in 2024:** you will NOT have to wait for your stall fees to be calculated and provide payment on-site – instead:

Invoices for stall fees will be sent after each market via Manage My Market.

Payments may be made via debit/credit card through Manage My Market (highly preferred) or a mailed-in check (note the new BFM PO Box mailing address).

**Payments are due by noon on the Tuesday following the invoiced market day.** BFM encourages vendors to keep a card on file on Manage My Market to pay invoices and/or opt-into the auto-payment option.



### Bellevue Farmers Market Daily Sales Sheet

**Instructions:** Please complete the top left, "Complete by vendors: Detail Your Gross Sales Here" and bottom portions of this form. Place it with your payment, tokens, & other currencies in the envelope. **Do not separate white/yellow copies.** Turn in the envelope to the market staff at check out, and they will give you the yellow copy after verification.

Farm/Business Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

**Complete by vendors:** Detail Your Gross Sales Here

Cash Sales	\$ _____
Credit Card Sales	\$ _____
Debit Tokens (green)	\$ _____
EBT Tokens (red)	\$ _____
POP Tokens (blue)	\$ _____
Market Match	\$ _____
WIC & Senior Vouchers	\$ _____
Others	\$ _____
<b>TOTAL GROSS SALES</b>	<b>\$ _____</b>

**Of your total sales reported above, how much of it was:**

Preorders or CSA Sales \$ \_\_\_\_\_ Other (explain): \$ \_\_\_\_\_

I hereby declare that this product is grown and/or produced by the seller and is brought to this market in accordance with the rules of this market, and all other pertinent regulations. I also declare that all information and gross sales written here accurately reflect my sales for this market day.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_





# WHAT'S NEW IN 2024

## MONEY MARKET PROCEDURE

- **NEW in 2024:** all market monies will be applied as “unassigned credits” to each vendor’s Manage My Market account and disbursed on a monthly basis by check on or near the 15th of each month
- Vendors will still need to include their market money totals as part of their gross sales reporting for each market day, but they will not be applied towards stall fees as in prior seasons



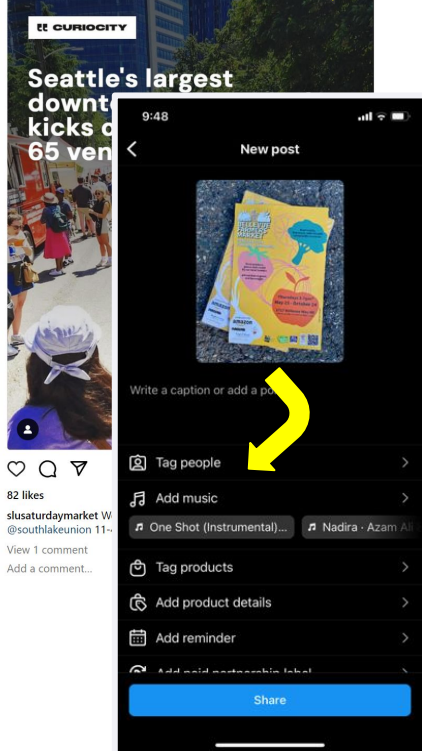
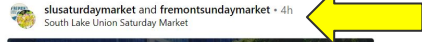
## EPS FOAM BAN

- As of June 2024, Washington state will ban the sale and distribution of food service products like containers, plates, bowls, clam shells, trays, and cups made from expanded polystyrene (EPS) foam





# WORKING TOGETHER



## RECIPROCAL SOCIAL MEDIA MARKETING



- Update your own website and social media to reflect your dates at BFM in 2024
- Follow-us on [Instagram](#) and [Facebook](#)
- Encourage your followers to follow BFM as well to get updates - BFM can also provide a graphic for your social media
- Be sure to tag/mention BFM if you'd like us to re-share your social media posts and/or include the hashtag "#bellevuefarmersmarket"
- Feel free to invite BFM to IG collaborations
- Watch out for IG collab requests and tags/mentions from the BFM profile
- Check your link on the BFM [vendor section](#)

HELP US HELP YOU !!



# WORKING TOGETHER

## WEEKLY COMMUNICATION

### MONDAY-WEDNESDAY

Email, text, or tag BFM with weekly specials/promo offers and what's fresh for BFM newsletter and social media tag/mention

### TUESDAY

BFM weekly newsletter + social media post  
(opportunity to be spotlighted in the newsletter, watch out for IG “collab” requests and tags/mentions from the BFM profile)

### WEDNESDAY

Receive email with booth assignment (subject to change on market day) and any reminders

### THURSDAY = MARKET DAY!

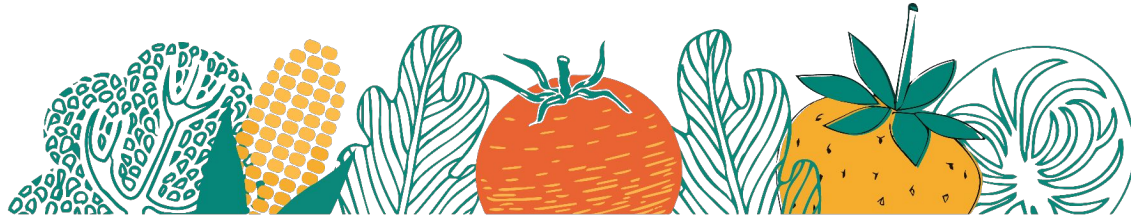
FB and IG tags/mentions in the AM and during market hours. BFM staff will collect photos & videos for next week at market, which could include sound bites from your staff.





# WORKING TOGETHER

- **Our mission** is to support your business and foster its connection with the residents of the greater Eastside. We are here to help you communicate your ethos, the uniqueness of your product and help grow your sales for an overall fruitful experience at BFM!
- **We are listening** - we understand market policies may feel confusing, let us know if you need clarification or have feedback for us to take in. Sharing your interactions with customers also help us refine our market policies for the benefit of vendors and the shopping experience.



# MARKET DAY RUNDOWN

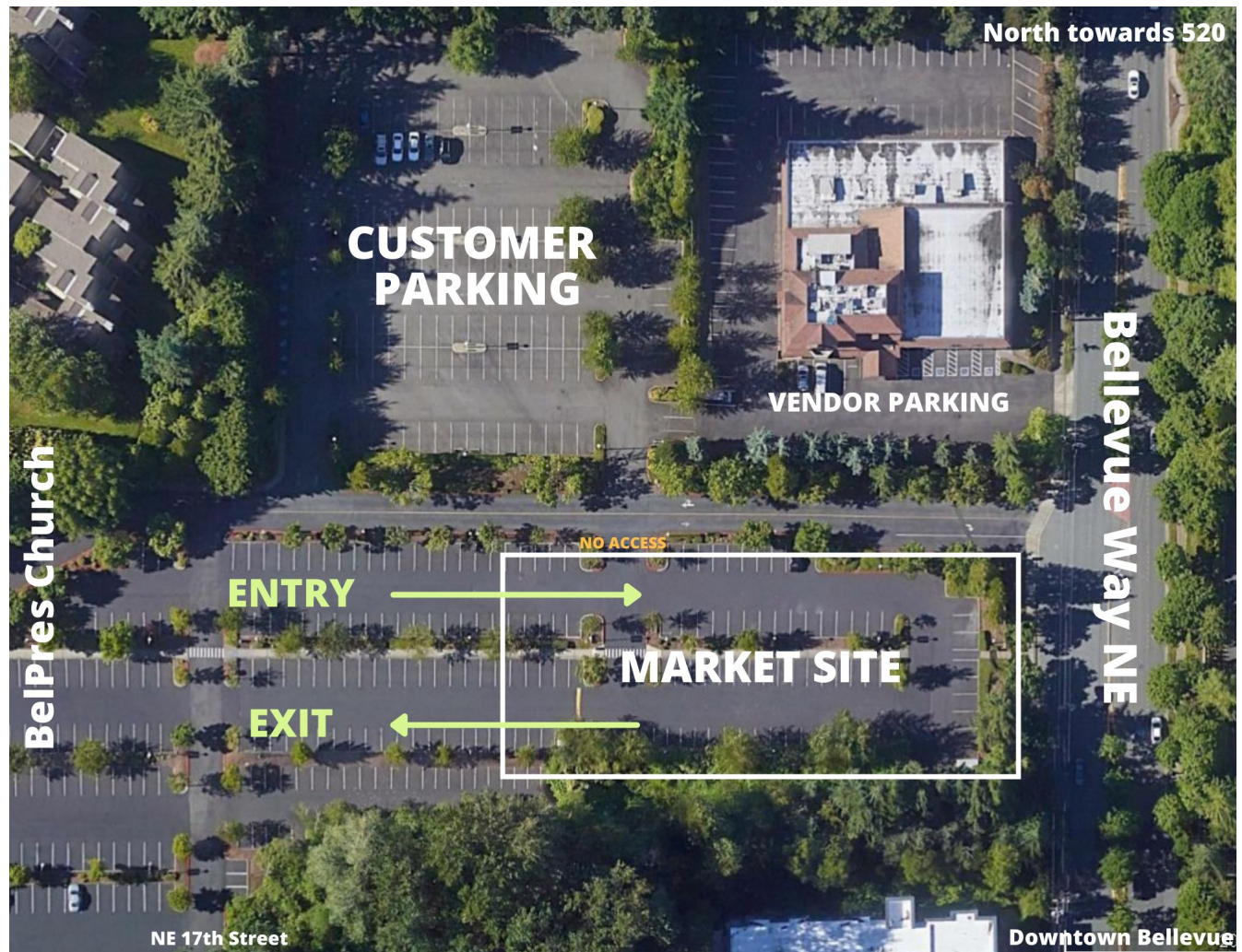


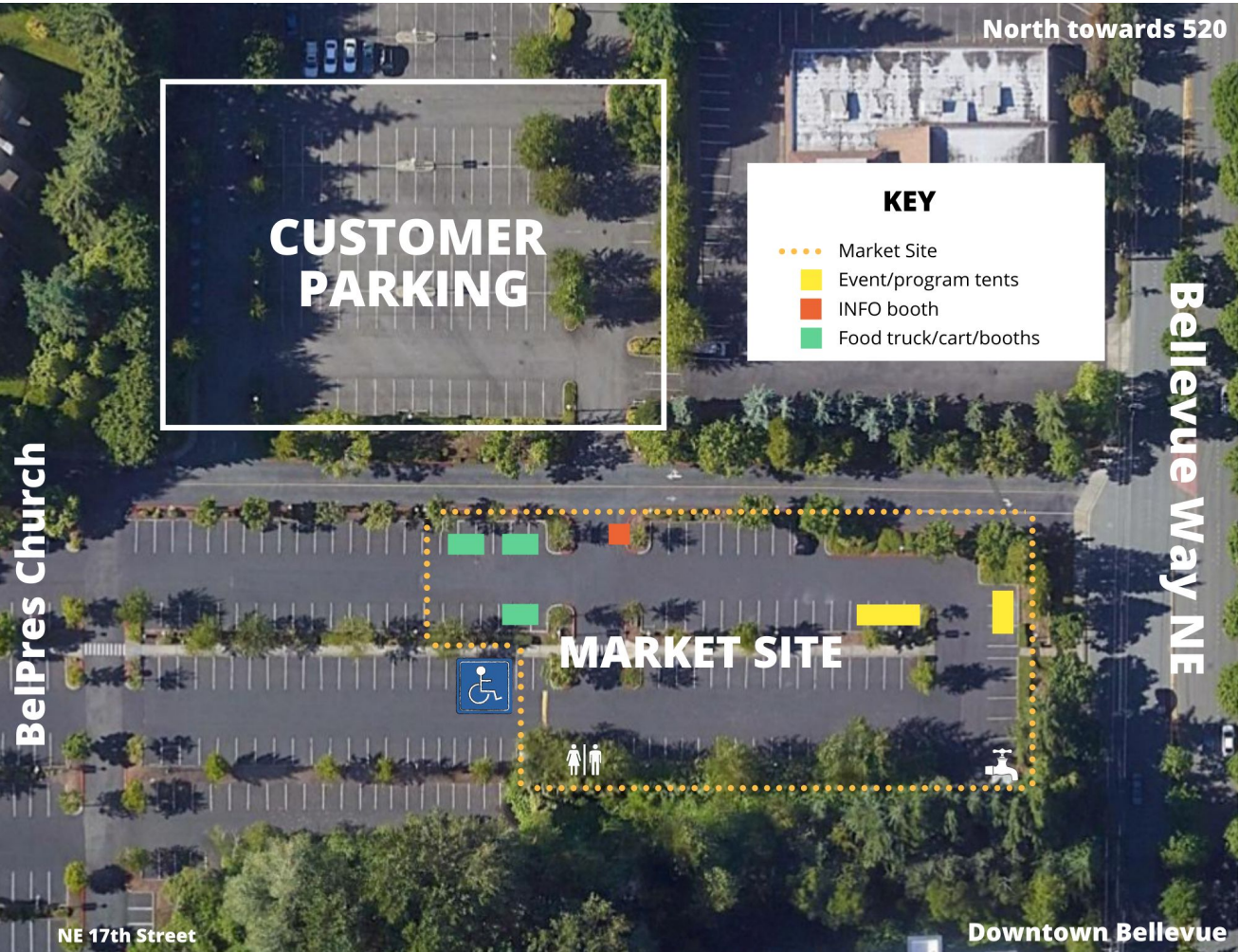
## WHEN YOU ARRIVE

Please follow the enter/exit flow indicated in this aerial view map of the market site.

Once unloaded, vendors in offload stalls are required to move their vehicles to the indicated vendor parking spaces.

ONLY PARK IN THE VENDOR PARKING LOT.





North towards 520

**CUSTOMER  
PARKING**

**KEY**

- Market Site
- Event/program tents
- INFO booth
- Food truck/cart/booths

**Bellevue Way NE**

**MARKET SITE**

**Belpres Church**

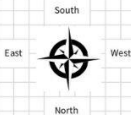
NE 17th Street

Downtown Bellevue

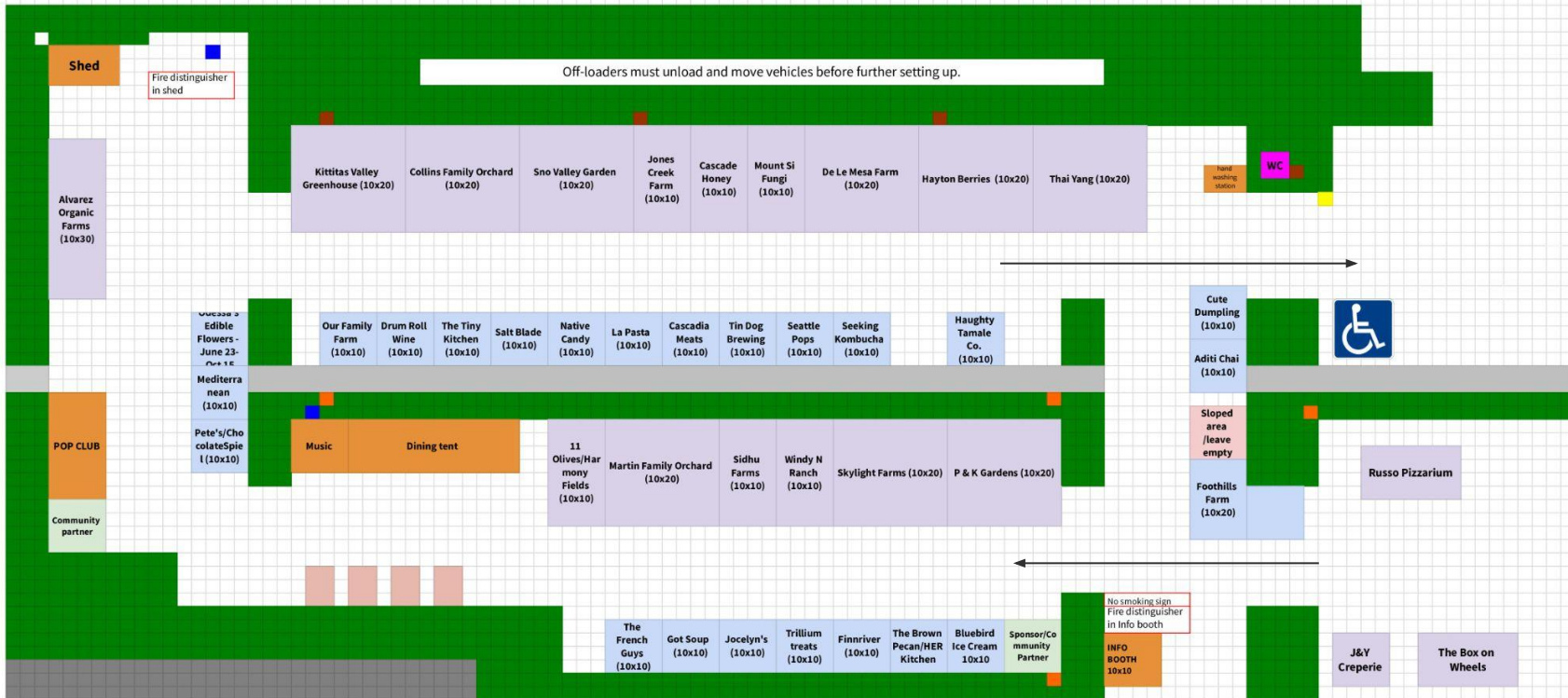




### Market Site Layout



- Drains
- Honey Bucket
- off-site parking space
- Garden/Landscape
- compost bin
- on-site parking space (pending size of vehicle)
- Sidewalk
- Recycling
- Garbage
- Lamp post with power outlets (APPROX. LOCATION)
- Lamp Post (APPROX. LOCATION)
- market booths





# BOOTH PRESENTATION

## TIPS FOR EFFECTIVE BOOTH PRESENTATION

- **Bold and visible** - draw shoppers' curiosity with your booth presentation, make sure it is visible from all angles, is high-contrast visually and clearly states what you are selling if it is not evident from your business name
- **Display** your product - increase the visibility of your product and welcome shoppers to interact with it through thoughtful, multi-layered displays
- **Unified and clear branding** - present your business professionally by reinforcing your business name and product as much as possible, try to use cohesive color schemes and imagery on signage, point of sale, staff attire and any shopper takeaways





# BOOTH PRESENTATION

## TIPS FOR EFFECTIVE BOOTH PRESENTATION

- Take the opportunity to **communicate your values and what makes your product unique**
  - assume you only have the shopper's attention for just a few seconds
  - incorporate your tagline, a sign that shares your backstory, a handwritten menu
- **Engagement** - shoppers often won't initiate interaction but actually do welcome it when given the opportunity by staff. Make sure your staff presents as receptive to that connection and conversation.
- Keep your booth **tidy** throughout the day
- Include in your signage **frequently asked questions:** accepted payment methods, are your products organic, clear pricing noting whether it is per unit or by weight, where are you located, etc.

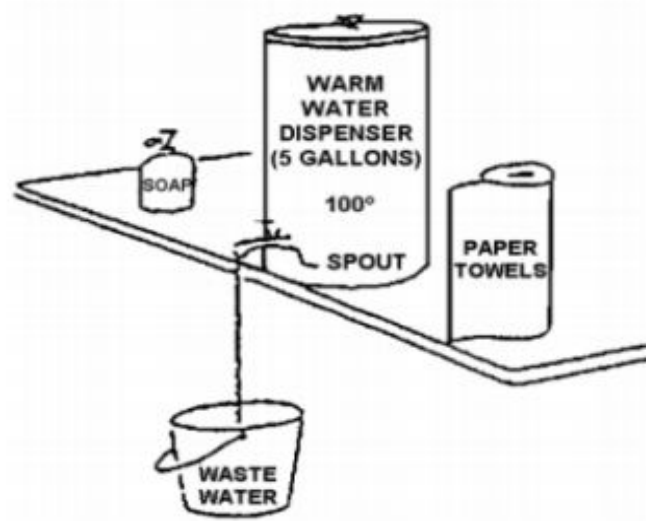






# HEALTH CHECKS

- Please be sure to read the Temporary Food Establishment guidelines from King County Public Health
- Every week, we will be conducting health checks to ensure you are meeting these requirements



# Questions?

Ask now, add it to the comment box, or email  
[mare@bellevuefarmersmarket.org](mailto:mare@bellevuefarmersmarket.org)