



STATE OF WASHINGTON

DEPARTMENT OF AGRICULTURE

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A Message from the Director



Dear Fellow Farmer:

For nearly a decade, WSDA's Small Farm Direct Marketing Program has aimed to assist the vast majority of Washington's 39,000 farming families – those who have small or direct marketing farms. Launching or expanding a small farm or food business is a daunting task in the best of times. Today's uncertain economy is particularly challenging for small businesses.

Washington's small producers do have an ace in the hole: shoppers who want to know and support their local farmers. In urban centers and smaller towns, more than 140 farmers markets are playing host to the exciting local foods movement. Chefs are making local ingredients a selling point on their menus. With such enthusiastic customers, I am very optimistic about the future of agriculture in every corner of our state.

Our team stands at the ready to help you be successful. Now in its sixth edition, *The Small Farm and Direct Marketing Handbook* (popularly known as the "Green Book") is a valuable reference guide for anyone navigating the many regulations governing the sales of farm products in the state of Washington. In this concise, plain-language resource, you will find direct marketing strategies, a guide to regulations for specific farm products, additional resources and contacts for other helpful industry organizations.

Our WSDA Small Farms team is always ready to provide further assistance. We offer additional insights through our *Washington State Farmers Market Manual*, our Web site (www.agr.wa.gov/marketing/smallfarm), and interactive presentations to groups and direct consultations with individual producers. Please don't hesitate to contact us.

As a farmer, I understand the challenges of the complex regulatory environment that producers face. It can be daunting. But I also see the pride my customers feel in supporting a Washington grower. By tapping into that community spirit, small farms are not just growing crops; they're cultivating new profitable customer relationships.

Best wishes,

Dan Newhouse
Director, WSDA