

Welcome to the “Small Farm and Direct Marketing Handbook: Regulations and Strategies for Farm Businesses in Washington State.” This is the sixth edition of this guide, popularly known as “The Green Book.” Our goal is to help beginning, established and/or transitioning farmers understand the rules and regulations for direct marketing an endless range of food, flower, seed and nursery products in Washington State.

The “Small Farm and Direct Marketing Handbook” is a publication of the Washington State Department of Agriculture’s (WSDA) Small Farm and Direct Marketing Program in collaboration with the WSDA Food Safety and Organic Food Programs. The USDA Risk Management Agency’s Community Outreach and Partnership Assistance Program generously provided funding to expand, update and print this edition.

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We have two major goals with the Sixth Edition of the “Small Farm and Direct Marketing Handbook.” One is to expand the content and the second is to make the format more user-friendly.

New information on direct marketing strategies and specific products is in response to the frequently asked questions we get from farmers around the state. We have also added a new section on “Running a Successful Small Farm Business” which includes information on direct marketing trends in Washington, taxes, licenses, labor for farm businesses and accessing agricultural education and marketing opportunities.

The Handbook’s new format is intended to make it easier to find what you need, to keep information as updated as possible, and to be able to easily add new topics in the future. The design is inspired by Cornell University’s “Guide to Farming in New York State” developed by Monika Roth, a Marketing Specialist at Cornell.

The Handbook includes a series of individual fact sheets organized around four major topics:

- **Getting Connected**
- **Running a Successful Farm Business**
- **Direct Marketing Strategies**
- **Regulations for Specific Products**

The fact sheets are designed to be brief and to the point. Additional details can be found via the web links provided or by calling resources listed.

The entire Handbook will be available online as one document and as individual fact sheets in Spring 2010.

Each fact sheet is numbered for easy cross referencing and has the date it was last updated so you will know if you have the most recent version.

We have also included a fact sheet on “Resources in Spanish” and one on “Resources in Hmong.” We will be working, as funding allows, with WSU Small Farms Program to make information in the “Small Farm and Direct Marketing Handbook” available to Hmong and Latino farmers.

This handbook summarized applicable state and federal laws. It is an overview of those laws, not a complete description and in case there are any conflicts, the applicable law prevails. When in doubt, always check with the agency responsible for implementation of these laws or seek legal advice.

WSDA Small Farm and Direct Marketing Program

Helping Washington State farmers sell their products through direct marketing and increasing the economic viability of small farms is at the heart of the WSDA Small Farm and Direct Marketing Program's mission. As with this Handbook, we leverage our efforts by collaborating with a dynamic network of agencies, WSU Extension, non-profits, county agriculture programs and university partners across the state.

The Small Farm and Direct Marketing Program is not a regulator nor does it have any regulatory authority. When appropriate, the Small Farm and Direct Marketing Program can serve as a liaison between farmers and regulators to clarify questions or provide feedback.

With support from Eric Hurlburt (WSDA Domestic Marketing & Economic Development), the Small Farm and Direct Marketing Program has two staff ready to work with you:



Patrice Barrentine, Direct Marketing Coordinator
(360) 902-2057
pbarrentine@agr.wa.gov

Based in Olympia, Patrice offers expertise in direct marketing, producer grants, farmers markets, merchandising, immigrant and women farmer outreach.

Fred Berman, Small Farm Coordinator
(360) 676-2059
fberman@agr.wa.gov

Based in Bellingham, Fred offers expertise in value-added and meat processing, infrastructure development, farm business and risk management.

The WSDA Small Farm and Direct Marketing Program is guided by an advisory board made up of fifteen farmers, buyers, interested trade organizations and other volunteers. To streamline efforts, this board simultaneously advises the WSU Small Farm Program. To learn more or get involved, please contact our program.

We look forward to your feedback

To make suggestions on how to improve the "Small Farm and Direct Marketing Handbook: Regulations and Strategies for Farm Businesses in Washington State," please email us at smallfarms@agr.wa.gov or call (360) 902-2057 or (360) 676-2059.

We hope this is a helpful resource and look forward to your feedback.