# THE HANDBOOK OF REGULATIONS FOR DIRECT FARM MARKETING

# "THE GREEN BOOK"

FIFTH EDITION

2005

A PUBLICATION OF

THE WASHINGTON STATE DEPARTMENT OF AGRICULTURE

SMALL FARM & DIRECT MARKETING PROGRAM

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Also, the *Handbook of Regulations for Direct Marketing* is available for download in Adobe PDF format on the WSDA Website:
http://agr.wa.gov/Marketing/SmallFarm/greenbook.htm

PUB 056(R/8/05)

Inquiries regarding availability of this publication in alternative formats should be directed to the WSDA Receptionist at (360) 902-1976 or Telecommunications Device for the Deaf (360) 902-1996.

**Note**: The information included in this handbook is current at the time of publication. However, laws and regulations can change frequently. Please refer to the contacts listed for the most up-to-date information on requirements and fees.

Many people contributed to the editing of this handbook.
The Small Farm & Direct Marketing Program wishes to thank these individuals and organizations for their comments, suggestions, patience and other editorial support:

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Linda Condon, WSDA Food Safety Program
Mariah Cornwoman, CW Ray LLC.
Denise Curette, WSDA Food Safety Program
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Dave Gifford, Department of Health
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Zachary Lyons, Washington State Farmers Market Association
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Jim Pressley, WSDA Food Safety Program
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Washington State University Small Farm Program
Washington State University Small Farms Team
Washington Sustainable Food and Farm Network
Washington Tilth Producers

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# Small Farms and Direct Marketing

Direct marketing has become a highly effective way for small-to-medium sized farms to achieve economic sustainability. Direct marketing implies marketing strategies in which the farmer or producer sell their products directly to the consumer. While restaurants, public institutions, and grocery stores are not considered "consumers", information about sales directly to these types of venues are included in this handbook. These strategies describe marketing in which farmers personally sell their products, avoiding the use of a broker or a wholesaler and increasing their own revenue potential.

As today's agricultural markets become increasingly global and competitive, many smaller-scale farmers are unwilling or unable to compete in wholesale channels. By using direct marketing strategies as tools, they can ensure their economic viability in the marketplace. Here are some good reasons why direct marketing is beneficial to farmers:

- Becoming both producer and seller, the farmer can capture more of the retail food dollar. Be aware, however, that selling your own products requires additional time and labor that may add costs to your business plan.
- Selling direct to the consumer allows marketing relationships to develop, which will increase opportunities for repeat sales and increase opportunities to reach new buyers. Working directly with the consumer allows the farmer to understand first-hand what the consumer wants and needs, and allows the farmer to respond quickly to these needs. Additionally, farmers have more control over their products, thus maintaining quality until it reaches the consumer.
- Direct marketing relationships educate the consumer about the needs of the farmer. The more people understand about the nature of local food production, the more likely they will be to preserve the health of local agriculture.
- Filling niche markets through direct sales adds distinction and differentiation to a farm's products. Additionally, smaller-scale farms can offer smaller quantities or unusual products not commercially available through wholesale channels, allowing them to serve the needs of many restaurants.
- Consumers respond favorably to knowing the person behind the products they are buying.

There are an increasing number of people who desire locally grown, fresh, and distinctive products. Likewise, there is a growing awareness of the economic, social, and environmental contributions of local farms and food production to both rural and urban communities. Increased interest in healthy eating has also turned the spotlight on fresh, local produce.

These trends are illustrated by the rising popularity of farmers markets. In Washington, the number of farmers markets has steadily increased, from 56 markets in 1997 to nearly 100 in 2004. Sales figures for farmers markets are also increasing at 20 percent a year. Approximately 1,200 farms sell their products at farmers markets each week.

Community Supported Agriculture (CSA) programs, where households purchase a share of a farm's harvest at the beginning of the season and receive weekly deliveries, experienced growth similar to farmers markets. Since the first two CSA farms in 1986, CSA's increased to approximately 1,700 across the U.S. in 2004. There are nearly 90 CSA programs operating in the state, making Washington one of the top five states in the U.S. with the largest concentration of CSA programs.

Direct sales to restaurants and public institutions have also been on the rise. The Chef's Collaborative is a national organization committed to educating chefs and the restaurant community about the importance of purchasing locally produced products and promoting sustainable agriculture. Northwest chapters of The Chef's Collaborative are some of the strongest, most active chapters. Programs linking universities and public schools to local farms (Farm-to-Cafeteria) are emerging as another strategy to support local agriculture, while providing fresh, nutritious food to students. Currently there are 78 Farm-to-Cafeteria programs operating throughout Washington.

Every farm has its own way of producing crops and animals, and likewise, each farm will develop its own unique marketing plan. The economic viability of a farm is more probable if the farm's marketing plan includes multiple strategies. Diversification of marketing strategies allows more flexibility and stability should one marketing strategy hit a downturn. Many small farms attend farmers markets, often several each week, in addition to having a CSA program and/or on-farm sales. Also, farms may employ a broker or wholesale option for one or more crops. The adage "sell before you sow" is, indeed, a wise one. Develop a detailed marketing plan along with your production plan, taking into account for labor, transportation, cooling, packaging costs, and fees associated with the strategy you choose. A well-developed marketing plan is often what distinguishes a successful farm from one that struggles to make ends meet. Understand, too, that your marketing plan is dynamic and may change from year to year as you find success in one area or a new opportunity in another. Adaptability, remaining attentive to consumer buying trends, being creative, and trying new ideas are keys to success.

## About This Handbook

This handbook is designed to help farmers become familiar with Washington State regulations associated with direct marketing of farm products. By providing producers with regulatory information, the State Department of Agriculture can help ensure compliance with food safety and licensing policies, facilitate the use of direct marketing strategies, and promote localized food systems. While the handbook describes various direct marketing strategies, it is designed to serve as a point of departure only. There are many resources available to assist small farm businesses successfully direct market their products. Many of these are listed in the Appendix.

The provisions summarized in this handbook are found in state law. This handbook is an overview of those laws, but not a complete description. If there are any conflicts between what is written in this handbook and what is contained in the law, the applicable law prevails.

## Definitions and Terms

*The following terms are used throughout this handbook. These definitions apply for the language used in this handbook.*

Direct-to-Retail Sales: Farmers sell their product to a business that will "re-sell" their product at the retail level. This includes sales to restaurants, retail grocery stores, and public institutions.

Farmers market vendor: A farmer or broker. Although this handbook is designed to include use by farmers market managers, it does not provide information about craft vendors/artisans.

Retail sales: The farmer sells product to the end-user. This includes farmers markets, CSA's, on-farm sales, Internet sales and farm stand sales.

Wholesale sales: Sales to wholesale produce companies, processors, or packing houses.

RCW: The Revised Code of Washington, a statute enacted by the state legislature as law.

WAC: Washington Administrative Code, a rule adopted by a state agency.

## WSDA Small Farm & Direct Marketing Program

The Small Farm & Direct Marketing Program's mission is *to increase the economic viability of small farms, build community vitality, and improve the environmental quality of the region by facilitating direct marketing opportunities and addressing direct marketing barriers for small farms in Washington*. This program was established to serve the needs of small-scale farms through projects which:

- Assist farmers with understanding current marketing regulations;
- Address barriers in marketing regulations;
- Assist in developing infrastructure necessary to market farm products;
- Assist in farmers market development;
- Promote localized food systems, and;
- Provide a voice for small-scale agriculture within state government.

The program was created in 1999 with grant funding from the U.S. Environmental Protection Agency (EPA) and from USDA's Sustainable Agriculture Research and Education Program (SARE). The WSDA Organic Food Program provided a financial match.

Legislation establishing the program in state law was enacted in June 2001 with funding provided in the state budget. Additional funds have come from USDA's Initiative for Future Agriculture and Farming Systems (IFAFS) for a project researching small farm direct marketing opportunities in Washington, Oregon, and Idaho and USDA's Risk Management Agency.

For more information about the WSDA Small Farm & Direct Marketing Program, contact:


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# Doing Business in Washington State

# Licensing

**Master Licensing**

Farms that have a gross annual income of $12,000 or more must obtain a business license (herein referred to as Master License) in the State of Washington.

Under Washington state law (RCW 36.71.090), *no city or town* can pass or enforce an ordinance prohibiting the sale of farm produce (*except* dairy, meat, poultry, eel, fish, mollusk, or shellfish) directly from the producer to the end consumer, nor can they require a Vendor's License of that producer. However, this law does not prohibit the state from requiring such a license and, indeed, farms in Washington state that sell their products either retail (farmers markets, CSA, u-pick, etc.) or wholesale (restaurants, grocery stores) are subject to B&0 taxes and must have a Master License.

This law does not prohibit health regulations regarding the handling of produce, nor does it restrain the state from adopting regulations governing the sale of farm produce.

Farm businesses obtain a Master License from the Department of Licensing, which provides a tax registration number. This number, referred to as a Unified Business Identifier (UBI) number, allows the business to purchase supplies (fertilizer, tools, jam jars, etc.) from wholesale outlets and other stores without being taxed. This can amount to significant farm savings.

You can apply for a Master License under your own name, (i.e. "Jane Doe") or register a business or trade name, (i.e. "Jane Doe's Apple Orchards",) on the Master License application.

You can find out if a trade name you want to use is already registered to another business by requesting a search from the Master License Service at the Department of Licensing. Fees for searches vary for phone or mail requests and depend on the number of names searched.

A farmers market may be covered by one Master License that allows the market to operate a consignment booth among other activities. Many farmers markets, however, require farmer vendors as well as craft vendors and other vendors of non-agricultural products to have their own Master Licenses.

**Agriculture Addendum**

An "Agriculture Addendum," available in your Master License application packet, must accompany your application if:

- You are an egg dealer or handler;
- You have a refrigerated locker;
- You are a pesticide dealer; or
- You are a nursery wholesaler or retailer.

Master Licensing Fee: $15.00, one time fee
Registration of Trade Name: $5.00 per name
Other fees may apply.

**Contact:** Washington State Department of Licensing
Master License Service (MLS)
P.O. Box 9034, Olympia, WA 98507-9034
(360) 664-1400
Many questions about obtaining a Master License can be answered through the MLS website at:
http://www.dol.wa.gov

**Reselling Agricultural Products**

It is common in Washington State for people to sell farm products which they have purchased outright or which they sell on a commission basis. Many roadside fruit stands are operated in this way. A few farmers markets allow vendors to sell fruit or produce obtained from other farms. For instance, markets on the west side of the Cascades may have vendors selling fruits or other products that they have acquired from east side farms. Most farmers markets, however, have guidelines which regulate or disallow this type of selling. Make sure to check with the market at which you plan to sell ahead of time.
Vendors who buy agricultural products for resale must hold one of the following licenses by the WSDA.

A **Cash Buyer's License** is the most applicable to a farmers market vendor. Under this license the vendor must pay the grower for the produce in cash, certified check, bank draft, or cashier's check. A Cash Buyer's License costs $100.00.

A **Commission Merchant's License** must be obtained if a vendor is being paid a sales commission by the producer. This license requirement also applies to commission booths at farmers markets or in the case of a grower selling a large quantity of another grower's product. A Commission Merchant's License costs $450.00 and the licensee must be bonded for an amount based upon the annual gross dollar of purchases.

A **Produce Dealer's License** applies in situations where a vendor pays the grower by a personal check or buys on credit. A Produce Dealer's License is $450.00 and the licensee must be bonded for $10,000.00.

Licenses for cash buyers, commission merchants, and produce dealers are valid from January 1 to December 31.

**Contact:** WSDA
Commission Merchants Program
P.O. Box 42560
Olympia, WA 98504
(360) 902-1854
commerch@agr.wa.gov
http://agr.wa.gov/Inspection/CommissionMerchants

# Taxation

**Obtaining a Tax Number**

Farms which sell their products at retail, such as at farmers markets or roadside stands, must obtain a tax number (Unified Business Identifier, or UBI) from the Washington State Department of Revenue. Farms must file their tax returns, according to requirements, even if the total amount of gross sales does not necessitate a tax. The UBI number is assigned to your business when you apply for a Master Business License. You are not required to register with the Department of Revenue, or collect sales tax, or pay any other tax or fee, if your gross annual income is less than $12,000.

Two types of taxes are applicable to direct sales vendors: Retail Sales Tax and Business & Occupation (B&O) Tax. Both of these are handled on the same form once a UBI is obtained.

**Retail Sales Tax**

Generally, produce, groceries, and other unprepared food products are retail sales tax exempt. Taxes are applied to sales of meals and prepared food by the seller regardless of where it is served or delivered to the buyer, with some specific exemptions. Pet food and supplies, seeds, and live plants including edible plants, are considered non-food products and subject to retail sales tax. Seeds and edible plants, however, are considered exempt from retail sales tax if purchased with food stamps.

All vendors that are not exempt by the above criteria must have a UBI number and personally collect tax from customers.

**Business & Occupation Tax**

Farms conducting retail sales are subject to B&O taxes. For sales to restaurants, groceries, or other wholesale venues, B&O taxes do not apply. The basic B&O tax rate for retail sales is .00471 of gross sales. Smaller farm businesses may find that the state provides a tax credit for sales under a certain amount. These amounts are dependent on when and how often you file (monthly, quarterly, etc.).

Some cities also charge their own B&O tax, usually on the same criteria as the state.

**Contact:** Washington State Department of Revenue
Telephone Information Center
Toll Free: (800) 647-7706

# Farm Labor

**Employer's Identification Number**

Any business that hires employees must obtain a federal identification number, called an Employer's Identification Number (EIN), by filing Form SS-4 with the Internal Revenue Service (IRS). An EIN is a number that the IRS uses to identify taxpayers that are required to file various business tax returns. The federal identification number assigned to your business will be registered with the IRS, the Social Security Administration, and the Department of Labor. Contact the IRS for general information, to obtain an SS-4 form, or to request an IRS document entitled, "Understanding Your EIN."

**Contact:**

Internal Revenue Service (IRS)
800-829-3676
http://www.irs.gov/
"Understanding Your EIN":
http://ftp.fedworld.gov/pub/irs-pdf/p1635.pdf

**Unemployment Insurance Taxes**

All employers doing business in Washington are liable for unemployment insurance taxes unless specifically exempted. Tax liability is determined by the type and nature of your agricultural business and where the work is performed. This determination is made by the Employment Security Department once you have registered your business. Liability begins with your first worker on your first payroll.

The Employment Security Department participates in the Unified Business Identifier (UBI) program. Businesses subject to Washington State taxes can register through the Master License Program, the Employment Security Department, or the departments of Revenue, Licensing, or Labor and Industries.

**Contact**:

Employment Security Department
(360) 902-9360
or
Washington Employer Help Line
Toll Free: (888) 836-1900

**Worker's Compensation**

Employers are required to pay worker's compensation premiums for employees. This tax assessment is based on the number of hours worked per particular work classification. This assessment is determined by a caseworker that is assigned to the employer when a tax number is issued (with a Master License). **Note:** Agricultural operations paying wages to family members over the age of 18 must pay into the Worker's Compensation Fund.

**Contact:**

Washington State Department of Labor and Industries
Division of Industrial Insurance – Employer Services:

Olympia: 7273 Linderson Way SW
Olympia, WA 98504
(360) 902-4817

Spokane: 901 N. Monroe St., Suite 100
Spokane, WA 99202
(509) 324-2600

Yakima: 15 W. Yakima Ave., Suite 100
Yakima, WA 98902
(509) 454-3700

**Social Security**

For information regarding your Social Security responsibilities for your employees, contact the Internal Revenue Service.

**Contact:** Internal Revenue Service (IRS)
(800) 829-1040

**Age Requirements For Agricultural Workers**

Farmers are permitted to employ youths at least 14 years of age outside of school hours. Children of the farm family are exempt from WAC 296-131 (regulations pertaining to the employment of minors.) Minor Work Permit Endorsements are required for employers with minor workers (between the ages of 14 –17). Before employing a minor, the employer must obtain written permission from the minor’s legal guardian and the minor’s school if employment occurs during the school year.

Children 12 and 13 years old are allowed to work **only** during non-school weeks and only for hand-harvesting berries, bulbs, cucumbers, and hand-cultivating spinach.

Also, certain duties are considered dangerous and prohibited for minors in agriculture (WAC 296-131-125). For more information about these or other labor issues:

**Contact**:

Local Department of Labor and Industries district (see above) or;
Department of Labor and Industries Central Office
(360) 902-5316
http://www.lni.wa.gov/

**Wages**

Employers are required to pay the state minimum wage to workers age 16 and older. Under the federal Fair Labor Standards Act (FLSA,) agricultural exemptions to minimum wage and overtime pay provisions include:

- Ag employees who are immediate family members of the farmer.
- Persons principally engaged on the range in the production of livestock.
- Local hand-harvesters who: commute daily from their permanent residence, are paid piece rate, and were engaged in agriculture less than 13 weeks during the proceeding year.
- Non-local minors, 16 or under, who are hand-harvesting, paid piece rate, employed on the same farm as their parents, and paid the same piece rate as those workers over 16.

Workers under the age of 16 may be paid no less than a determined percentage of the state minimum (85% of minimum wage in 2001). Contact the Washington State Department of Labor and Industries to verify the amount. Workers under 16 may also be covered under the Federal Minimum Wage Guidelines. Contact the United States Department of Labor for information.

Employers must maintain records of employees for three years. Records must include: employee name and address, occupation, duration of employment, payments made each period, and wage rate.

**Contact:**

Washington State Department of Labor and Industries
Employer Help Line: (360) 902-5316

United States Department of Labor
(206) 553-4482

**Employment Mediation**

Mediation services are available for agricultural employers and employees through the Agricultural Employment Mediation Program. Mediation can help farmers and farm workers resolve disputes without the cost and stress of going to court. This informal service is free and confidential. While the main office is located in Olympia, services are made available throughout the state and interpretation is provided in any language needed by the parties requesting mediation.

**Contact:**

Agricultural Employment Mediation Program
924 Capitol Way S #106
Olympia, WA 98501
Toll free number: 1-877-943-2700
(360) 943-5406

**Employer Deskbook**

The Washington Farm Bureau publishes a useful resource for farmers entitled *Employer Deskbook: A Reference Manual for Agricultural Employment and Labor Issues.* Contents include information on wage and hour law; Migrant and Seasonal Agricultural Worker Protection Act; worker's compensation; retro/safety briefs; and other state and federal laws. Copies are available for $20.00.

**Contact:**

Washington Farm Bureau
P.O. Box 2009
Olympia, WA 98507
(360) 357-9975, ext. 116

# Insurance

Insurance is often one of the most overlooked pieces of running a farm business. In today's litigious culture, it is wise to have adequate coverage for all your farm activities. Insurance coverage can be found for nearly any activity in which you wish to engage. However, the cost of coverage may not be economically viable for your farm. Shop around for the insurance that best suits your needs, and carefully balance this into your farm business plan.

There are two main types of insurance agents. A captive agent sells only policies for a particular company. An independent agent can build a coverage plan from multiple companies. Once you have established a policy that fits your operation, remember to remain in contact with your agent anytime you make a change to your marketing (shift of venue), or production. Don't assume you will be covered for a new product or activity simply because it is a part of your operation or is similar to those for which you already have coverage. If an activity or product is not spelled out specifically in your policy, you are not covered for this product.

If your farming operation is very small, you may be able to simply add coverage to your homeowner's policy. Larger operations may require a farm policy that includes property coverage as well as liability coverage for physical injury and ingested food products. A farm policy can also cover a roadside stand, whether or not it is on your property, and may be extended by endorsement to cover a farmers market stand. Farms that process foods or sell primarily flowers or other non-edibles may require a Commercial General Liability policy.

**Group policies**

For groups of producers or businesses that are engaged in the same enterprise, it may be wise to seek a group policy. For example, The Washington State Farmers Market Association provides a group policy for it's member markets. It covers accidents in which the market is negligent, which cause injury to customers, vendors or employees of the market, which cause damage to the property where the market is held, or a customer's property. This group policy does not cover individual vendors for product liability or other instances where the vendor is liable. Group policies can often be negotiated at a more economical rate so the cost is lower to each person insured.

**Contact:** Your insurance agent or consult the telephone directory for insurance agents.

**Other Considerations**

When you invite the public onto your farm you should be certain that you have adequate insurance coverage for any mishaps that might occur. Activities such as on-farm stands, u-pick crops, farm tours, or other agritourism related events should all be well defined within your coverage. There are few exceptions to this. When landowners invite the public, free of charge, onto their land "for the purpose of outdoor recreation (specifically defined)"; the landowner is not responsible for unintentional injuries incurred by the users (RCW 4.24.210). However, this law does not apply if a person is charged to enter or make use of the land.

Liability coverage for products that your customers are ingesting is also important.

The recommended amount of coverage for property and liability is based on the farm's net worth and five years of earnings. The Grange Insurance Agency, for instance, will not insure for less than $300,000 and recommends $1 million.

**Crop Insurance**

In addition to a farm policy or general liability insurance, farms may wish to add additional coverage for the production of a particular crop or to cover any losses due to market fluctuations. The USDA Risk Management Agency offers information on a range of crop insurance programs.

In the past, many small-scale operations that produce a wide variety of crops have not found crop insurance to be beneficial. However, in 2004, select areas of Washington gained access to a crop insurance program called Adjusted Gross Revenue Lite (AGR-Lite). This program covers your revenue losses due to natural disaster or market downturns for the entire operation (based on your tax schedule F.) AGR-Lite covers organic and direct marketing farms as well as more conventional operations.

For information about federal crop insurance or AGR-Lite contact your insurance agent. For a list of insurance agents in the state visit the Insurance Provider Directory from the USDA Risk Management Agency at:
http://www3.rma.usda.gov/tools/agents/companies/

# Direct Marketing Strategies

# Direct Marketing Options

Direct marketing often allows for a greater return on your product by avoiding the use of a broker or wholesaler. However, when considering this type of marketing you must address the time and cost of selling the product yourself. Also, direct marketing necessitates a personality conducive to dealing with the public. Consumers who purchase products directly from the producer are drawn to qualities such as freshness, high quality, appearance, and availability of unusual varieties. Also, studies show that consumers seek an authentic experience or connection with the producer. This is why direct marketing is often referred to as "relationship marketing".

Knowing the expectations of your market, communicating clearly, following through with commitments, and being aware of your limitations are important aspects of this relationship. Your success may be fueled by your innovation, but it is founded on meeting these criteria. There are many resources available to assist farm businesses in direct marketing their products. The following strategies serve as an overview of some of the more popular ways farms are selling products.

## Tips for Successful Marketing

- Before embarking on a new marketing strategy, talk with other farmers who use it or have tried it. Different strategies work for different folks. You will find that your most valuable information comes from other farmers.
- Remain consistent with the quality of your product, and customers will return again and again.
- Don't undersell yourself. Determine the cost of producing your product, set the price, and stay there. By offering bargains, customers will come to expect low prices and may be turned off when they have to pay more next time.
- Don't undersell your neighbor. By lowering prices, you may sell more product, but you set a low price standard. If farmers wish to be paid higher prices, they need to work together to establish a higher standard.
- Keep a connection with your customers. Maintain an e-mail or mailing list of customers to remind them of current products, issues, and opportunities.
- Be attentive to changes in market trends. Consult magazines or periodicals for ideas and updates about gourmet foods, food trends, etc. Flexibility and creativity will give you a broader range of opportunities to sell your product.
- Consider adding value to your product. Examples of added value are flower bouquets with gift cards, specialty jams and sauces, pre-washed and mixed packages of salad greens, and meats sold by the cut. Regulations regarding food processing can be found in the *Selling Specific Products* section.
- Always strive to deliver on time a product of the quality you promised.

- Be organized. With any marketing technique it will benefit you to know your product well, be able to quote your prices, know where your receipt book is, and when you can deliver next. A multitude of organizational qualities will help you to present yourself as a professional.

- Pay attention to the marketing techniques used to sell all kinds of products. Creative packaging, advertising, signs and a unique product are examples of these techniques.

- Utilize your advantages. Do you have a beautiful old farm that is attractive to on-farm customers? Consider agri-tourist activities. Do you live in a diverse community with many different ethnic backgrounds? Consider catering to the tastes of the different people who live around you.

- Remember, "If you build it, they will come - *BUT ONLY IF THEY KNOW YOU ARE OUT THERE!*" There are many inexpensive ways to advertise your farm business. Radio ads, flyers posted at targeted places, newsletters mailed to lists of customers, and business cards will help you build your clientele. Sometimes local newspapers are looking for bright spots of human interest, such as the delicious heirloom tomatoes at your new farm stand, complete with a recipe and a photo of happy people enjoying your ripe tomatoes.

- Know that your product is *just what people are looking for* and tell them so, often. *You* are your best form of advertising.

## Farmers Markets

With about 100 locations statewide, Washington farmers markets are an excellent way to directly market your farm products. Farmers markets provide a large customer base for farm products; a training ground to develop marketing skills and customer preferences; the opportunity to network for other types of direct marketing (CSA programs and direct-to-restaurants); and some of the best prices and return on produce.

Farmers markets are the most common place for producers to get their start in direct marketing. By participating at a farmers market you can learn about customer expectations and the nuances of successfully marketing your product. Many experienced farms also make use of farmers markets. It is not unusual for farms to attend several different markets each week.

To increase the opportunity for strong sales at farmers markets, look for well-organized markets. Farmers markets can vary in size, demographic, and "flavor", so visit the market where you plan to sell and talk with the other vendors. Make note of what types of products are being sold, how they are displayed, and what niches may be under-utilized. Markets should have clear policies and guidelines designed to support vendors, the market, and the community equally. Information on average sales at member markets is available from the Washington State Farmers Market Association.

If you consider selling at farmers markets, you will need to begin the process in January or February when markets are sending out vendor applications. Don't wait until your crop is ready to harvest to begin this process! Most markets are already full by harvest time and cannot accommodate another vendor.

Here are several elements that can enhance sales at farmers markets:

- Cleanliness in appearance of the product and the seller.
- Abundance (or the appearance of abundance) of product.
- Engage the customer with a friendly demeanor. Make eye contact and smile!
- Keep moving by sprucing up here or re-stacking there. People are attracted to activity.
- Consider offering samples of your delicious product for customers to try (check with your local health department for sampling regulations – see Appendix).
- Good signage is essential. Clearly label crops, prices, and product information.
- Pictures and information about the farm, farmers, and family are of interest to many customers.

Each farmers market will have a set of rules and regulations concerning vendor fees, products allowed for sale in the market and who may sell product. Contact markets individually for information.

**Washington State Farmers Market Association**
The Washington State Farmers Market Association (WSFMA), a network of more than 90 farmers markets, has a list of member farmers markets throughout the state. The Association offers low-cost liability insurance for its member markets (see *Insurance* section), sets a farmer-oriented standard for markets, and provides educational opportunities for market managers and vendors.

The WSFMA creates a unified voice for farmers markets and for promoting the sale of locally grown products directly to the consumer by coordinating projects in conjunction with state agencies, Washington State University, and non-profit organizations.

**Membership**
**Policies**

- To qualify for membership benefits in the Washington State Farmers Market Association, the applying farmers market must submit a vendor roster showing at least five vendors who are farmers selling their own farm products.
- Total combined gross annual sales of processors and/or resellers shall not exceed the total gross annual sales of producers.
- Total gross annual sales of others shall not exceed total gross annual sales of producers (contact WSFMA for definitions).
- WSFMA member markets are required to keep a current list of their vendor-members, including vendor name, type, address, telephone number and e-mail address.
- WSFMA member markets shall provide WSFMA annually with updated vendor lists*, by-laws, market rules/policies, and examples of any other documents (e.g. newsletters, applications, etc.). (*For vendors requesting privacy, list business name, vendor type, and the words "contact vendor through market.")
- WSFMA member markets will be visited periodically to assess the degree to which they are meeting WSFMA standards of membership, and to assess market needs.
- No commercial items, no imported items, and no secondhand items shall be sold by ANY vendor at any WSFMA member market.
- No franchises are allowed at any WSFMA member market.
- For detailed market guidelines contact WSFMA.

**Contact:**

Washington State Farmers Market Association
P.O. Box 30727
Seattle, WA 98113-0727
(206) 706-5198
http://www.wafarmersmarkets.com

**Food Stamps**

Your farm may qualify to accept food stamps at farmers markets. Because of technological changes in the handling of food stamps, many farmers markets cannot process these benefits. See the *General Information* section for more information.

**WIC and Senior Programs**

Many farmers markets accept Women, Infants, and Children (WIC) and Senior Farmers Market Nutrition Program checks. See the *General Information s*ection for more information on these programs and how they benefit you and your community.

## U-Pick and On-Farm Stands

**U-Pick Marketing**

Crops that are best suited for U-pick marketing are those that harvest easily and where ripeness is easily determined. Small fruits, pumpkins, and Christmas trees are the most common U-pick crops, yet some farms allow U-pick for a full range of vegetable crops. U-pick is a good method for reducing harvesting expenses, but a great deal of time may be required to manage the public effectively – from sales transactions and harvesting instruction to field management for a thorough harvest.

Clear signs that are easy to read from a distance, and list the times of operation (see *Signage* section) and ample parking are essential. Also, you will need a scale, legal for trade, unless you are selling produce by the flat or individual item (see *Weights and Measures* section). Someone should be available to direct customers to the harvest area, process the transaction, and answer any questions which customers may have. Most U-pick farms run ads in the classified section of the newspaper for drawing in customers. Consider other options too, such as listing with your local extension office or farm directory. It is a good idea to have a dedicated phone line that has a message for callers with harvest times, hours of operation, directions and other important information.

**On-Farm Stands**

There are several different ways to operate an on-farm stand, ranging from simple, self-serve stands to elaborate roadside attractions. Self-serve stands require very simple and clearly written directions for the customer to follow, and a slot-drop box, preferably locking, for payment. Some key elements for success in marketing with this method are: refrigeration (keeps your product fresh); clearly written, eye-catching directional signage with dates and times of operation; convenient access from a main road, and ample parking.

Another favorable way to attract customers is to offer a variety of products. Some on-farm stand owners will buy fresh or packaged products to augment their own. Selling other producers' product requires a Commission Merchants License (see *Licensing* section). Zoning requirements for farm stands are within the jurisdiction of the local government. In some counties, farm stands do not require special zoning permits if at least fifty percent of the produce sold is grown on-site. Off-farm produce stands may require special zoning permits. Contact your local Development Services Department, Building Department or Planning Department for information about zoning and building permits.

## Agri-tourism

Also known as “entertainment farming”, agri-tourism is becoming a popular way to attract customers and bring more income to the farm. Tourists today are considered “knowledge seekers” and many are visiting places closer to home. They are seeking authentic experiences of farm life. Cultural heritage and eco-tourism are the fastest growing sectors of the tourism industry. All these trends lend themselves to the success of agri-tourism activities.

There are several ways to incorporate tourist activities on your farm, including U-pick crops; horseback riding; bed & breakfast; demonstrating farm equipment or techniques; and regional harvest festivals. Surprisingly, people are willing to pay for activities that would have seemed ridiculous years ago, such as milking a cow, or weeding the dahlia patch. People are often attracted to nostalgic images of farming and activities in which they can participate. It is to your advantage to “set the stage” of a stereotypical farm, complete with a red barn, livestock, and an old tractor out front. Hay rides and bobbing for apples can add autumn charm to the experience of a U-pick pumpkin patch. Petting zoos and straw bale or corn mazes are also examples of entertainment farming. There are many professional corn maze "developers" who can create mazes with fantastic detail and in a variety of sizes; most average about six acres.

Before you put out the signs and welcome the public to your farm, be aware that managing the public requires a great deal of patience and the right personality. Agri-tourist activities have the potential to evolve away from practicing agriculture and toward entertainment. Also, the number one trouble that a farm which engages in agri-tourism activities can have is unhappy neighbors. Before sinking resources and time into developing your farm into an agri-tourist destination, make sure you have communicated clearly with your neighbors and with your local regulatory agencies to understand your obligations and rights in conducting agri-tourist activities.

Contact your local health district (see *Appendix*) for specific regulations on apple bobbing, apple pressing, and other food-related activities.

Petting zoos may be regulated by your local health department. Often, these regulations require that you provide adequate hand washing and restroom facilities for your customers. Regulations can often be met with a little effort, so don't be dissuaded from this type of activity.

WSDA Food Safety Program and the Washington State Department of Health provide educational materials addressing the safe handling of baby chicks and ducklings. For more information visit: www.doh.wa.gov/ehp/ts/zoo/salmonellachick.htm.

Make sure that you have an adequate insurance policy that will cover any mishaps that may occur while the public is on your farm (see *Insurance* section for more information).

# Community Supported Agriculture (CSA)

Community Supported Agriculture is a marketing system where customers buy "shares" in a farm's harvest. They pay a sum at the beginning of the season, providing the farm with up-front capital. In return, each customer receives a weekly allotment of produce. Produce is either delivered to the customer's door or a drop-off site or picked up at the farm. Only a well-experienced farmer who has a good understanding of production schedules should employ this type of marketing. In theory, the "shareholder" and grower share the risks of production throughout the season. In practice, however, the farmer must deliver a steady supply of product if the wish to retain customers for the following season. In 2005, approximately 80 farms throughout Washington have a CSA program as a part of their overall marketing plan.

CSA marketing allows farms to grow a diversity of crops rather than relying on a single crop. This allows for flexibility in crop rotations for pest and fertility management as well as offsetting the loss of one crop. CSA marketing can also be successful for flowers, animal products, and occasionally single crops. These crops are often provided by a farm to enhance another farm's CSA program. Some farms form collective CSA programs in which a group of farmers combine their products and then divide it into shares for customers. These programs allow a wide variety of produce for the customer without requiring a single farm to produce everything, and allow a larger customer base than a single farm might be able to accommodate.

CSA's are one of the most direct ways to market your farm produce to the consumer. It is not uncommon for a shareholder to refer to the CSA in which they belong as "their farm". Maintaining good communications with customers is very important. One aspect involves communicating clearly the seasonality of crops to the shareholder. Knowing that they will not receive tomatoes in June, or that the early spring deliveries will be less diverse than those in the fall will help avoid disappointments that result in a loss of participation in the program. Weekly newsletters that contain farm updates, descriptions and recipes for unusual crops, and other farming information is useful for not only communicating with customers, but for enhancing consumer awareness of agricultural production. Many CSA farms host farm tours, work parties, or other activities to involve their shareholders.

Below are some of the topics that apply to CSA's.

**Dairy CSA or "Cow-shares"**

Selling raw or pasteurized milk direct to consumers through a CSA program is a great way to enhance the offerings of a CSA share. Farms must have a WSDA Milk Producer and Milk Processing Plant License to do so. Dairy CSA programs may not be used as a means to avoid meeting state requirements for milk producers and milk processors, including obtaining a license. See the *Milk and Dairy Products* section for more information.

| | |
|---|---|
| **Insurance** | If customers will be coming to your farm to pick up their produce, do work exchanges or attend farm workdays, or if you have apprentices on the farm, be certain that you have adequate insurance in case mishaps occur. See *Insurance* section for more information. |
| **Farm Produce** | See the *Selling Specific Products* section for regulations and information. |
| **Food Stamps and SFMNP** | Your CSA may qualify to accept food stamps or Senior Farmers Market Nutrition Program benefits, but certain rules may limit participation. See the *General Information* section for information. |

See the *Doing Business in Washington State* section for licensing, taxation and labor questions. See the *Appendix (Resources for Direct Marketing)* for more information about operating a CSA program.

## Direct to Restaurants and Retail Stores

Research shows that today's consumer will spend 45 percent of their food dollars eating outside of the home. Restaurants seeking distinction in a competitive business are capitalizing on an increased consumer interest in local and organic foods. Sales to retail stores and restaurants are accomplished through wholesale distributors, but an organized farmer with a consistent supply of seasonal produce can form direct working relationships with these customers.

Grocery stores and restaurants are concerned with consistent supply and strict quality standards. Before you market your produce, be sure you are well versed in how products are expected to be packaged for sale (e.g. lettuce is packed 24 heads to the case). The USDA has published "Quality Standards – Fresh Fruits and Vegetables," a list of quality and packing standards. See Websites in the *Resources* section.

Recent food safety issues have compelled some grocers to require third party inspections or "food safety audits" of producers. Although audits are costly and many small growers cannot afford them, the FDA has issued a set of guidelines called "Good Agricultural Practices" (GAPs), telling farmers how to avoid contamination of produce. Be prepared to reassure a buyer, through a documented plan, for instance, that you are following these guidelines. GAPs guidelines are available on-line at: http://vm.cfsan.fda.gov/~dms/prodguid.html or see the Cornell guide to GAPs in the Resources section: Food Safety Begins on the Farm: A Grower's Guide.

When seeking restaurant and grocery accounts, start with independently owned businesses that boast that the food they prepare or sell is organic or locally grown. Inexpensive and franchise restaurants, accustomed to wholesale produce and prices, may not be able to give you a competitive price. However, don't feel this market is too limited. Recently, larger restaurant chains in the Northwest have purchased local foods, illustrating the potential growth of this market.

Creative chefs looking for new additions to their menus often appreciate unusual varieties or 'gourmet' products. Often the relationship between farmer and chef is initiated at a farmers market, where a chef is buying produce for a restaurant. If the grower wishes to initiate the relationship, it is wise to set up an appointment with the executive chef or general manager for the restaurant. Never call or visit during lunch hours because chefs will be too busy to engage with you.

Be generous by leaving samples for the chef to try. Bring business cards as well as a full case or buying unit examples with you. If the chef likes what they see, they may want to buy from you right then, so be prepared with a receipt book and ample produce. Be prepared to invoice for payments as it is unlikely you will receive cash on delivery. You may also be asked to have proof of insurance coverage, and organic certification, if selling organic produce. Always have a clear idea of what price you want for your products, exactly when you would be able to deliver them, and for what duration you would be able to provide the product. Chefs can often make use of "seconds," so if price seems to be a barrier, you might suggest this as a less expensive option.

Once you establish a relationship with a chef, maintain it by delivering on time with the amount and quality of product you promised. The little extras count, like sharing cooking tips for more unusual products, providing table tents with information about your farm, or throwing in free samples of the produce you will have in quantity next week! As your relationship deepens, consider pre-planning with your chefs at the beginning of the season to determine what products and quantities they might like buy from you.

Grocery stores, especially food cooperatives and independently owned or alternative market stores, are often willing to buy directly from the grower. Remember that grocers will "resell" your product, so they are interested in having the most attractive and the freshest products they can get. For this reason, the local grower is at an advantage due to reduced handling and travel time. Grocers are also interested in having a consistent supply over time, which can be a challenge to a small grower. Don't let this stop you from approaching grocers, however, as each store buyer will have different priorities. Approach the store buyer with full cases or buying units, be prepared to sell at that time, and have a clear idea of when you can deliver and for what duration. Grocers, unlike chefs, are reluctant to carry unusual products, which might not sell in a timely manner.

**Note:** Sales to restaurants and grocery stores are considered “direct to retail” sales because these customers “resell” the products that farmers sell to them. Different regulations apply to “direct to retail” sales than to farmers market, on farm, and farm stand sales. Please note this when reviewing *Selling Specific Products*.

## Farm-to-Cafeteria

Selling product to institutional cafeterias, such as schools, senior congregate meal sites, hospitals, and correctional facilities, can be a good market for farms. Public awareness of childhood and adult obesity rates has drawn attention to environmental solutions such as bringing more healthy foods into school and worksite cafeterias. Local farms have an advantage in supplying fresh and flavorful foods, which have been shown to increase consumption of fresh fruits and vegetables. Farm-to-Cafeteria programs in schools often include agriculture and nutrition education into curriculum or student activities, such as growing a school garden.

Although many small farms sell to institutional cafeterias, this is also a good market for medium sized farms that have experience producing for a wholesale market. Pricing is very tight, and farms that are used to receiving higher premiums at farmers markets may find selling to institutions unfavorable. However, farms that sell, or sold to wholesale markets may find institutional sales profitable. Selling to institutions offers the opportunity to sell large quantities to fewer customers, reducing transportation and labor costs.

When initiating a sale to an institution, farms should contact the Director or Manager of Food Services. There are essentially two types structures for food services. Self-operated food services are run by the institution itself and may have more flexibility in its buying policies. Privately managed food services are often operated by large corporate companies (e.g. Sodexho, Aramark, Chartwells) that provide contracted food services for the institution. These food service companies are most often bound by national buying contracts and may not have the flexibility needed to buy from local farms.

Institutions require vendors to hold liability insurance policies. State institutions (including state hospitals, prisons, and colleges) require that vendors carry a general liability policy of at least $1 million per occurrence, and $2 million in aggregate. Some privately managed food service companies require insurance policies of up to $5 million.

As with restaurants and grocery stores, approach this relationship in a professional manner with full knowledge of what you have to sell, how much and for how long you will have it, and what your price will be. There are many aspects to the institutional market of which farms should be aware, such as the private and state policies that govern procurement. A good resource for learning more about this market is WSDA's *Farm-to-Cafeteria Connections* (See *Resource* section.)

## Internet Marketing and Mail Order

Mail order marketing through catalogs and/or the Internet is a good way to reach a broad-based audience. Research conducted by USDA in 2001 on the use of the Internet for marketing farm products showed that the return in sales was greater than the investment costs for developing a website. However, you should not rely solely on marketing through a website.

Websites are great for providing information about your farm and facilitating sales once your customer is already familiar with your products. Mail order marketing is best used for products that have a long shelf life and are easily packaged for shipping. However, there is opportunity for selling live plants, fresh flowers, meats, and produce.

This method of marketing requires paying attention to effective organization, maintaining a database of customers and catalog recipients, and receiving, filling, packing, and sending orders. Selling through an established catalog or Internet company may save organizational time and effort, but the price you receive for your product will be less, and your name may not accompany your product.

If you are selling through your own website or catalog, the Federal Trade Commission set a rule which applies to the goods the customer orders from the seller by means of telephone, directly or indirectly (i.e. fax and Internet), or mail order, regardless of how the merchandise is advertised, how the customers pays, or who initiates the contact. Known as the "30-day Rule," it requires that when you advertise, you must have a "reasonable basis" (see below) for stating or implying that you can ship within a certain time. If you make no shipment statement, then you must have a reasonable basis for believing that you can ship within 30 days of receiving the order. *This rule does not apply to orders for seeds, growing plants, or subscription sales (CSA) after the initial shipment is made in compliance with the rule.*

The following steps are important for establishing a "reasonable basis":

- Anticipate demand. Is the demand for each advertised item reasonably anticipated?
- Sufficient supply. Is there enough inventory on hand to meet the anticipated demand?
- Fulfillment system. Can you handle filling all of the cumulative orders? It is wise to anticipate increased demand during holiday seasons.
- Record keeping. This is the most important step to take in maintaining a sound mail order business and in complying with the 30-day rule. Records should be kept for each transaction for up to 5 years.

**Contact:** Federal Trade Commission
CRC-240
Washington, D.C. 20580
202-326-2222
http://www.ftc.gov

# Selling Specific Products

# Eggs

**Farmers Markets, & Direct to Retail**

Farmers selling eggs (from chicken, goose, turkey, duck, guinea, or any species of fowl) at farmers markets, on the internet and direct to retail sales (e.g., restaurants, grocery stores, institutions) must comply with the requirements of Chapter 69.25 RCW and be licensed through the Washington State Department of Licensing (WSDOL) as an egg handler/dealer. Local health districts have jurisdiction over farmers markets in their areas and may conduct market inspections to assure vendor compliance with local rules and regulations. Direct to retail sales also require obtaining Egg Seals from WSDA as required by agency rule (Chapter 16.108 WAC).

Eggs are subject to inspection by the WSDA Food Safety Program for adherence to grading standards, sanitary facility conditions, and truthful labeling. Eggs are graded AA, A, and B quality. By size they are graded Jumbo, Extra Large, Large, Medium, Small, and Pee wee. These quality and weight designations are required to legally sell eggs off the farm. It is unlawful to sell eggs that are inedible, contain blood, or are dirty. Prior to delivery, at delivery to retail level and while on display at retail level (e.g., farmers market, grocery store), eggs must be cooled in refrigeration units at an ambient temperature of 7°C (45°F) or less. Eggs must be held in coolers either with mechanical refrigeration, ice, or frozen gel packs, making sure these packs (or ice) do not come into direct contact with the eggs. A display dozen may be used, but may not be sold.

**On-Farm Sales & CSA**

Poultry or egg producers may sell eggs from their own flocks directly to the end consumer from the place of production without the purchase of an Egg Handler/Dealer License or Egg Seals from the WSDA. Shell eggs are a perishable food and must be held in refrigeration units at an ambient temperature of 7°C (45°F) or less and held under sanitary conditions to assure consumer safety.

**Containers & Labeling**

The majority of shell eggs are sold in fiber or foam egg cartons. However, it is legal for shell eggs to be sold in any type of new container, provided the eggs are protected from damage and/or adulteration (contact with leaking or damaged eggs or any poisonous or deleterious substance that may render the contents injurious to health).

Federal law requires containers used for selling eggs to be labeled with the following information:

- Identification of the product, name and place of business of the producer, packer, or distributor (e.g. EGGS, Sunny Farms, 1234 Eggshell Road, Overeasville, WA);
- The quantity, weight, and grade of the eggs (e.g. One Dozen Large A Grade);
- Safe Handling Instructions. To prevent illness from bacteria: keep eggs refrigerated, cook eggs until yolks are firm, and cook foods containing eggs thoroughly.

Eggs that are sold in bulk should also have the above information displayed on the cooler where the eggs are kept. It is unlawful for the egg handler/dealer to pack eggs into containers with another company name or identification number. Egg cartons can be purchased from carton manufacturers, at some feed stores, farmer cooperatives, or through farm supply catalogs, etc.

**Licensing & Misc. Fees**

If selling at a farmers market or direct to retail (or wholesale), Egg Handlers/Dealers must obtain:

- Master License from WSDOL: $15.00
- Egg Handler/Dealer License, also from WSDOL: $30.00 Renewable Annually.
- For direct to retail sales: Egg Seals - $2.68 for 1,000 dozen from WSDA. Order forms for these seals can be found at the WSDA website listed below.

**Contact:** Washington State Department of Licensing
Master License Service (MLS)
P.O. Box 9034, Olympia, WA 98507-9034
(360) 664-1400
Many questions about obtaining a Master License can be answered through the MLS website at:
http://www.wa.gov/dol/

WSDA
Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/Eggs

# Fish and Shellfish

Both State and local agencies have jurisdiction over the sale of fish direct to the consumer. In addition to the state requirements below, businesses selling fish or shellfish must be inspected and obtain licensing and food worker permits from the local County Health Department. Contact your county health department (see *Appendix*) for specific information.

**Hazard Analysis Critical Control Point Plan (HACCP)**

Food safety hazards can be introduced when handling fresh, raw fish and shellfish as well as processing fish or shellfish. State and federal laws require that all handlers and processors assess their operations to identify any food safety hazards that are not addressed by Standard Sanitation Operating Procedures (SSOPs). If after conducting a hazard analysis, one or more food safety hazards are still present, you are required to develop and implement a Hazard Analysis Critical Control Point (HACCP) Plan that is species and process specific for your operation.

**For more information about HACCP requirements contact:**

- **Fresh, raw fish and processed fish and shellfish product**
  WSDA Food Safety Program
  (360) 902-1876
  http://agr.wa.gov/FoodAnimal/FoodProcessors/HACCP
- **Fresh, molluscan shellfish**
  Washington State Department of Health
  Food Safety & Shellfish Program
  360-236-3313
  http://www.doh.wa.gov/ehp/sf/default.htm

**Fresh, Raw Fish**

A Washington State Department of Fish and Wildlife *Wholesale Fish Dealer's License* is required of any person wishing to buy and/or sell fish, including:

- Fishers who land and sell their catch directly to the consumer, or anyone other than a licensed wholesale dealer within or outside the state (see exceptions below).
- A business in the state engaging in the wholesale selling, buying, or brokering of food fish or shellfish.
- A business employing a fish buyer.

Exceptions to this requirement are: (a) WDFW licensed commercial fishers with a direct retail endorsement selling salmon, crab and sturgeon; (b) a treaty Indian selling fish and shellfish taken by that person from treaty Indian fishery, and; (c) a retail seller who has purchased fish from a licensed wholesale dealer and is selling strictly at retail.

Commercial fishers with a WDFW *Retail Endorsement Selling Salmon, Crab and Sturgeon* are not required to obtain a license from the local County Health Department, but are subject to inspection from the Health Department. Contact WDFW to obtain a Retail Endorsement.

Fish Buyers: A WDFW *Fish Buyer's License* is required for each individual who purchases food fish or shellfish on behalf of a licensed wholesale fish dealer.

- Fish Buyers that purchase or sell steelhead trout and other anadromous game fish or roe harvested by treaty Indians must hold an Anadromous Game Fish Buyer's License. Fish must be purchased from Indians possessing valid federal or tribal fishing identification cards during lawful open seasons.

Fees:

| | |
|---|---|
| Wholesale Fish Dealer's License | $250 |
| Fish Buyer's License | $ 95 |
| Anadromous Fish Buyer License | $180 |

**Contact:** Washington State Department of Fish and Wildlife
License Division
(360) 902-2464

Selling Fresh, Raw Fish:
Any fish or shellfish to be displayed on ice must have fresh ice from potable (drinkable) water.

**Fresh, Raw Shellfish**

Fishers and/or Shellfish farmers that harvest or sell molluscan shellfish (clams, oysters, mussels, and/or scallops) for human consumption, are required to obtain a:

(1) Washington State Master License (see Licensing section)**,**
(2) Licensing from the Washington State Department of Health (WSDOH) **and**
(3) Aquatic Farmers Registration from the WDFW.

Contact WSDOH and WDFW for information and application. Three licenses are available. Fees are dependent on the level of complexity of the processing facility. If shellfish will be transferred from one body of water to another, or imported from out of state with the intention of placing into or have contact with the waters of Washington, then a Shellfish Transfer or Import permit will be required.

Selling Fresh, Raw Shellfish:
Fishers and shellfish farmers that wish to sell shellfish at farmers markets must obtain a *Retail Food Establishment License* from their local county health department (see *Appendix)*.

If shellfish is further processed (e.g., shucked, smoked, cooked, cut, frozen), a WSDA Food Processor License is also required. See *Processed Food* section.

Any fish or shellfish to be displayed on ice must have fresh ice from potable (drinkable) water.

**Contact:** Washington State Department of Health
Food Safety & Shellfish Program
111 Israel Rd SE
PO Box 47824
Olympia, WA 98504-7824
(360) 236-3330
http://www.doh.wa.gov/ehp/sf/default.htm

Washington State Department of Fish and Wildlife
License Division
(360) 902-2464

**Processed Fish Products**

If you cut, clean, freeze, smoke, cook or otherwise prepare fish or fishery products for sale, you are a fish processor and will need to obtain a Food Processor License from WSDA (see Processed Food section). A WDFW Wholesale Fish Dealer's License is required for commercial fish processors (see Fresh, Raw Fish section above).

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/FoodProcessors

**Aquatic Farms**

An aquatic farm is "any facility or tract of land used for private, commercial culture of aquatic products." This includes commercial culture of salmon, trout, oysters, clams, and aquatic plants, as well as U-catch trout ponds, ornamental fish growers, fish and shellfish hatcheries, etc. Anyone who raises aquatic products for eventual sale must register the aquatic farm with the Washington State Department of Fish and Wildlife. Operations where wild-caught finfish or shellfish are held temporarily, prior to sale, are excluded. Before an Aquatic Farm Registration card will be issued, a Department of Health beach certification number must be submitted for beaches used for the commercial harvest of bivalve shellfish. No fee is charged for this registration.

**Contact:** Washington State Department of Fish and Wildlife
License Division
(360) 902-2464

# Fresh Fruits & Vegetables

Washington State farmers, selling directly to the end consumer, restaurants, or grocery stores, may sell most produce without product inspection or licenses. However, inspection and licensing requirements apply for selling specific products in Washington State.

**Standards for Grades & Packs**

Fruits and vegetables are inspected to assure uniformity and compliance with standards for grades and packs, these are set by the federal or state government for each type of commodity. Grading standards include attention to maturity, soundness, shape, size, color, and freedom from pest or mechanical injury. Packaging standards include attention to size, dimension, and labeling of containers used. Contact the WSDA Fruit and Vegetable Field Inspection Office to locate field offices, or for detailed information on inspection. Fees for inspection vary for each commodity.

**Inspection Requirements For Fruits & Vegetables**

To assure standard quality, inspection is required for certain fresh fruits and vegetables sold in Washington State (Chapter 16-461 WAC). Fresh apricots, Italian prunes, peaches, cherries, apples, pears, potatoes and asparagus must be inspected by WSDA unless exempt from inspection (detailed below). Exempt products must still meet grade standards.

Farmers selling any amount of these products for resale (e.g., direct to grocery stores) **must** have their product inspected. Farmers selling these products direct to restaurants and Institutional food services may or may not require inspection.

**Exemptions**

**Produce sold direct to the end consumer is exempt from inspection when meeting the following criteria:**

<u>Farmers Markets and Produce Stands:</u>
Producers can sell up to 2,000 pounds per day of each product (commodity), or 6,000 pounds/day of a combination of pears, peaches, apples, apricots, potatoes, asparagus, or Italian prunes without inspection. **Note:** Cherries are not included in this exemption.

This exemption applies to farmers markets within the state, or fruit and produce stands within the same zone of production. Zones of production are:

- Zone 1: All counties west of the Cascade Mountain Range;
- Zone 2: All counties east of the Cascade Mountain Range and Skamania County: (Adams, Asotin, Benton, Chelan, Columbia, Douglas, Ferry, Franklin, Garfield, Grant, Kittitas, Klickitat, Lincoln, Okanogan, Pend Oreille, Skamania, Spokane, Stevens, Walla Walla, Whitman, and Yakima).

**For Instance:** Apples grown in Grant County can be sold at a fruit stand in any Eastern Washington county, or sold in a farmers market anywhere in the state without inspection.

Consumer Limits:

Limits are placed on total amounts sold to each consumer for specific commodities. For instance: a farmer can sell a total of 500 pounds of apples, per day, to any one consumer. Limits (per consumer, per day) for commodities are as follows:

- Pears, peaches, apples, apricots, and potatoes: 500 pounds
- Asparagus: 250 pounds
- Italian prunes: 350 pounds
- Sweet cherries: 100 pounds

Containers of apricots, Italian prunes, and sweet cherries sold to consumers must be marked "not for resale."

Inspection is available for other fruit and vegetable crops to assure quality, but is not mandatory.

**Sampling**

Farms that offer individual samples of sliced fruits and vegetables must follow serving guidelines set by the local county health department. Farms must follow food safety guidelines, but may not be required to obtain a *Retail Food Service Establishment* license from the County Health Department. Contact the local county Health Department for further information. (See *Appendix* for a listing of Health Departments).

## Good Agricultural Practices

Unprocessed fruits and vegetables can be at risk for microbiological contamination during production and harvest. The USDA, FDA and CDC developed the Good Agricultural Practices. These guidelines are the standard for safe harvesting and handling procedures. Farmers can learn more about Good Agricultural Practices (GAP's) from:

- FDA Publication " Good Agricultural Practices, available on-line at http://vm.cfsan.fda.gov/~dms/prodguid.html,
- Cornell's publication "Food Safety Begins on the Farm: A Grower's Guide" (see Resources for Direct Marketing in the Appendix).

**Contact:** WSDA Fruit and Vegetable Inspection
(360) 902-1833 (Olympia)
(509)-225-2642 (Eastern Washington)

## Fresh Salad Mixes

Farmers selling fresh salad greens **are NOT required to have a WSDA Food Processing License when salad greens are marketed and sold in the following ways:**

- **Wash Before Eating:** Packaged whole, uncut salad greens that are put in packaging with clear labeling that indicates the product must be washed before eating.
- **Whole Leaf and Plant:** Salad greens with the whole leaf or plant harvested at ground level with no further cutting, chopping, or mixing.
- **Mixed Seeds:** A blend of salad greens that are grown and harvested together, and are the result of seeds mixed together before planting, and are not presented as "ready to eat".

Farmers selling fresh salad mixes **are required to have a WSDA Food Processing License when mixes are handled in any of the following ways:**

- **Mixing:** Salad greens that are grown separately but mixed together by the producer and offered for sale.
- **Cutting:** Salad greens that are cut or chopped and offered for sale.
- **Ready to Eat**: Salad mixes that are packaged and advertised or presented as "ready to eat." For example: Packaged salad mixes placed in a closed bag for sale, are considered "ready to eat", unless labeled "Wash before eating."

**See *Processed Foods* section for licensing information.**

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/FoodProcessors

# Herbal Products

Herbal products fall into two categories: **dietary supplements** and **cosmetics**. Dietary supplements are products that are ingested, such as dried herbs, teas, tinctures, capsules, and tablets. They must meet regulatory requirements for processed foods (see Processed Foods section) as well as those listed below. Cosmetics include lotions, salves, and other cosmetic items. The United States Food and Drug Administration (FDA) and the Washington State Food, Drug, and Cosmetic Act (chapter 69.04 RCW) outline the regulations governing the sale of dietary supplements and cosmetics.

**Dietary Supplements**

The FDA defines dietary supplements as a product (other than tobacco) that is:

- Intended to supplement the diet that bears or contains one or more of the following dietary ingredients: a vitamin, a mineral, an herb or other botanical, an amino acid, a dietary substance used by humans to supplement the diet by increasing the total daily intake, or a concentrate, metabolite, constituent, extract, or combination of these ingredients;
- Intended for ingestion in pill, capsule, tablet, or liquid form;

The manufacturer is responsible for ensuring that the supplement is safe before it is marketed, as required by the Federal Dietary Supplement Health and Education Act of 1994.

Claims may not be made about the use of a dietary supplement to diagnose, prevent, mitigate, treat, or cure a specific disease. For instance, statements such as "cures cancer" or "treats arthritis" may not be used. However, appropriate health claims authorized by FDA such as “calcium reduces the risk of osteoporosis" may be used if the supplement qualifies to bear that claim. The manufacturer may also describe a supplement’s effects on the structure or function of the body or the "well-being" achieved by consuming the dietary supplement.

To manufacture a dietary supplement you are required to be licensed as a Food Processor with WSDA (see *Processed Foods* section).

In addition to the labeling requirements for processed foods (see *Labeling of Processed Foods* section), dietary supplements need to be identified as a “dietary supplement” on the product label.

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/FoodProcessors

**Cosmetics**

Cosmetics are, "articles intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This includes skin creams, lotions, and shampoos. Soap products consisting primarily of an alkali salt of fatty acid and making no label claim other than cleansing of the human body are not considered cosmetics.

Cosmetics must be in compliance with the Federal Food, Drug, and Cosmetic Act (FD&C Act), the Fair Packaging and Labeling Act (FPLA), and follow rules set by the FDA (21 CFR 700-740, 21 CFR 73, 74 and 82).

Producers are not required to register manufacturing establishments or formulations with the FDA or make available safety data or other information before marketing their product.

Cosmetics may not carry a claim that the product treats or prevents a disease, or otherwise affects the structure or function of the body. Products that do carry this claim are considered to be drugs and require FDA approval as such. As with dietary supplements, cosmetics are required to follow federal labeling requirements. Certain cosmetics (such as shampoos and detergent bubble bath) are also required to bear specific warnings on their label.

Please contact FDA for specific information concerning the manufacture and labeling of cosmetics.

**Contact**:

Public Affairs Specialist
Food & Drug Administration
(425) 483-4953

Center for Food Safety and Applied Nutrition
Office of Cosmetics and Colors
U.S. Food and Drug Administration
5100 Paint Branch Parkway
College Park, MD 20740-3835
(301) 436-1143
http://www.cfsan.fda.gov/%7edms/cos-toc.html

**Resources:**

FDA Cosmetic Handbook
http://www.cfsan.fda.gov/~dms/cos-hdb1.html

## Honey

Persons wishing to sell honey directly to the consumer must comply with state law (chapters 15.60 RCW, 69.28 RCW and WAC 16-602-025), which requires honey to be free from contaminants and labeled with the following information:

(1) Identification of the Product
(2) Name and address of the producer
(3) The net weight and grade of the honey

Beekeepers who extract their own honey, and sell it in the raw form do not need a WSDA Food Processor's License, ***unless*** the honey is sold wholesale or processed in some way (e.g., heated, pasteurized, or added ingredients or flavors). Contact the WSDA Food Safety Program for more information.

All hives, whether for home or commercial use, must be registered with WSDA Laboratory Services. Annual registration fees are based on a sliding scale, from $5.00 (1-5 hives) to $300 (1,001 hives or more). Registration of hives provides official documentation that can be useful in the event of colony loss through poisoning or natural disaster. Fees are used to fund apiary research, as determined by the Apiary Advisory Board. While currently inactive, the board directs funding and research needs to the WSDA Director, as stated in state law (chapter 15.60.010 RCW). Beekeepers with questions regarding registration of beehives, or that have interest in participating in advisory board activities should contact WSDA Laboratory Services.

**Contact:** WSDA Laboratory Services – Pest Program
(360) 902-2071

WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/FoodProcessors

# Meat

The processing of meat and livestock for sale direct to consumers is regulated by the WSDA and the United States Department of Agriculture (USDA), depending on the type of sale. For the purposes of this section, "livestock" refers to cattle, swine, sheep, and goats (does not include Poultry- see Poultry section).

**Live Auction Sales**

Producers sell livestock at live auction for slaughter or to larger-scale growers to raise and process. Animals must be free from disease before sale and cattle may need to be tested for Brucellosis before being returned to a farm. Animals must have a proof of ownership or brand ID. For more information about brand ID or proof of ownership contact WSDA Livestock Identification.

**Contact:** WSDA Livestock Identification
(360) 902-1855

**Custom Meat Processing**

Producers may sell livestock by live weight to the end consumer. The end consumer then contracts with a custom slaughterer (mobile truck or fixed facility). Sometimes the producer may negotiate this contract. The custom slaughterer must be licensed by the WSDA Food Safety Program.

Custom slaughtered meat is considered "uninspected", and cannot be resold. It can only be consumed by the owner of the animal.

The end consumer may elect to cut and wrap their own meat or may contract with a custom meat processing facility for this service. The custom meat processing facility must be licensed by the WSDA Food Safety Program. A list of licensed custom slaughter and custom meat processing facilities is available by contacting the WSDA Food Safety Program.

**Note:** Poultry is not included in the custom meat law in Washington state. See the *Poultry* section for specific rules pertaining to the sale of poultry in Washington State.

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://www.agr.wa.gov/FoodAnimal/CustomMeats

**USDA Inspected Meat Sales**

Producers that wish to sell meat from livestock animals and animal products (as opposed to live animals) must have the animals slaughtered and processed in an USDA inspected facility. Some facilities have minimum head number requirements or work only on contract, and many process only beef. A list of USDA facilities that process meat and animal products for independent producers is available by contacting the WSDA Small Farm and Direct Marketing Program.

**Contact:**

**For information regarding USDA Grant of Inspection for processing facilities:**
USDA Food Safety Inspection Services
Boulder Office
665 South Broadway, Suite B
Boulder, CO 80303
Phone: (303) 497-5411
http://www.fsis.usda.gov
USDA technical service center: 1-800-233-3935

**For a list of USDA Facilities for independent producers:**
WSDA
Small Farm and Direct Marketing Program
(360) 902-1884
http://www.agr.wa.gov/Marketing/SmallFarm

**USDA Licensed Mobile Processing Units**

USDA Licensed Mobile Processing Units (MPU) can be used to process meat that will be sold by the pound. Livestock are slaughtered on site and taken to a fixed site facility for final cutting and packaging. MPU's can provide access to processing where processing facilities are not available or inaccessible to small or non-contracted farmers. MPU's must have a grant of inspection from USDA to process meat that will be sold by the pound. Information on obtaining a grant of inspection from USDA is available by contacting USDA Food Safety and Inspection Service (listed above).

**Example: Washington State's 1st USDA Certified Mobile Livestock Processing Unit**

The first USDA Certified MPU in Washington is operated by the Island Grown Farmers Cooperative (IGFC) in Bow, WA. Funding to develop the unit was provided by USDA, WSDA, private grants, and loans. Total cost of design, construction and testing of the unit was $150,000.

The unit currently serves livestock producers in San Juan, Island, Skagit and Whatcom counties, and serves as a model for other communities across the U.S. Information about IGFC and the MPU is available by contacting IGFC.

**Contact:** Island Grown Farmers Cooperative
13400 D'Arcy Rd
Bow, WA 98232
(360) 766-4273
igfc@rockisland.com

## Exotic & Game Animals

**Rabbit processing requires a WSDA Food Processor License (see Processed Foods section).**

Exotic animal meat (e.g. buffalo or game animals) can be sold within Washington State when slaughtered and processed at a licensed WSDA food processing facility (see *Processed Foods* section). To sell meat from exotic animals outside Washington State, animals must be taken to a processing facility that has a USDA grant of inspection for the particular exotic species.

Hunters' game animals can be custom processed by a licensed WSDA food processor. Elk farms are not allowed in the state of Washington.

Ostrich, emu, or rhea (ratites) pigeons (squab) are considered to be "poultry"(see Poultry section).

**Contact:** WSDA Food Safety Program
(360) 902-1876
**http://agr.wa.gov/FoodAnimal**

**Farmers Markets** Farmers in some counties can sell fresh or frozen USDA-inspected meat utilizing *mechanical refrigeration*, with appropriate licensing.
Some county health departments allow the sale of USDA-inspected meats utilizing *non-mechanical refrigeration* at farmers markets, with specific regulations. **For current regulations in your county, contact the local county health department (see Appendix).**

Non-Mechanical Refrigeration in King County

The Public Health Department of Seattle & King County allows sales of processed, pre-packaged, and inspected farm-grown or raised meat, poultry, rabbit, and aquatic food (MPRAF) at farmers markets, utilizing non-mechanical refrigeration. Regulations allow for the sale of meat from commercially manufactured coolers or freezer units. A team of farmers, farmers market coordinators and representatives from United States Department of Agriculture, WSDA Food Safety Program, Washington State University, and Public Health Seattle & King County developed these regulations.

These procedures can be used as an example for other counties and farmers markets looking at non-mechanical refrigeration. Contact Public Health Seattle & King County for a complete document of regulations.

**Contact:**

Meat, Rabbit, Poultry and Aquatic Food (MPRAF) Program
Public Health Seattle & King County
1404 Central Ave So. Suite 101
Kent, WA 98032
206-296-4708

# Milk and Dairy Products

Farms selling cow, goat, sheep or other lactating mammalian milk directly to consumers from the farm, at farmers markets, on the Internet, through retail grocery stores or any other means must obtain a Milk Producer License and a Milk Processing Plant License from the Washington State Department of Agriculture (WSDA).

The WSDA Food Safety Program provides one-on-one technical assistance for dairy farms and milk processing plant to help you produce safe dairy products. Milk is a potentially hazardous food product because of its ability to support pathogen growth. It is important to reduce the risk of unintentionally contaminating your milk product. The WSDA Food Safety Program helps you reduce risk by advising you about your farm and milk processing plant design, construction materials, equipment, heating and cooling procedures, water source, and food science techniques for preventing cross-contamination from the farm to your milk processing plant.

Farms licensed by WSDA as a Milk Producer and a Milk Processing Plant can process pasteurized milk from neighboring farm raw milk supplies. Contact the WSDA Food Safety Program for food safety requirements when hauling milk from a neighboring farm to your milk processing facility.

**Fluid Milk Sales**

<u>Pasteurized Milk (retail & wholesale)</u>
Pasteurized fluid milk processed by a licensed WSDA milk processing plant can be sold direct to consumers and through all food distribution channels in Washington State and out of state.

<u>Retail Raw Milk</u>
Raw fluid milk produced by a licensed WSDA milk producer and bottled at that farm's licensed milk processing plant can be sold direct to consumers from the farm, at farmers markets, on the Intranet, or through grocery stores within Washington State.

Raw milk sold in Washington State must bear the following labeling as required by state law (RCW 69.04 and 16-101-990 WAC.)

1) Identification of the product, including the word "Raw" in clear lettering;
2) Name and place of business of the producer or packager;
3) The quantity, weight, and grade of the milk;
4) The words "WARNING: This product has not been pasteurized and may contain harmful bacteria. Pregnant women, children, the elderly and persons with lowered resistance to disease have the highest risk of harm from use of this product".

When selling raw milk, a sign must be posted near the product that states: "Warning: Raw milk or foods prepared from raw milk may be contaminated with dangerous bacteria capable of causing severe illness. Contact your local health agency for advice or to report a suspected illness." (246-215-051 WAC)

Wholesale Raw Milk

Raw fluid milk produced by a licensed WSDA Milk Producer can be sold for further processing to a licensed WSDA milk processing plant, food processor or animal feed processor.

Contact the WSDA Food Safety Program to talk about the licensing requirements before submitting your license application.

**Animal Health Requirements**

It is illegal to sell or deliver milk or milk products produced from diseased mammalian animals. All milking mammals must meet the animal health requirements established by the state veterinarian in chapter 16.36 RCW. Mammalian animals showing chronic mastitis are not allowed to be part of the milking herd.

Raw milk intended to be consumed in the raw state must come from a herd that has tested negative within the previous 12 months for brucellosis, tuberculosis and other diseases designated by the state veterinarian. Animals must be tested yearly thereafter to assure their health. Additions to the herd must test negative for the diseases within the previous thirty days before introducing them into the herd

**Cheese, butter & Other dairy products**

Dairy farms wishing to process cheese products, butter, and/or other dairy products must obtain a Milk Producer License and a Milk Processing Plant License from WSDA.

Cheese can be processed from pasteurized milk or raw milk. If processing cheese from raw milk, the cheese must be aged at not less than 35° F. for at least 60 days.

Other value-added dairy products (e.g. chocolate milk, buttermilk, egg nog, yogurt) can only be processed from pasteurized milk.

**Licensing & Fees**

- Milk Producer License: Free
- Milk Processing Plant License: $55.00
- Contact the WSDA Food Safety Program for one-on-one technical assistance for your dairy farm or milk processing plant.

- The Food Safety Program can help you with
  - The application process for your license
  - Design layout for your milking parlor, milk house and milk processing plant
  - Approval of equipment you are seeking to purchase
  - Evaluation of your water source and cross-connections
  - Food science handling and processing techniques to help produce a safe, quality product for your customers.
- Application packets are available through the web site listed below.

  **Contact:** Washington State Department of Agriculture
  Food Safety Program
  (360) 902-1876
  http://agr.wa.gov/FoodAnimal/Dairy

# Mushrooms

Wild or cultivated mushrooms can be sold at farmers markets, grocery stores, restaurants or other direct sales venues. The regulations for the harvesting of wild mushrooms are outlined in Washington state law (Chapter 76.48 RCW). To sell processed mushrooms (e.g. dried, sliced or canned), a WSDA Food Processing License is required (see *Processed Food* section).

**Wild Mushroom Harvesting**

Mushrooms commercially harvested on private and public lands in Washington State must be done with proper permission and permits. This applies to all public and private land in the state, including land owned by the Washington State Department of Natural Resources (DNR), USDA Forest Service, and private landowners. Mushrooms harvested and sold on Native American Tribal lands do not require permitting, but any sold on non-tribal lands must be harvested with a permit. All individuals that harvest wild mushrooms must obtain written permission from the agency or private landowner prior to harvesting.

Individuals that harvest or transport more than five gallons of a single species of mushroom at one time must also possess a validated *Special Forest Products Permit*. Permits are obtained from the Sheriff's Office in each county where mushrooms are harvested, and expire December 31st of each year. Permits must be kept at all times while harvesting or hauling mushrooms.

Agencies/landowners may require additional permits to harvest mushrooms on their property. **For Instance:** Anyone wishing to harvest mushrooms on USDA Forest Service lands must also obtain a Commercial Use Permit from the National Forest District office closest to the harvest site. Rules and permit fees for these permits vary for each National Forest District.

Mushroom buyers that buy from harvesters and resell wild mushrooms are not required to obtain any additional permits.

**Contact:** Washington State Department of Natural Resources
Special Forest Products
1111 Washington St. SE
PO Box 47016
Olympia, WA 98504-7016
(360) 902-1774
www.dnr.wa.gov

# Poultry

The type of birds, number of birds processed (slaughtered) per year and sales venue determines the licensing and inspection requirements for selling poultry direct to the consumer in Washington State. Poultry processing is regulated by WSDA and the United States Department of Agriculture (USDA).

**1 to 19,999 small birds**
**1 to 4,999 turkey**

A poultry farm / processing business that slaughters from 1 to 19,999 small birds (e.g., chicken, pigeon, duck) or 1 to 4,999 turkeys annually can become licensed as a WSDA food processor. This allows the farm to sell their small birds and turkeys directly from the farm, at farmers markets, on Internet, to hotels, restaurants, food service institutions, grocery stores, or through wholesale food distribution within Washington State.

Contact the WSDA Food Safety Program for one-on-one technical assistance with the licensing process, your processing facility design and construction materials, equipment, cooling procedures, water source, and food science techniques for preventing cross-contamination of your poultry products. You can contact the WSDA Food Safety Program to talk with your Food Safety Officer about the licensing requirements before submitting your licensing application.

<u>Pastured Chickens</u>
Pastured chickens are defined as chickens that spend at least half their life span on pasture, range, or ground covered with vegetation that is suitable for grazing. Farms selling 1,000 or less slaughtered *pastured* chickens may either:

- Obtain a WSDA Food Processor License (see sales and technical assistance opportunities described above).
- Obtain a WSDA Temporary Permit to Slaughter Pastured Chickens, which restricts the farm business to on-farm sales of slaughtered chickens direct to the end consumer. <u>Farmers market sales, direct to restaurant and grocery sales, Internet sales or any other sale avenues are NOT allowed under the WSDA Temporary Permit to Slaughter Pastured Chickens</u>.
    - Prior to issuance of permit, a WSDA food safety officer must inspect the facility and determine the facility meets food safety laws & regulations. Applications must be submitted 6 weeks prior to first slaughter. Permits cost $75 annually and expire December 31 of each year.

Mobile Poultry Processing

Mobile Processing Units are allowed to operate in the state of Washington. Mobile facilities can be a feasible way for small producers to process poultry, and share in the cost of the facility with other producers. The mobile unit must meet regulatory requirements for a food processing facility and it must be fully enclosed. Each producer using the mobile unit must obtain a WSDA Food Processors License. Each producer can process up to 19,999 small fowl or 5,000 turkey birds per year.

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal

**Example:**

The first WSDA certified Mobile Poultry Processing Unit is operated by the Community Agricultural Development Center in Northeastern Washington. Materials for the unit cost $27,000. The Community Agricultural Development Center, WSU Cooperative Extension-Stevens County and WSDA Small Farm and Direct Marketing program provided funding, research and development for the unit. At full capacity, the unit is estimated to process 30,000 pastured birds/year. It is available for use in Northeastern Washington, and serves as a model for other communities across the state.

**Contact:** WSU Cooperative Extension-Stevens County
Terry Swaggerty
985 South Elm
Colville, WA 99114
(509) 684-2588
tswagerty@wsu.edu
http://stevens.wsu.edu/

**20,000 or more small birds &**
**5,000 or more turkey**

USDA inspection is required for businesses that slaughter & process 20,000 or more small birds per year or 5,000 or more turkeys per year. Contact the USDA Food Safety and Inspection Service for more information.

**Ostrich, Emu and Rhea**

Large birds such as ostrich, emu, and rhea (ratites) **can be processed in USDA inspected facilities or facilities that are licensed by WSDA as a Food Processor.** Processors licensed by WSDA as a Food Processor may slaughter 19,999 or less large birds per year. These processors must apply to the USDA Food Safety and Inspection Service for exemption from inspection. Each bird or package for sale must be marked or tagged, "Exempted under PL 90-492" and include the name and address of the processor.

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal

USDA
Food Safety and Inspection Service-Boulder Office
665 South Broadway, Suite B
Boulder, CO 80303
Phone: (303) 497-5411
http://www.fsis.usda.gov/
USDA technical service center: 1-800-233-3935

## Nursery Products

**Licensing**

Any person who produces, handles, or sells more than $100 annual gross in horticultural plants is considered a "nursery dealer" and is required by law to have a license for each place of business where horticultural plants are sold. Selling cut flowers does not require a nursery dealer license. The Washington State Department of Licensing (DOL) issues nursery dealer licenses in conjunction with the Master License Program. An agricultural addendum, available in your application packet, must accompany your application (see Licensing section for information about the Master License). The DOL informs the WSDA of your business, and the WSDA may inspect your facilities. If you wish to have nursery stock inspected or certification of plant health, nursery inspection services are available for a fee, from the WSDA Plant Protection Division. Nursery license fees are based on gross annual sales in horticultural plants.

Farmers markets can hold one Nursery Dealer License to cover all nursery dealers that vend at that location, but may require vendors to have their own license. Whoever holds the license is responsible for ensuring that the plants vended are healthy, disease-free, and pest-free.

**Contact**: For Master License application or information:
Washington State Department of Licensing
Business License Services
(360) 664-1400

For information about Nursery Inspection Services:
WSDA Plant Services Program
(360) 902-1922 or (360) 902-1874

**Certification**

The WSDA Plant Services Program provides testing and inspection to assure disease-free planting stock for various agricultural industries. Voluntary certification programs are currently provided for fruit trees and related ornamentals (e.g., flowering plums or cherries), seed potatoes, hops, grapes, mint, garlic, caneberries and strawberries. The program also provides growing season inspections of nursery stock. This is a self-supporting, fee-for-service program.

**Contact**: WSDA Plant Services Program
PO Box 42560
Olympia, Washington 98504-2560
(360) 902-1984

## Prepared Foods and Food Service

Food service and preparation regulations are outlined in the Washington State Food Code (Chapter 69.07 RCW and WAC 246-215). Local county health departments license and inspect retail food service establishments in Washington State.

Prepared foods and food service (meals & beverages) are prepared and served for consumption on site (e.g., farmers market food booth or smoothie bar, on-farm restaurant or snack bar, fresh pressed apple cider for sale on-farm).

**Licensing** Retail Food Service Establishment License

All businesses selling prepared foods at farmers markets, on-farm, or any other location must be licensed by the local county Health Department as a Retail Food Service Establishment.

**Exemptions:** Businesses that only serve the following items may be exempt from licensing from the Retail Food Service Establishment Permit. Eligible companies must apply for exemption with the local Health Department.

- Individual samples of sliced fruits and vegetables
- Popcorn and flavored popcorn
- Corn on the cob
- Roasted nuts and roasted candy-coated nuts
- Deep-fried, commercially rendered pork skins prepared for immediate service
- Caramel Apples
- Cotton Candy
- Machine crushed ice drinks
- Chocolate dipped ice cream bars and bananas processed in an approved facility
- *Contact local County Health Department for a complete list of exempt items.*

**Contact**: Your Local County Health Department
(See *Appendix* for a complete listing)

## Processed Foods

State regulations for food processing are outlined in the Washington Food Processing Act (Chapter 69.07 RCW). Food Processing is defined as, "the handling or processing of any food in any manner of preparation for sale for human consumption." All businesses selling processed foods direct to the consumer at farmers markets, on-farm, or any other location must obtain a Food Processors license from the WSDA Food Safety Program.

**Food Processing** means the handling or processing of any food in any manner of preparation for sale for human consumption.

**Processed foods include**: dried fruits, jams, salsa, sauces, cheese, dried herbs, teas, breads, cookies, cider, blended salad greens, etc. It does not mean fresh fruit or vegetables merely washed or trimmed while being prepared or packaged for sale in their natural state.

See *Labeling of Processed Foods* section for information on labeling.

**Licensing**

WSDA Food Processors License:

Farms/processors will need to obtain a Food Processors License from WSDA Food Safety if:

- Your business is processing and selling packaged foods,
- Your farm business processes low-acid canned foods (i.e. canned fish, vegetables, retorted pouches of fish, vegetables, etc.),
- You are producing a processed food and your farm business is not licensed by the county health department as a food service establishment,
- You are selling your processed food outside your county.

Contact the Food Safety Program for one-on-one technical assistance with the licensing process, your processing facility design and construction materials, utensil and equipment requirements, heating and cooling procedures, water source and cross-connections, pest control strategies, product labeling, and food science techniques for preventing cross-contamination of your food products.

You can contact the WSDA Food Safety Program to talk with your Food Safety Officer about the licensing requirements before submitting your licensing application.

Businesses with a Food Processors License are able to market processed foods in and out of state, except poultry and exotic meat products (can only be marketed in state with a WSDA Food Processors License).

**Fee:** $55 to $825, sliding scale, based on gross sales.

WSDA Food Safety will inspect the processing facility, food processing procedures, and product labeling for compliance with regulations, and provide technical assistance for meeting these regulations. When approved and licensed, unannounced inspections will take place every six to twelve months. The Food Processor license expires on June 30th of each year, and must be renewed annually.

Milk and Dairy Products: See the *Milk and Dairy Products* section for specific requirements for selling and processing milk, cheese, and other value-added dairy products.

Beverages: A WSDA Food Processor License is required to process non-alcoholic beverages like bottled water, juice or root beer. See the *Wine, Beer, and Hard Cider* section for information on the processing of alcoholic beverages.

In-county and on-farm sales:
you can sell *some* types of processed foods within your county and direct to consumer via on farm sales or farmers markets if the county health department has licensed your business as a Retail Food Service Establishment. Contact your local County Health Department in your county for further retail licensing information (see Appendix).

**Technical Assistance**

Contact WSDA Food Safety for one-on-one technical assistance with:

- Licensing, application process and requirements,
- Processing facility design and construction materials,
- Utensil and equipment requirements,
- Heating and cooling procedures,
- Water source and cross connections,
- Pest control strategies,
- Product labeling,
- Preventing cross-contamination

Detailed information regarding requirements for the Food Processor License is also available in *The Food Processors Handbook* at
**http://www.agr.wa.gov/FoodAnimal/FoodProcessors/LicenseHandbook.htm**

**Contact:** WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/FoodProcessors

**Commercial Kitchen Rental**

If you wish to process your farm produce but do not have the facilities or capital to invest in infrastructure, you may find a kitchen that you can use. Some restaurants, community centers, and Grange halls, for instance, allow the use of their facilities for food processing. "Commercial" or "community" kitchens may be available in your area.

If you are selling your products within the county, direct to the consumer on farm or at farmers markets, the commercial kitchen can be licensed by your county health department. Call you local county health department for locations of existing commercial kitchens.

If you are selling your processed food products outside the county via any commerce channels (e.g., farmers markets, Internet, hotels, restaurants) or are processing a cheese product or low-acid canned foods, the commercial kitchen must meet WSDA requirements for food processing.

Each business that processes food in that commercial kitchen must have a WSDA Food Processor License. Businesses selling processed foods should also have adequate insurance (see Insurance section).

**Co-Packing**

Another option for small producers is to have your products processed for you by a co-packer licensed by WSDA as a food processor. This co-packer carries insurance, and usually charges per unit (pint/quart). Labeling on these products must include the words: "Manufactured for…" or "Distributed by…" to designate the firm's relation to the product.

**Insurance**

It is important to have adequate liability insurance. See the Insurance section for more information.

# Wine, Beer and Hard Cider

**Federal Regulations**

Every brewery and winery must have a Federal Basic Permit from the U.S. Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau (TTB). Once an application packet has been completed, returned, and approved, an inspection of the facility will take place. When the facility passes inspection, an appropriate permit (i.e., license to manufacture or wine sellers' license) will be issued. Contact the TTB to receive an application packet.

**Contact:** Alcohol and Tobacco Tax and Trade Bureau
Northwest Field Office
500 East Broadway, Suite 280
Vancouver, Washington 98660
(360) 696-7900
http://www.ttb.gov

**State & Local Regulations**

The Manufacturers, Importers, and Distributors section of the Washington State Liquor Control Board (WSLCB) enforces state liquor laws and administrative rules applicable to breweries, wineries, and spirituous liquor manufacturers. If you wish to produce only alcohol-containing beverages, licensing for your facility is through the WSLCB. The WSLCB requires that WSDA sanitation standards be maintained, (contact WSDA Food Safety Program for more information). If you process or manufacture a soft drink type product or other food products in addition to alcoholic beverages, then a Food Processor License from WSDA is also required.

The building structure and license are subject to approval by the local municipality or county executive in addition to approval of the Liquor Control Board.

**Farmers Markets**

As of July 2003, Washington State wineries and breweries are able to sell bottled wine and beer at qualifying farmers markets (Chapters 66.24.240, 66.24.244, and 66.24.170 RCW).

Both the farmers market and the winery or brewery must apply for approval through the WSLCB. Qualifying farmers markets must have at least five participating farmer vendors selling their own agricultural products. Once qualified, a farmers market will no longer be able to obtain a special occasion license that allows for beer/wine consumption at the market.

Wineries and breweries must be located in Washington State, have a valid domestic winery or brewery license, and apply for an added endorsement from the WSLCB. This endorsement allows to-go sales only; tasting and samples are not allowed.

Wine sold at qualifying farmers markets must be made entirely from grapes grown in a recognized Washington appellation or from other agricultural products grown in the state. Beer must be produced in Washington.

For more information on selling wine or beer at farmers markets, and requirements for qualifying farmers markets, see the WSLCB Fact Sheet "Selling Wine and Beer at Farmers Markets" available at http://www.liq.wa.gov/publications/publications.asp.

**Note:** Alcoholic beverages sold at farmers markets that are members of the Washington State Farmers Market Association (WSFMA) must be produced from 95% Washington grown ingredients. For more information visit their website at www.wafarmersmarkets.com.

**Licensing and Fees**

**Wineries and Microbreweries:**

- Obtain a WSLCB *Domestic Winery or Microbrewery License (*A Non-Retail Liquor License): $120-$2,020 depending on size of operation. Available at: www.liq.wa.gov/publications/masterapp_nonretail.asp
- To sell at Farmers Markets, wineries and microbreweries must also:
  - Obtain a WSLCB *Application for Added Endorsement*: $75/year. Available at: www.liq.wa.gov/publications/publications_license.asp
  - Provide WSLCB a list of the markets that products will be sold at for the following month. This must include dates and times product will be sold.

**Farmers Markets:**

- Submit a WSCLB *Application for Farmers Market to Allow the Sale of Bottled Wine and/or Beer:* Free.
- Available at: http://www.liq.wa.gov/publications/masterapp_retail.asp

**Contact:**

Washington State Liquor Control Board
Licensing Division
3000 Pacific Ave.
PO Box 43093
Olympia, WA 98504-3093
360-664-1600, option 4.
http://www.liq.wa.gov

**For Food Processor License or sanitation regulations:**
WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal/FoodProcessors

**Personal Notes:**

# Labeling

# Labeling of Processed Foods

**All processed foods sold direct to wholesale or retail must bear labels on their packaging**. This includes processed foods sold at farmers markets, on the Internet, to restaurants, or grocery stores. This includes prepackaged, chopped, canned, baked, and frozen foods. The State of Washington food labeling requirements are based upon the Federal Fair Package and Labeling Act of 1966.

All processors must be licensed by the local county health department or WSDA (see the *Processed Foods* and *Prepared Foods and Food Service* sections).

Creating labels for processed foods can be one of the most expensive start-up costs for new processed products**.** Contact the WSDA Food Safety program for technical assistance with food labels before printing.

**Processed food labels must meet these requirements:**

**Language:**

- All information must be legible and in English; other languages may be present, but English is required.

**Product identity**:

- The common or usual name of the food product is prominent on the principal display panel (i.e. *Pumpkin Bread*).

**Ingredient Statement:**

- Ingredients must be listed by their common or usual names in descending order of their predominance by weight.
- **All ingredients must be listed in the ingredient statement with all subcomponents listed in parenthesis.** For example: Butter (cream, salt, annatto). Subcomponent ingredients must also be listed in descending order.
- Font size of ingredient statement must be at least 1/16 of an inch as measured for the lower case "o".
- Food products that include spices, flavorings and colorings as ingredients may designate these products as spices, flavorings and coloring (with the exception of certified colors such as FD&C Red No. 40 or Yellow #5, 6, etc.).
- **Food Allergens: The following common (Big 8) food allergens must be declared as ingredients: Peanuts, tree nuts, eggs, fish, crustaceans, milk, soy, wheat.** Other ingredients that can cause a reaction by certain sensitive individuals must also be declared on the ingredient statement, including FD&C Yellow No. 5, FD&C Yellow No. 6, sulfites and carmine/cochineal extract.
    - Consumers with food allergies depend on accurate product labeling to choose their food products. Companies may have to recall product if foods contain allergens that are not listed in the ingredient statement.
- Flour must be listed as type of flour, (e.g., wheat flour or spelt flour).

**Name and address:**

- Labels must include the street address of the manufacturer, packer or distributor's principle place of business.
- If the name given is not the actual manufacturer, it must be accompanied by a qualifying phrase that states the firm's relation to the product, e.g., "manufactured for" (company name and address) or "distributed by" (company name and address).
- Street address may be omitted if the business is listed in a current city or telephone directory. **Company name, City or town, State, and ZIP code is still required.**
- Phone numbers and Internet addresses can be added, but **cannot** be used instead of the name and address.

**Net Weight**:

- Accurate statement of quantity of the contents by weight in both U.S. Customary and metric values. Statement must appear within the lower 30 percent of the label panel, in lines generally parallel to the base of the package.
- The net weight must appear in conspicuous and easily legible boldface print or type in direct contrast to other matter on the package.

**Perishable Foods:**

- Products with a projected shelf life of 30 days or less must state the pull date on the package label. The pull date must be stated in day and month, in a style and format that is easily understood by the consumer. If products require refrigeration before or after opening, such information must be on the label.

**Nutritional Value Information:**

- Nutritional information is required on the label for most packaged and processed foods.
- Food produced by small businesses may be exempt from nutritional value labeling requirements.
    - Businesses selling a product that makes a nutrition claim (e.g. "Supplies 100% of daily recommended amount of Vitamin C!") are not exempt.
- Contact the WSDA Food Safety Program for more information.

**Contact:**

**For information about general labeling requirements:**
WSDA Food Safety Program
(360) 902-1876
http://agr.wa.gov/FoodAnimal

# Organic Certification

"Organic Agriculture" is defined as an ecological production management system that promotes and enhances bio-diversity, biological cycles, and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain, and enhance ecological harmony.

"Organic" is a labeling term that denotes products produced under the authority of the federal Organic Foods Production Act of 1990. The USDA National Organic Program (NOP) and accredited certification agencies regulate organic foods.

**All products sold as organic in Washington and anywhere in the United States must be certified by the WSDA Organic Food Program or another NOP accredited certification agency.** Organic certification means that an independent, third party has verified that the requirements of organic crop production, processing and handling have been met.

**Exemptions and Exclusions** Businesses selling less than $5,000 of organic products annually do not need to be certified, but must follow NOP standards.

All food sold as "organic" in the United States must be produced according to the USDA National Organic Program Standards, available at www.ams.usda.gov/nop/. The WSDA Organic Food Program rules are available at http://www.agr.wa.gov/FoodAnimal/Organic/default.htm.

The National Organic Program specifies allowed and prohibited practices pertaining to seeds/seedlings/perennial transplants, soil fertility and crop nutrient management, crop rotation and cover crops, natural resource conservation, weed/pest/disease management, harvest/packing/storage, and record-keeping. Prior to receiving organic certification, you must verify that no prohibited materials have been applied to your farm for at least 36 months.

Certified organic businesses are inspected at least once each year. The inspector will inspect all production and handling areas as well as all documentation you maintain related to organic products. In addition, the WSDA Organic Food Program conducts unannounced Surveillance Inspections of certified and uncertified operators to monitor compliance with organic standards.

The Organic Food Program must receive renewal applications no later than March 1 of every year. New applications must be received 60 days prior to harvest of the crop for which you are seeking organic certification. Fees for organic food certification are based on annual calendar year sales of organic food products. New applicants must pay a non-refundable $100 new applicant fee. The WSDA Organic Food Program's fee schedule for organic certification can be obtained on the Organic Food Program website.

**Organic Certification**

To obtain organic certification:

1. **Contact the WSDA Organic Food Program.** Contact the WSDA Organic Food Program and request a new producer/handler application packet.

2. **Get familiar with organic standards.** Read the National Organic Program and the other information supplied by the WSDA to familiarize yourself with organic standards.

3. **Complete an organic application packet and submit fees.** Complete the WSDA Organic Food Program's organic application packet. This includes: Organic Cropping/Handling System Plan, Site Information Forms/Product Formulations, Fee Information, and Sales/Yield Information.

4. **Application review and approval.** After your application materials have been submitted to the Organic Food Program, they will be evaluated for compliance with National Organic Standards.

5. **Organic food inspection.** After your application materials have been approved, an organic food inspection will be conducted of your business. **Note:** After you receive organic certification, you will be inspected annually to ensure that your farming/handling operation continues to comply with the National Rule.

6. **Inspection report review.** Your inspection will be evaluated for compliance with National Organic Standards.

7. **Certification status notification.** If the inspection verifies that your business complies with Organic Standards, you will be issued an Organic Food Certificate. If areas of non-compliance were identified, you will need to correct the violation prior to receiving organic certification.

**Contact:**

WSDA Organic Food Program
http://agr.wa.gov/FoodAnimal/Organic
(360) 902-1805

USDA National Organic Program
http://www.ams.usda.gov/nop

## Eco-labels

In addition to "Certified Organic," numerous other eco-labels are available for promoting farm products. An eco-label is a seal or logo that makes a specific claim about a product. There are primarily two types of eco-labels. *Production-based* labels reflect that a product meets various ecologically significant production requirements. *Place-based* labels indicate a product was grown within a specific geographical region. Eco-labels do not always ensure a higher price premium for products, but they can fetch a greater market share.

In 1997, research conducted by the Northwest–based Hartman Group determined that 52 percent of consumers would purchase a product that was produced in an "earth sustainable" way. Since this time, many companies have jumped on the eco-label bandwagon. Today there are eco-labeled choices for most products. With the proliferation of eco-labels, consumers are savvier with regard to these labels. Consumers respect a standardized, regulated label, and assume that the product meets their expectations based on that label. In some cases an inspector from the certifying organization will come to the farm to confirm that production methods meet their criteria, and some do not. The Consumers Union maintains a comprehensive on-line resource on eco-labels at http://www.eco-labels.org

Some Northwest-based eco-label include:

### Puget Sound Fresh

The Puget Sound Fresh label identifies products "Locally Grown" in the twelve counties that touch the waters of the Puget Sound (Whatcom, Skagit, Snohomish, King, Pierce, Thurston, Mason, Jefferson, Clallam, Kitsap, San Juan, and Island). This program, run by the Cascade Harvest Coalition, is designed to increase consumer preference for locally grown products by identifying them with a Puget Sound Fresh label. Area grocery stores and farmers markets are invited to promote local produce and farm products by using the logo in-store and in advertisements. There is no production standard required to participate in this program.

**Contact:** Cascade Harvest Coalition
4649 Sunnyside Ave. N, rm. 123
Seattle, WA 98103
(206) 632-0606
http://www.cascadeharvest.org

## The Food Alliance

The Food Alliance is an independent third party that endorses farms that meet production requirements, and allow the products of these farms to carry a seal (label) of approval. Farmers whose products bear this label meet or exceed Food Alliance standards in the following areas: conserving soil and water, pest and disease management, and human resources.

**Contact:** The Food Alliance
1829 NE Alberta #5
Portland, OR 97211
(503) 493-1066
http://www.thefoodalliance.org/ Email: info@thefoodalliance.org

## Salmon Safe

Salmon-Safe is a nonprofit affiliate of the Pacific Rivers Council. In Washington State, the program is coordinated by Stewardship Partners. Salmon-Safe works to restore water quality and salmon habitat in Pacific Northwest salmon watersheds by evaluating farm operations that are using conservation practices benefiting native salmon. Operations endorsed by its independent (third-party), professional certifiers are promoted through retail partnerships by the Salmon-Safe label.

**Contact:**

| Salmon-Safe, Inc. | Stewardship Partners |
|---|---|
| PO Box 10798 | 1411 Fourth Ave., Ste. 1425 |
| Eugene, OR 97440 | Seattle, WA 98101 |
| (541) 345-0119 | (206) 292-9875 |
| http://www.salmonsafe.org | http://www.stewardshippartners.org |

# WSDA Guidelines for Other Label Claims on Meat, Animal, and Food Products

**Natural** (processed products, others)

According to the US Department of Agriculture (USDA), all fresh meat that carries the "natural" label cannot contain any artificial flavoring, color ingredients, chemical preservatives, or artificial or synthetic ingredients, and are only "minimally processed" (a process that does not fundamentally alter the raw product.) When the "natural" claim is used on meat and poultry, it must also be accompanied with a statement regarding the use of the term such as, "no added coloring." Although some producers may use the term "natural" on meat to claim that animals were not exposed to any antibiotics or hormones, this implication falls outside the scope of the USDA definition. When this term is used on products other than meat and poultry, the name implies that no synthetic additives have been added to the product. There is no certifier for this claim.

**Grass-fed and Grass-finished** (beef, other meats)

As defined by USDA, cattle (and other livestock) bearing a "grass-fed" claim receive grass, green or range pasture, or forage for 80 percent or more of their primary energy source throughout the animal's life. These animals may be finished on grain, or receive grass feed in a non-pasture area. Although USDA is accountable for the proper use of these claims, there is no verification system in place. Cattle bearing a "grass-finished" claim (not defined by USDA) have received grass, green or range pasture, or forage until the day of slaughter. Grass feed usually results in lower levels of fat (marbling) than grain feed.

**Free Range**

"Free-range" is a popular label found on eggs, chicken and other meats. For poultry products, the USDA only requires that outdoor access be made available for an "undetermined period each day." There is no regulatory oversight of this term for use on eggs.

**Hormone-free** (meats, poultry)

The USDA has banned the use of this term on all meat products, as there is no standard definition for what this means. Meat and poultry products bearing the term "no hormones administered" imply that the animal did not receive any added hormones during the course of its lifetime. There is no organization that certifies for this claim.

**Non-GMO**

Otherwise known as genetically modified organisms, GMO foods have been genetically altered to contain genes from other species. A common GMO food is corn that has been altered to contain genes from the Bt toxin to help fight crop losses from pests such as corn borer. Currently, foods that contain GMOs are not required by FDA to be labeled as such. Many companies that do not use GMOs have voluntarily labeled their products as GMO-free. All organic foods are GMO-free. There is no organization that certifies specifically for this claim.

**Antibiotic-free** (poultry)

"Antibiotic-free" is not approved for use by USDA. "No antibiotics administered" or "raised without antibiotics" is acceptable for use, and although USDA is accountable for the proper use of these claims, there is no verification system in place.

**Un-caged**

Any poultry that has been raised since one-day-old with a minimum of four square feet of living space (including both inside and outside areas) per bird, and has access to outside areas that provide a minimum of one-and-one-half square feet of outside living space per bird. Minimum living space requirements are calculated for the size of a five-pound adult chicken and requirements for other poultry animals are calculated proportionately according to the size of the species.

**Fertilized eggs**

These are eggs laid by a hen that has been bred with a rooster within 30 days or in a flock of at least one rooster per 20 hens and that incubating the eggs results in at least 80 percent of the eggs being fertile. These eggs are safe for eating. No certifier exists for this claim.

**Pastured-poultry**

Chickens that are raised on pasture allowing for foraging. These birds may have also been given a feed grain supplement which may or may not be organic or entirely vegetable-based. There is no certification organization with oversight of this claim.

**Pesticide Free**

Any food product that is produced without any herbicides, fungicides or other pesticides and has been tested to determine that there are no detected residues.

**Unsprayed**

Any food product that is produced without any herbicides, fungicides or other pesticides and has been tested to determine that there are no detected residues.

**Grown Without Pesticides**

Any food product that is produced without any herbicides, fungicides or other pesticides.

**rGBH-free/ rbST-free** (dairy)

Otherwise known as recombinant bovine growth hormone, rGBH (also known as rbST) is a synthetic hormone used to increase milk production in dairy cows. "rGBH-free" or "rbST-free" claims on milk imply that cows were not injected with this hormone. There is no organization that certifies for this claim. All products labeled with this claim must also include the statement "No significant difference has been shown between milk derived from rbST treated and non-rbST treated cows" as required by the FDA.

**Irradiated** (dairy, fruit, meats, poultry, vegetables, condiments)

Irradiation, or "cold-pasteurization," is used to reduce the risk of harmful pathogens such as E. coli. Food that has been irradiated must be labeled as "treated with irradiation" and display the radura symbol. Both FDA and USDA regulate this practice, however, there are no standards for the amount of pathogen reduction and the amount of pathogens affected by irradiation can vary. Irradiated foods are not "radioactive", however, the chemical composition of food changes as a result of this process.

# Kosher

The word *kosher* is an adaptation of the Hebrew word meaning "fit or proper." A product is certified as kosher when it is produced in accordance with Jewish Law. Kosher certification is applicable to food, drinks, and utensils.

Foods that are certified kosher must be certified by local or national kosher certification boards, and must display the logo of their certifying board on the product's label. Some of the dietary laws applied to kosher food include:

- No shellfish,
- Limited to animals with cloven hoof that chew their cud,
- No mixing of meat and dairy products,
- Equipment used for a dairy or meat product must be appropriately cleaned before being used for any other product,
- Animals and fowl must be ritually slaughtered,
- Only fish that have both fins and scales are kosher,
- Food production must be verified through inspection by a kosher monitoring agency or an Orthodox Jewish rabbi. Inspections are generally repeated on a monthly basis.

**Contact:** A local synagogue listed in your local directory.

In Seattle:

KOF-K Kosher Supervision
Rabbi Genauer, Director
5353 South Kenyon St.
Seattle, WA 98118
Phone: (206) 722-8233
E-mail: Egenauer@kof-k.org

# Halal

*Halal* is an Arabic word meaning "lawful or permitted". It is the dietary standard used by Muslims. Food that is shipped to Muslim countries or is intended for Muslim-Americans in the U.S. should obtain Halal certification. Certification for Halal foods is conducted by the Islamic Food and Nutrition Council of America (IFANCA), which inspects and certifies food producers and processors. Fees for this service will vary depending on a number of factors, including type of product and marketing information about the products being certified. Please contact IFANCA for more information.

All foods are considered Halal except the following:

- Swine/pork and its by-products,
- Animals improperly slaughtered or dead before slaughtering;
- Animals killed in the name of anyone other than God,
- Alcohol and intoxicants,
- Carnivorous animals, birds of prey and land animals (i.e. snakes and lizards),
- Blood and blood by-products,
- Foods contaminated with any of the above,
- Foods containing ingredients such as gelatin, enzymes, emulsifiers, etc. may or may not qualify as Halal.

**Contact:** Islamic Food and Nutrition Council of America (IFANCA)
5901 N. Cicero St. 309
Chicago, IL 60646
(773) 283-3708
http://www.ifanca.org

**Personal Notes:**

# General Topics

# Food Stamps

Retail outlets, including farm stands, farmers markets, U-pick operations, and CSA's that sell food for human consumption in the home are all eligible to receive food stamps for payment. The USDA, in an attempt to reduce costs and fraud associated with issuing and handling paper scrip, has moved largely to an electronic system to manage food stamp transactions. Recipients of Food Stamp Program assistance, also known as the Basic Food Program, are now issued a Quest card. This card is much like a debit card used at the point of purchase. Transactions require the vendor to use an Electronic Benefits Transfer (EBT) Point of Sales (POS) device and requires access to a standard 110-volt power source and a telephone line. Although qualified for receiving food stamp program credits as payment for farm products, many direct sales vendors are not able to accept food stamps because they lack access to EBT technology, the required power source, or phone lines.

**Solutions**

**Farmers Markets**

As of 2005, EBT programs are in place at eight farmers markets in Washington State. These EBT programs allow food stamp clients to make a transaction at a farmers market business office, receiving tokens in exchange for food stamp credits. The client redeems the tokens with market vendors, who then exchange tokens for cash from the market manager at the end of the market.

Washington Department of Social and Human Services (DSHS) is working to make wireless POS devices available to retailers. For more information regarding wireless POS devices, contact DSHS. Transactions can also be conducted using a manual authorization process, where a paper voucher is completed and phoned in for approval. Any type of phone can be used, including cell phones.

These EBT programs are scheduled to expand to other markets. Farmers market managers should contact the Washington State Department of Social and Human Services EBT Project for information about utilizing this program. Farmers should contact the market manager for details at the farmers market they plan to attend.

**Individual Farms**

Farms that wish to accept food stamp credits as payment for their product at farmers markets, farm stands, or U-pick operations must be authorized by the USDA Food & Nutrition Service. Farms must supply copies of their Washington State Master License, Social Security Card, and Health Permit (if appropriate). A majority of farm income must be in retail, not wholesale, sales.

After authorization is verified, contact the Washington State EBT Project about obtaining an EBT device. If you can verify a

minimum of $100 per month in food stamp transactions, the state will provide the device free of charge for the period of time you meet that minimum. If you cannot meet this minimum, or if you cannot utilize this method, a manual voucher system may be used.

**Community Supported Agriculture (CSA's):**

Certain rules apply that may limit participation of CSA's. For instance, the value of the produce received must meet the value of the food stamp vouchers redeemed. If crop failure or low yield occurs during a period of time, customers must continue to receive full value for their vouchers. Call the numbers below for details.

**Contact:**

**For authorization to accept food stamps:**
USDA Food & Nutrition Services
1-877-823-4369 (toll-free) for an application packet.
Questions? Call: (206) 553-7410

**To obtain an EBT device, or to inquire about pilot programs:**
Washington Department of Social and Human Services (DSHS)
Washington State EBT Project
(360) 725-4553
Email: Arthur Fredrickson at fredrar@dshs.wa.gov

# Farmers Market Nutrition Programs

**Women, Infants and Children (WIC) FMNP**

The WIC Farmers Market Nutrition Program (FMNP) allows WIC participants to buy fresh locally grown fruits and vegetables at farmers markets. The program provides fresh, nutritious, unprepared foods to women, infants, and children nutritionally at risk, and expands awareness and use of farmers markets to increase sales for participating farmers. USDA's Food and Nutrition Service and the Washington State Department of Health (DOH) administer the program. Federal law requires states to provide matching funds (from state, local, or private sources). Benefits are not available in all areas of Washington. In 2004, WIC FMNP benefits were available in 35 of 39 counties. This number may change from year to year due to fluctuation in program funding.

Farmers Markets must meet criteria set by the Washington State Department of Health (WSDOH) to accept WIC Farmers Market Checks. The market must have at least five growers and/or be a member of the Washington State Farmers Market Association. A farmer wishing to accept WIC checks must grow a portion of what they sell (no brokers) and sell at a WIC-authorized farmers market.

For more information on becoming a WIC FMNP authorized farmers market or for a list of participating farmers markets, visit http://nutrition.wsu.edu/markets/listings.html

**Contact:**

Washington State Department of Health
Women, Infants, and Children
Farmers Market Nutrition Program
(800) 841-1410 or (360) 236-3662
http://nutrition.wsu.edu/markets/index.html

**Senior FMNP**

Modeled after WIC FMNP, this federal program provides benefits to low-income seniors. Established in 2001, the Senior FMNP is administered by USDA, the Department of Social and Health Services (DSHS) Aging and Disability Services Administration, and various local agencies. Eligible seniors purchase produce directly from farmers at authorized farmers markets or roadside stands. In some areas, produce is delivered to seniors at their homes, or to various sites for pick up by eligible seniors. The program operates July through October.

To participate, Farmers Markets must be authorized by DOH, in partnership with the DSHS. Farmers wishing to participate must meet the same criteria as the WIC FMNP. The program is not available in all areas of the state. In 2004, Senior FMNP benefits were available in 35 of 39 counties. This number may change from year to year due to fluctuation in program funding. For current information regarding the program, contact DSHS.

**Contact**:

Washington State Department of Social and Health Services (DSHS)
State Unit on Aging
Olympia, WA
1-800-422-3263
http://nutrition.wsu.edu/markets/index.html

Assistance and information on these programs can also be attained from the Washington State Farmers Market Association:

**Contact:** Washington State Farmers Market Association
PO Box 30727
Seattle, WA 98113-0727
(206) 706-5198
http://www.wafarmersmarkets.com

## Weights and Measures

Most foods are sold by weight, liquid measure, dry measure in standard containers, or by count. The United States Department of Agriculture (USDA) **Quality Standards for Fresh Fruits and Vegetables** list is a good resource of quality and packing standards to use when selling direct to retail or wholesale. This is available from USDA (see Websites in the Appendix).

**Registering Measuring Devices**

Measuring and weighing devices (e.g. scales) used for commercial purposes must be registered annually. Registrations are accomplished as part of the Master License system through the Department of Licensing (see *Licensing* section), or when you add devices to your existing business. If you operate several business locations, you are required to possess and post a license for each location with appropriate registrations and endorsements for the location. Failure to register your devices may result in civil penalties of $50.00 per device.

There are many types of scales, but only those models legal for trade may be used. Scales placed in service after July 1996 must have a National Type Evaluation Program Certificate of Conformance. To maintain accuracy, scales should be moved as little as possible and be serviced regularly by agents registered with the state.

WSDA Weights and Measures inspectors are available to present information to your group.

**Annual Registration Fees**:

| | |
|---|---|
| Small scales: 0-400 pounds capacity | $ 5.00 |
| Intermediate scales: 401-5,000 pounds capacity | $20.00 |
| Large scales: over 5,000 pounds capacity | $52.00 |

**Contact:**

**With questions about devices or registration:**
WSDA Weights and Measures Program
P.O. Box 42560, Olympia, WA 98506-2560
(360) 902-1857
FAX (360) 902-2086
Email: wtsmeasures@agr.wa.gov

**For registration:**
Washington State Department of Licensing
Master License Service
(360) 664-1400

# Signage

Signs can be very important for drawing customers to direct sales locations, including farm stands and U-pick operations.

Highway signage

The Scenic Vistas Act ( Chapter 47.42 RCW) governs signing on the state highway system. Highway signage applying to direct farm sales is classified as *Temporary Agricultural Directional* signs or *Type 8* signs. Permits are required for any Temporary Agricultural Directional signage on highways. These include signs on private property adjacent to state highway right-of-way, which provide directional information to places of business selling seasonal agricultural products harvested or produced on the property where the sale is taking place.

Type 8 signs have the following restrictions:

A) Signs shall be posted only during the period of time the seasonal product is being sold.
B) The Federal Highway Administration prohibits signs advertising agricultural operations on interstate highways. Signs shall not be placed adjacent to the interstate highway system unless the sign qualifies as an on-premise (*Type 3*) sign. Type 3 signs are defined as advertising an activity conducted on the property on which the sign is located.
C) Signs shall not be placed within an incorporated city or town, but may be placed in unzoned areas and areas zones for agricultural, commercial, and industrial activities.
D) Premises on which the seasonal agricultural products are sold must be within fifteen miles of the state highway, and any necessary supplemental signs on the local roads must be provided *before* signs are installed on the state highway.
E) Signs must be located so as not to restrict sight distances on approaches to intersections, or the visibility of other authorized signs.
F) The minimum spacing between sign structures shall be 300 feet. Back-to-back signs and V-type signs are considered one sign.
G) No more than two signs may be installed in any one direction of travel on any one state route.

Farmers may apply for permits to advertise on private property along non-interstate highways during harvest when their produce is for sale.
The cost is $50.00 per sign face and permits are valid for five years. Submit applications to the Department of Transportation regional offices and include:

- Name & address of the sign owner.
- Statement and signature indicating consent of the owner or occupant of the land where the sign will be erected or maintained.
- Statement of the precise location of the sign.
- Statement of the proposed size and shape of the sign.
- An exact description of the location of the temporary agricultural business activity.
- A description of the proposed sign.
- Identification of the products sold and expected weeks/months of sales.
- Assigned Property Tax I.D. Number where the sign(s) will be located.

Once the permit is authorized, signs may be erected at the beginning of the sale season and must be removed at the end of the sale season. For more information on temporary agricultural sign permits:

**Contact:** Washington State Department of Transportation (WSDOT)
Regional Outdoor Advertising Representatives

**Northwest Region:** P.O. Box 330310
Seattle, WA 98113-9710
(206) 440-4391

**North Central Region:** P.O. Box 98
Wenatchee, WA 98801
(509) 667-3077

**Olympic Region:** P.O. Box 47440
Olympia, WA 98504-7440
(360) 704-3223

**Southwest Region:** P.O. Box 1709
Vancouver, WA 98668-1709
(360) 905-2262

**South Central Region:** P.O. Box 12560
Yakima, WA 98909-2090
(509) 577-1989

**Eastern Region:** Box 5299 North Central Station
Spokane, WA 99207-2090
(509) 324-6551

**Personal Notes:**

# Appendix:

# Resources for Direct Marketing

***This listing of publications, organizations, and websites does not serve as an endorsement of information, products, or services.*** Many other publications, organizations, and websites exist to serve the direct marketing community and have not been listed here due to oversight. We extend our apologies for any unintentional omissions.

## Publications (by topic)

### Advertising

Grassroots Marketing: Getting noticed in a Noisy World
Horowitz, Shel, 2000.
$22.95
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com
A book about how to get free publicity and cheap publicity; the author covers creating an image, how to write and copy press releases, tricks of the printing trade to save money on brochures, ads, etc., direct mail, selling on the Internet, working with the media and much more.

Marketing for Success: Creative Marketing Tools for the Agricultural Industry
Matarazzo, Robert. 1998.
$16.95
Doe Hollow Publishing
(908) 475-4460
www.matarazzo.com
Techniques to aggressively market agricultural products; includes advice on running a dramatic and effective advertising campaign, receiving media coverage, creating a strategic marketing plan, succeeding in the world of entertainment agriculture, incorporating time management strategies and creating a positive selling environment.

Talk is Cheap: Promoting Your Business Through Word of Mouth Advertising
Harris, G. and G.J. Harris. 1991.
$9.95
www.veryhappening.com
More than 195 ideas and techniques to get your customers generating positive word of mouth advertising, plus over three dozen ways to prevent negative word of mouth comments from doing any damage to your business.

## Agricultural Tourism

Agriculture Innovation Center

www.aginnovationcenter.org/resources/agritourism.shtml

A website with ideas for agri-tourism opportunities ranging from seasonal to year-round activities, to enhance the profitability of your farming operation.

Agritourism and Nature Tourism in California

Diana Keith, 1999.
$29.50
Small Farm Center, University of California, One Shields Ave., Davis CA 95616-8699
(530) 752-7716
sfcenter@ucdavis.edu

This publication is a workbook designed to help farmers and ranchers to determine their tourism potential and walk through the steps of establishing a tourism enterprise.

Alternative Enterprises and Agritourism Resource Manual

Maetzold, James A, 2004.
USDA, PO Box 2890, Washington, D.C. 20013
(202) 720-2307
www.nrcs.usda.gov/technical/RESS/altenterprise/resmanual.html

A comprehensive reference manual on agri-tourism that is available as a paper copy, on the Internet, or on CD. It contains critical information about agri-tourism, and includes source information.

A Primer on Agritourism and Ecotourism Startups and Management

Jolly, Desmond A. P.H.D., 1999.
$24.50
Small Farm Center, University of California, One Shields Ave., Davis, CA 95616-8699
(530) 752-7716
www.sfc.ucdavis.edu/docs/forsale_Resources.html

An educational manual that can provide a guide to the practical assessment of whether to consider entry into or expansion of an agricultural or nature tourism operation.

## Community Supported Agriculture (CSA)

Community Supported Agriculture Directory

Seattle Tilth, 4649 Sunnyside Ave N, Rm. 120, Seattle, WA 98103-6900
(206) 633-0451
www.seattletilth.org
Produced by Seattle Tilth in cooperation with Alternative Farming Systems Information Center and Sustainable Agriculture Network. Seattle Tilth is a non-profit organization working to promote local organic and sustainable agriculture. Its projects include urban community gardens (p-patch), local farm tours, and hosting the Tilth Harvest Fair.

Community Supported Agriculture (CSA) Resources

University of Massachusetts
www.umassvegetable.org/food_farming_systems/CSA/csa_site/index.html
A web page that provides an extensive resource list of publications, periodicals, videos, Internet discussion groups and organizations that are all about C.S.A. farming.

Community Supported Agriculture Resources for Farmers

Robyn Van En Center for CSA Resources
www.csacenter.org/resourcelist.html
A listing of books, articles and videocassettes for Community Supported Agriculture farms. The center offers technical assistance, published resources and links to other resources and websites. The center also maintains a national CSA directory that includes a farmer-to-farmer connection service.

## Direct Marketing

Backyard Market Gardening: The Entrepreneur's Guide to Selling What You Grow

Lee, Andy. 1992.
$20.00
Good Earth Publications
(540) 261-8874
www.goodearthpublications.com
A primer focused on direct marketing vegetables, fruits, flowers, herbs and small livestock. It walks you through specific marketing techniques and includes farmer testimonials.

Direct Marketing Resource Notebook

$20.00
Midwest Sustainable Agriculture Working Group. P.O. Box 736. Hartington, NE 68739
(402) 254-2289
www.netins.net/showcase/nsas
This notebook, while published for the Midwest, contains information about direct marketing. Includes general information, case studies, regulations, and resources.

*Growing for Market*

P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com
Production and marketing newsletter with information specifically for market farmers and gardeners. Includes up to date news, reviews, etc. Issued monthly.

Local Harvest

www.localharvest.org
This on-line service organization connects direct market farmers with local consumers.

The Legal Guide for Direct Farm Marketing

Hamilton, Neil D. 1999.
$24.00
Back40Books
(866) 596-9982
www.back40books.com
A book that provides answers to some of the legal questions direct market farmers most commonly ask.

*Small Farm Today*

3903 W. Ridge Trail Rd., Clark, MO 65243-9525
www.smallfarmtoday.com
A Bi-Monthly how-to magazine of alternative and traditional crops, livestock and direct marketing.

USDA Farmer Direct Marketing Website

Marketing Services Branch – USDA, 1400 Independence Ave., S.W., Room 2646 - S, Stop 0269, Washington, DC 20250-0269
(202) 720-8317
www.ams.usda.gov/directmarketing
Offers a variety of services and resources on themes including marketing technology, facility design assistance, direct marketing research, direct marketing education and state-by-state marketing profiles.

WSU Extension - Publications

Rebecca Armstrong
Hulbert 411, Pullman, WA 99164-6230
(509) 335-2822
www.ext.wsu.edu
Washington State University Extension engages people, organizations and communities to advance knowledge, economic well-being and quality of life by fostering inquiry, learning, and the application of research. WSU Extension publications for farmers and ranchers are available at: www.pubs.wsu.edu.

## Farm Planning

Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses

University of Vermont, 2003.
$14.00 hard copy (also available free as PDF)
Sustainable Ag Pubs., 210 Hills Building, U of VT, Burlington, VT 05405-0082
(802) 656-0484
www.sare.org/publication
Businesses planning with sample worksheets that lend a practical perspective and illustrate how farmers set goals, research processing alternatives, determine potential markets, and evaluate financing options. Blank worksheets help the reader develop a detailed, lender-ready business plan or map out strategies to take advantage of new opportunities.

Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises

Northeast Regional Agriculture Engineering Service (NRAES). 1988.
$12.25.
P.O. Box 4557, Ithaca NY 14852-4557
(607) 255-7654
www.nraes.org/publications/nraes32.html
This book assists rural and farm residents who are considering alternative enterprises. The case study and workbook format helps in evaluating personal and family considerations, resources, market potential, production feasibility, profitability, cash flow, and all factors combined. Each chapter includes exercises, self-tests, checklists, and worksheets that allow the reader to analyze an enterprise idea.

Making Your Small Farm Profitable

Ron Macher, 1999.
$19.95
Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479
(866) 596-9982
www.back40books.com
Includes sections on how to exploit niche markets that others overlook, plan for farm efficiency, determine equipment requirements and estimate machinery costs, compare cost against profit for common vegetable and livestock crops and how to market products.

Market Farms Forms

Marcie A. Rosenzweig with Bill Kaye-Blake.
$49.95
Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479
(866) 596-9982
www.back40books.com

Market Farm Forms contains computer spreadsheet templates for planning and organizing information on diversified market farms. This software program will help you in planning crops and budgets, order seed and soil amendments, grow transplants, project yields and income, and then track what really happens against your projections. If you don't use a computer, you can copy the forms in the spiral bound manual and do the calculations by hand.

Small-Time Operator

Kamoroff, Bernard B., CPA., 2000.
$17.95
Bell Springs Publishing, Box 1240 Willits, CA 95490
(800) 515-8050
Presents all the nuts and bolts of building a business; from obtaining initial permits and licenses to locating financing, finding the right business location, developing a bookkeeping system, paying taxes and hiring employees.

## Farm-to-Cafeteria

A Salad Bar Featuring Organic Choices: Revitalizing the School Lunch Program

Paul Flock, Cheryl Petra, Vanessa Ruddy and Joseph Peterangelo, 2003.
Free of Charge
WSDA Small Farm and Direct Marketing, PO Box 42560, Olympia, WA 98504
(360) 902-1884
www.agr.wa.gov/Marketing/SmallFarm
This is an in-depth report on the development and implementation of a successful farm to school program at Lincoln Elementary School in the Olympia School District.

Farm-to-Cafeteria Connections: Marketing Opportunities for Small Farms in Washington State

Kelli Sanger and Leslie Zenz, 2003
Free of Charge
WSDA Small Farm and Direct Marketing, PO Box 42560, Olympia, WA 98504
(360) 902-1884
www.agr.wa.gov/Marketing/SmallFarm
A resource for farmers, food service professionals and community members, designed as a handbook for developing Farm-to-Cafeteria relationships in the state of Washington.

How Local Farmers and School Food Service Buyers are Building Alliances: Lessons Learned from the USDA Small Farm/School Meals Workshop, May 1, 2000.

Tropp, Debra and Dr. Suarajudeen Olowolayemo, 2000.
USDA Agricultural Marketing Service
(202) 690-1303
www.ams.usda.gov/tmd/mta/publications.htm
This report summarizes the educational highlights of a workshop held in 2000 that included school food service directors, State and Federal commodity procurement officials, Extension agents, members of farm cooperatives and agricultural marketing specialists. The report provides information and strategies aimed at boosting the use of locally produced fresh food in school feeding programs.

Local Food Connections: From Farms to Schools

Iowa State University Coop Extension, 2002.
Publication # PM1853a,
(515) 294-5247
www.extension.iastate.edu/hrim/publications.htm
This publication from Iowa provides information about K-12 school food services useful in all states. Also provides recommendations for farmers interested in selling to schools.

## Farmers Markets

Inland Northwest Farmers' Market Directory

Rural Roots, PO Box 8925, Moscow, ID 83843
(208) 883-3462
www.ruralroots.org/FMD/FMDListing.asp
A bi-annual directory of farmers markets operating in the seven eastern-most counties of Washington and all of Idaho. In addition to market location, hours and contact, directory listings include a word from the market, how to sell at the market, products at market, and market rules and regulations. Hard copies can be requested from the Rural Roots office or the directory can be downloaded off the web.

The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers & Communities

Corum, Vance, Marcie Rosenzweig & Eric Gibson, 2001.
$24.95 + $4.00 shipping
Vance Corum, Farmers' Markets America, 510 E 25th St, Vancouver, WA 98663
(360) 693-5500
Email: fma@pacifier.com
This book covers the latest tips and trends from leading-edge sellers, managers and market planners all over the country. Learn about the "hottest" products to grow and sell as well as how display and merchandise products, set prices and run a friendly, profitable business.

Washington State Farmers Market Guide

Washington State Farmers Market Association
PO Box 30727
Seattle, WA 98113-0727
(206) 706-5198
www.wafarmersmarkets.com
A free directory of farmers markets in Washington State. Lists all member markets of the association, with locations, date and time of operation, and market manager contact for each. Brochure, updated annually.

## Flower and Herb Marketing

Growing and Selling Fresh-Cut Herbs

Sandie Shores. 2003.
$34.95
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com
Covers how to grow culinary herbs and how to market culinary herbs to restaurants, farmers' markets and grocery stores. Includes advice on greenhouse growing, managing accounts, writing a business plan, hiring employees, and other business considerations. Also includes hard-to-find information on crop times and yields for the most important herbs.

Herbs For Sale: Growing and Marketing Herbs, Herbal Products, and Herbal Know-How

Sturdivant, Lee. 1994.
$17.50
San Juan Naturals
(800) 770-9070
www.bootstraps.com
Describes diverse topics including wild crafting, teaching about herbs and direct sales to restaurants. Includes detailed references for help with supplies and other contacts.

The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers

Byczynski, Lynn. 1997.
$24.95
Chelsea Green Publications, PO Box 428, White River Junction, VT 05001
(800) 639-4099
www.chelseagreen.com
This book offers detailed, manageable plans for flower growing on a scale ranging from a backyard border to a half-acre commercial garden. Serves as a complete introduction to raising cut flowers for home use and for sale to retail customers, florists, and other markets.

We're Gonna Be Rich: Growing Specialty Cut Flowers For Market

Arnosky, P. and F. Arnosky. 1999.
$24.95
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com
This is a collection of Frank and Pamela Arnoskys' cut-flower columns from 1995 through 1998. If you're growing flowers, this book will be an enormous help to you in choosing varieties, discovering what's new, learning production techniques and understanding markets.

## Livestock Marketing

Farm Fresh: Direct Marketing Meats and Milk

Allan Nation, 2002.
$30.00
Acres U.S.A.
(800) 355-5313
www.acresusa.com
Explains how to prepare a business and marketing plan, name products, set prices, add products, find and keep customers and how to prosper as a niche marketer. Provides nearly 100 real farm examples of grass farmers with direct marketing tips on selling eggs, milk, cheese and dairy products, as well as meat from grass finished beef, lamb, bison, goats, ducks, rabbits, pigs, pheasants, chickens and turkeys.

Free-Range Poultry Production, Processing and Marketing

Beck-Chenoweth, Herman. 1997.
$39.50
Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479
(866) 596-9982
www.back40books.com
This book is a complete how-to manual that includes construction plans, feed formulas, slaughter information and marketing solutions, including sample marketing tools. While this book is useful by itself the companion video contains valuable additional information.

Pastured Poultry Profits

Salatin, Joel. 1996.
$30.00
Acres U.S.A.
(512) 892-4448
www.acresusa.com
If you want to raise 100-1000 chickens a year on range and don't mind a fair amount of work, this method could be for you. This book gives complete instructions and feed formulas.

Pasture Profits with Stocker Cattle

Nation Allan. 1992.
$25.00
Acres U.S.A.
(800) 355-5313
www.acresusa.com
Allan Nation illustrates his economic theories on stocker cattle by showing how Gordon Hazard has accumulated and stocked an 1800-head ranch solely from retained stocker profits. Offers a practical guide to learn about sell-buy accounting, low-stress animal handling and animal health, how to work with a banker, how to use the commodity market without being used by the commodity market, maximize compensatory gain and stocker forage tips.

Profitable Pork: Alternative Strategies for Hog Producers

Sustainable Agriculture Publications, 2001.
University of Vermont, 210 Hills Building, Burlington, VT 05405-0082
(802) 656-0484
www.sare.org/publications
Free Bulletin also available as PDF. The 16-page bulletin features profiles about successful hog producers as well as the latest research on everything from greater profits to better-tasting pork raised in alternative hog systems.

Salad Bar Beef

Salatin, Joel. 1996.
$30.00
Acres U.S.A.
(800) 355-5313
www.acresusa.com
You can make a good profit from a small beef herd. This book teaches the nuts and bolts of cattle and pasture management and how to direct market your meat.

Small Scale Livestock Farming

Carol Ekarius, 1999.
$18.95
Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479
(866) 596-9982
www.back40books.com
The author's natural, organic approach to livestock management produces healthier animals, reduces feed and healthcare costs and maximizes your profit. This book will help you: choose suitable livestock, understand housing, fencing and feeding, learn about reproduction, investigate cutting-edge market strategies and create a complete financial and biological farm plan.

## Nursery Marketing

Growing Profits: How to Start and Operate a Backyard Nursery
Michael and Linda Harlan, 2000.
$17.95
Back40Books, Nature's Pace Sanctuary, Hartshorn, MO, 65479
(866) 596-9982
www.back40books.com
This is a nuts and bolts manual for starting and running a small-scale nursery. Covers: Licensing, site preparation, equipment needs, buying supplies and marketing.

So You Want to Start a Nursery
Tony Avent, 2003.
$24.95
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com
The author focuses on necessary business and planning tools for nursery owners. The author also provides a primer on the nursery industry as a whole, with discussions of the merits and disadvantages of retail, wholesale, mail-order marketing.

## Produce Marketing

Food Safety Begins on the Farm: A Grower Self Assessment of Food Safety Risks
Cornell University.
(607) 254-5383
www.gaps.cornell.edu
A 28-page color guide highlighting FDA/USDA Good Agricultural Practices (GAPs) for growing fresh fruits and vegetables and minimizing microbial contamination risks.

Reduce Microbial Risks with Good Agricultural Practices
Cornell University
(607) 254-5383
www.gaps.cornell.edu
A bi-fold pamphlet highlighting important aspects of GAPs, covering pre-plant, production, harvest and post-harvest practices.

Salad Gardening For Profit
Susan Moser, 2004.
Bremer Mtn. Farm, 183 Butts Rd, Morton, WA 98356
(360) 496-6509
bremermtfarm@yahoo.com
This DVD and book set is a comprehensive how-to manual for growing and marketing gourmet pre-bagged salad greens to school cafeterias and retail stores.

Sell What You Sow

Gibson, Eric. 1994.
$24.95
New World Publishing, 11543 Quartz Dr. #1, Auburn, CA 95602
(800) 235-8866
www.nwpub.net
Offers practical guidance on how to make profits selling produce. Reveals the tricks of the trade from master marketers around the country.

*Sustainable Vegetable Production from Start-Up to Market*

Vernon Grubinger, 1999.
$38.00
GFM Books, PO Box 3747, Lawrence, KS 66046
(800) 307-8949
www.growingformarket.com
This book introduces the entire range of topics critical to farm success, from planning and equipment needs to marketing and recordkeeping. Most helpful are the enterprise budgets for 18 crops, based on financial analysis of real farms. A worksheet for doing your own enterprise budgets is included.

## Restaurant Marketing

2000-2001 Chef/Farmer Connection Directory

www.agsyst.wsu.edu/market.htm
A comprehensive directory specifically designed to link chefs with farmers in Washington State.

Selling direct to restaurants and retailers.

University of California-Davis. 2002.
www.sarep.ucdavis.edu/cdpp/selldirect.pdf
This leaflet summarizes the key elements for creating a successful, entrepreneurial relationship with local restaurants and retailers.

Selling Produce to Restaurants

Diane Green. 2003
$10.00
Greentree Naturals, 2003 Rapid Lightning Road, Sandpoint, ID 83864
(208) 263-8957
www.greentreenaturals.com
The author shares some of her personal strategies that have helped her be successful selling produce to local restaurants in a rural community in northern Idaho.

## Value Added Marketing

A Food Labeling Guide

U. S. Food and Drug Administration
www.cfsan.fda.gov/~dms/flg-5-1.html
A detailed breakdown of the federal food labeling regulations displayed in a question and answer format. This document provides guidance for labeling of processed foods, and specific information on nutrition labeling.

From Kitchen to Market: Selling Your Gourmet Food Specialty

Hall, Stephen F. 2000
$28.95
Dearborn Publishing Co., 30 S. Whacker Dr. Room 2500, Chicago Il. 60606
(800) 245-2665
www.dearborn.com/trade
A thorough guide to food marketing that takes the reader step by step through the entire marketing process. Offers guidelines on market research, packaging, pricing, and advertising and includes charts, graphs, tables, checklists, "Case in Point" examples and detailed appendixes.

Making It On the Farm: Increasing Sustainability Through Value-added Processing and Marketing

Southern SAWG, 1996.
$12.00
Keith Richards and Deborah S. Wechsler, P.O. Box 324, Elkins AR 72727-0324
(501) 292-3714
www.ssawg.org
This booklet was written for farmers who want to take a bite out of the middlemen by bringing the dollars for processing, packaging, labeling, and marketing home to their farms, and for rural community leaders who want to encourage farm-based value-added businesses in their communities. Compiled from interviews with Southern farmers and ranchers who are adding value to their products, it describes some of their practices, discusses 10 keys to success, and includes a list of resources.

Value Added Enterprises for Small Scale Farmers

Sylvia Kantor, 1999.
WSU Extension-King County, 919 SW Grady Way, Suite 120, Renton, WA 98055-2980
(206) 205-3100
www.metrokc.gov/dchs/csd/wsu-ce/agriculture/Publications.htm
Free pamphlet available on the Internet that outlines why value added marketing can be a profitable marketing strategy for small-scale farmers. This PDF document provides important advice on how a value added operation can be developed.

# Organizations

Alternative Farming Systems Information Center
(301) 504-6422
www.nal.usda.gov/afsic
An information center that is part of the National Agricultural Library (NAL). Specializes in identifying and accessing information related to alternative agricultural enterprises and crops as well as alternative cropping systems.

ATTRA - Appropriate Technology Transfer for Rural Areas
P.O. Box 3657, Fayetteville, AR 72702
(800) 346-9140
www.attra.org
A federally funded program that offers publications and technical assistance in both production and marketing.

BioDynamic Association
P.O. Box 550, Kimberton, PA 19442
(800) 516-7797
www.biodynamics.com
The Biodynamic Farming and Gardening Association (BDA) is a non-profit organization that was formed in the U.S. in 1938 in order to foster, guide, and safeguard the Biodynamic method of agriculture. They publish and distribute literature including *BIODYNAMICS*, America's oldest ecological farming and gardening magazine.

Cascade Foothills Farmland Association
PO Box 462, Peshastin, WA 98847
(509) 548-6784 or (509) 548-7383
info@visitwashingtonfarms.com
www.visitwashingtomfarms.com
Cascade Foothills Farmland Association (CFFA) is a nonprofit organization representing and promoting Agricultural Tourism in North Central Washington. Provides support, training, and event coordination to tourist destinations and individual related businesses.

Cascade Harvest Coalition
Mary Embleton, Director
4649 Sunnyside Avenue North, Room 123, Seattle, WA 98103
(206) 632-0606
Email: mary@oz.net
www.cascadeharvest.org
Building healthy food and farm systems by cultivating common ground among farming and non-farming communities in Western Washington. Administers programs that help family farms in Washington State including Puget Sound Fresh, and Washington FarmLink.

Chef's Collaborative

262 Beacon Street, Boston, MA 02116
(617) 236-5200
www.chefscollaborative.org
A national network of more than 1,000 culinary professionals who promote sustainable cuisine by celebrating the joys of local, seasonal and artisanal cooking (See F.O.R.K.S. below for local chapter). The organization's mission is to provide education and helpful tools that encourage local and sustainable food purchasing.

Culinary Consultants

Alan Joynson
(425) 788-8323
Email: ajoynson@sttl.uswest.net
Offers advice for specific projects focused on marketing to chefs and restaurants.

Eco-Trust

Jean Vollum Natural Capital Center. Suite 200, 721 NW Portland, OR 97209
(503) 227-6225
Email: info@ecotrust.org
www.ecotrust.org
Ecotrust's mission is to build Salmon Nation, a place where people and wild salmon thrive. Ecotrust works on objectives in five integrated programs; native programs, fisheries, forestry, food and farms and citizenship.

The Food Alliance

1829 NE Alberta, #5, Portland OR 97211
(503) 493-1066
www.foodalliance.org
Food Alliance is a non-profit organization that promotes sustainable agriculture by recognizing and rewarding farmers who produce food in environmentally friendly and socially responsible ways, and educating consumers and others in the food system about the benefits of sustainable agriculture.

Farm Aid

11 Ward Street, Suite 200, Somerville, MA 02143
(617) 354-2922, (800) FARM AID
www.farmaid.org
Advocacy group bringing together family farmers, consumers, and environmentalists.

Farm Family Support Network

303 Palouse Street, Wenatchee, WA 98801
(800) 469-2981
www.ffsn.wsu.edu
The Farm Family Support Network is a part of the WSU Cooperative Extension that helps farm families that are experiencing financial stress understand their situation, and develop realistic survival strategies or an exit plan that will preserve as much of their equity as possible. They offer free one on one confidential consultation services.

Farming and the Environment

1411 Fourth Avenue, Suite 325, Seattle, WA 98101
(206) 622-1340
www.farmingandtheenvironment.org
Farming and the Environment is a non-profit organization working to protect both the economic vitality of farming in Washington State and to promote environmental stewardship of the state's working agricultural landscape.

Farms Oceans Ranches Kitchens Stewards (FORKS)/Chef's Collaborative Affiliate

Kären Jurgesen, President
3629 Bagley Ave. N., Seattle, WA 98103
Email: forkscontact@hotmail.com
www.forksproject.org
The Local chapter of the Chef's Collaborative, focused on educating Northwest food system stakeholders about sustainable food system practices.

Friends of Family Farmers

Anita Bajoraitis
PO Box 111884, Tacoma, WA 98411-9998
(253) 941-0604
www.friendsoffamilyfarmers.org
ab@friendsoffamilyfarmers.org
Friends of Family Farmers is a coalition of citizens, agency personnel and farmers whose aim is to promote farming in Pierce County, Washington.

From the Heart of Washington

105 South 18th Street, Suite 205, Yakima WA. 98901-2149
(866) 376-6469
www.heartofwashington.com
From the Heart of Washington is a campaign designed to increase demand for Washington agricultural and food products by Washington buyers, and to present an accurate picture of the value of agriculture as part of the state's economy and its key role in sustaining rural communities. They promote their goals with a diverse multi-media campaign that includes free logos available for producers, retailers, restaurants, and institutions.

Heifer International

Pacific Northwest Program
PO Box 739, Ellensburg WA 98926
(509) 925-7350
www.heifer.org
Heifer International's Pacific Northwest program works in partnership with limited resource grassroots groups and like-minded organizations to develop community-based livestock projects that help build capacity, support family farms and strengthen local food systems.

International Association of Culinary Professionals

(800) 928-4227
www.iacp.com
IACP is a not-for-profit professional association that provides continuing education and development for its members, who are engaged in the areas of culinary education, communication, or in the preparation of food and drink.

Institute for Rural Innovation and Stewardship

1300 Fifth Street, Wenatchee, WA 98801
(509) 682-6600
www.iris.wvc.edu
As Wenatchee Valley College's center for agriculture education and outreach programs, IRIS works in partnership with other education entities, public agencies, non-profit organizations, and private businesses to create education opportunities, and participate in research and development to proactively address the many economic, social, and environmental challenges facing farmers, the agriculture industry, and agriculture-based communities in Central Washington.

Kitsap Food and Farm Alliance

PO Box 971, Olalla, WA 98359
(253) 857-7267
www.kitsapfoodandfarm.org
The Kitsap Food and Farm Alliance is a collaborative of government agencies, organizations, farmers, farmer's markets, business and citizens working together since 1998 to provide information about fresh food and farm products available in Kitsap County.

Livestock Marketing Information Center

655 Parfet St. Suite E310, Lakewood, CO 80215-5517
(720) 544-2941
www.Lmic.info
The Livestock Marketing Information Center (LMIC) provides economic analysis and projections about issues and conditions concerning the livestock industry. Center staff continuously update forecasts, projections and support materials related to market situation and outlook.

National Farmers Union

11900 East Cornell Ave., Aurora, CO 80014-3194
(800) 347-1961
www.nfu.org
National Farmers Union is a federation that represents farmers and ranchers in all states. They promote cooperatives, work on regional and national policy issues and offer insurance programs to members.

Neighborhood Farmers Market Alliance

4519 ½ University Way NE #202, Seattle, WA 98105
(206) 632-5234
www.seattlefarmersmarkets.org
A non-profit organization that operates six farmers markets in the Seattle area.

North American Farmers' Direct Marketing Association

62 White Loaf Road, Southampton, MA 01073
(888) 884-9270
www.nafdma.com
The North American Farmers' Direct Marketing Association is a great place for family farmers, extension agents and farm market managers to network with each other on the profitability of direct marketing. Members increase their farm income by learning from each other through conferences, international farm tours, newsletters, workshops and trade publications.

Northwest Cooperative Development Center

1063 Capitol Way South, Suite 214, Olympia, WA 98501
(360) 943-4241
www.nwcdc.coop
nwcdc_info@qwest.net
The Northwest Cooperative Development Center (NWCDC) is a nonprofit organization devoted to assisting new and existing cooperative businesses, from daycare centers to credit unions. NWCDC's mission is to foster community economic development, primarily through cooperative business models.

Oregon State University Extension- Small Farms Program

Oregon State University, Corvallis, OR 97331
www.smallfarms.oregonstate.edu
Provides information for the commercial small farmer and the small acreage landowner.

Partnership for a Sustainable Methow

Post Office Box 264, Twisp, Washington 98856
(509) 997-1050
Email: psm@sustainablemethow.org
www.sustainablemethow.org
PSM is an action-oriented, community-focused group of committed citizens that works "to encourage and support sustainable economic development in the Methow Valley through activities that preserve the rural environment and quality of life".

Puget Sound Fresh

Mary Embleton, Director
4649 Sunnyside Avenue North, Room 123, Seattle, WA 98103
(206) 632-0606
Email: mary@oz.net
www.dnr.metrokc.gov/wlr/farms/Index.htm
Puget Sound Fresh is a program started by the King County Agriculture Commission to encourage consumers, wholesalers, retailers and restaurants to seek out and purchase locally-grown products. The program is designed to increase consumer preference for locally-grown products by identifying those products with a Puget Sound Fresh sticker or banner. Area grocery stores and farmers markets are invited to promote local produce and farm products by using the logo. Look and ask for Puget Sound Fresh where you shop.

Pike Place Market Basket CSA

85 Pike Street, Room 500
Seattle, WA 98101
www.pikeplacemarket.org
(206) 774-5239
Email: csa@pikeplacemarket.org
Pike Place Market Basket CSA is an innovative program that connects local consumers directly with local farmers. Pike Place coordinates with area farmers to supply produce for weekly "market baskets" which are pre-sold to customers at the beginning of the season.

Robyn Van En Center for CSA Resources

Wilson College, Fulton Center for Sustainable Living, 1015 Philadelphia Ave, Chambersburg, PA 17201
(717) 264-4141 ext. 3352
www.csacenter.org
The center offers technical assistance, published resources and links to other resources and websites. The center also maintains a national CSA directory that includes a farmer-to-farmer connection service.

Rural Roots

Colette DePhelps, Executive Director
PO Box 8925, Moscow, ID 83843
(208) 883-3462
Email: colette@ruralroots.org
www.ruralroots.org
A non-profit organization made up of a strong network of inspirational small acreage farmers, ranchers, market gardeners and food-based businesses. Rural Roots is focused on promoting the Inland Northwest food and agricultural system, made up of urban and rural communities that actively support and participate in locally owned and operated food and farm enterprises.

Salmon Safe

Dan Kent
805 SE 32nd Avenue, Portland, OR 97214
(503) 232-3750
http://www.salmonsafe.org

Puget Sound affiliate:
Stewardship Partners
(206) 292-9875
www.stewardshippartners.org

A nonprofit devoted to restoring agricultural and urban watersheds so that salmon can spawn and thrive. Certifies fish friendly farms with the salmon safe regional eco-label.

ShoreBank Enterprise Pacific

www.sbpac.com
Supports Pacific Northwest coastal communities, businesses and organizations that are dedicated to achieving economic, social and environmental well-being. Provides consulting and low interest loans for small businesses.

Skagitonians to Preserve Farmland

P.O. Box 2405, Mount Vernon, WA 98273
(360) 336-3974
Email: spf@anacortes.net
www.skagitonians.org/
A grass-roots, nonprofit organization formed in 1989 and dedicated to protecting Skagit County's rich agricultural heritage through public and land-owner education.

Slow Food USA

434 Broadway, 6th Floor, New York, NY 10013
(212) 965-5640
www.slowfoodusa.org
Slow Food is an international organization dedicated to the preservation of traditional food production and preparation, enhanced biodiversity, and the revival of the kitchen and table as centers of pleasure, culture, and economy.

Sustainable Agriculture Network (SAN)

P.O. Box 753, Waldorf, MD 20604-0753
(301) 374-9696
www.sare.org/publications
The Sustainable Agriculture Network is the outreach arm of the USDA Sustainable Agriculture Research and Education (SARE) program. SAN has a wide variety of publications on alternative production and marketing.

University of California Small Farm Center

University of California-Davis, One Shields Ave, Davis, CA 95616-8699
(530) 752-8136
Email: Sfcenter@ucdavis.edu
www.sfc.ucdavis.eqdu
The Small Farm Center responds directly to the needs of farmers, researchers, organizations, farm advisors, and consumers by providing research results, publications, and educational programs on small farm topics.

University of California Sustainable Agriculture Research and Education Program

University of California, One Shields Ave., Davis, CA 95616
(530) 752-7556
Email: sarep@ucdavis.edu
www.sarep.ucdavis.edu
SAREP provides leadership and support for scientific research and education in agricultural and food systems that are economically viable, conserve natural resources and biodiversity and enhance the quality of life in California. They promote educational programs and funding opportunities as well as publishing field research, marketing research and a newsletter for industry professionals.

USDA Agricultural Marketing Service

www.ams.usda.gov
The Agricultural Marketing Service, a branch of the USDA, provides resources and information on direct marketing as well as conventional marketing.

USDA/Rural Business Cooperative Service

STOP 3201, 1400 Independence Avenue S.W., Washington, D.C. 20250-3201
(202) 690-4730
www.rurdev.usda.gov/rbs
Promotes economic development by supporting loans to businesses through banks and community-managed lending pools. Offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

USDA/Farm Service Agency

316 W. Boone, Suite 568, Spokane, WA 99201-2350
(509) 323-3014
www.fsa.usda.gov
Stabilizing farm income, helping farmers conserve land and water resources, providing credit to new or disadvantaged farmers and ranchers, and helping farm operations recover from the effects of disaster.

WSDA Food Safety Program

P.O. Box 42560, Olympia, WA 98504
(360) 902-1876
www.agr.wa.gov/FoodAnimal
The WSDA Food Safety Program protects consumer health by safeguarding the food supply through education, technical assistance and enforcement.

WSDA Organic Food Program

P.O. Box 42560, Olympia, WA 98504
(360) 902-1805
Email: organic@agr.wa.gov
www.agr.wa.gov/FoodAnimal/Organic
The WSDA Organic Food Program protects consumers and supports the organic food industry by ensuring the integrity of organic food products through establishing organic standards and certifying organic producers, processors and handlers.

WSDA Small Farm & Direct Marketing Program

P.O. Box 42560, Olympia, WA 98504
(360) 902-1884
Email: smallfarms@agr.wa.gov
www.agr.wa.gov/Marketing/SmallFarm
The Small Farm & Direct Marketing Program assists farmers to understand current marketing regulations, addresses barriers in marketing regulations; assists in developing infrastructure necessary to market farm products; assists in farmers market development; promotes localized food systems, and provides a voice for small-scale agriculture within State government.

WSU Center for Sustaining Agriculture and Natural Resources

7612 Pioneer Way East, Puyallup, WA 98371
(253) 445-4626
www.csanr.wsu.edu
The Center for Sustaining Agriculture and Natural Resources fosters approaches to agriculture and natural resource stewardship that are economically viable, environmentally sound, and socially responsive. To make our food system more sustainable, CSANR develops interdisciplinary relationships among WSU faculty, growers, agribusiness, environmental groups, government agencies, and the people of Washington. CSANR is a joint project of WSU Extension and the College of Agricultural, Human, and Natural Resource Sciences.

WSU Small Farms Team

7612 E. Pioneer Way, Puyallup, WA 98371
(253) 445-4514
www.smallfarms.wsu.edu
The statewide Small Farms Team develops and delivers research-based information and educational programs that nurture collaboration among everyone working to create community food systems. The team builds public support for agriculture, preserves Washington farmland for food and fiber production, helps farmers adopt sustainable practices, and unifies farmers and consumers in the creation of local markets and access to healthy food. The Small Farms Team website includes information on farm business planning, direct marketing, value-added processing and consumer trend data. Each year at locations around the state, Small Farms Team members offer courses on production and marketing issues faced by today's small-scale farmers. The WSU Small Farms Program is part of the Center for Sustaining Agriculture and Natural Resources.

Washington Commodity Commissions

www.agr.wa.gov/Marketing/CommodityCommissions
A list of the state's 24 agricultural commodity commissions and their contacts is available at this website.

Washington Farm Bureau

P.O. Box 2009, Olympia WA 98507-2009
(360) 357-9975
hwww.wsfb.com
Washington Farm Bureau consists of 23 county Farm Bureau organizations and is one of the most respected member-services organizations in the agricultural community. They provide services to members that range from health insurance and banking to the largest retrospective worker's compensation/safety program in Washington.

Washington State Farmers Market Association

P.O. Box 30727, Seattle, WA 98103-0727
(206) 706-5198
www.wafarmersmarkets.com
A non-profit network of over 80 farmers markets across the state. Dedicated to working with other agricultural groups and agencies to provide marketing resources, workshops and to produce the annual Washington State Farmers Market Directory.

Washington Sustainable Food & Farming Network

PO Box 762, Mount Vernon, WA 98273-0762
(360) 336-9694
www.wsffn.org
The Washington Sustainable Food & Farming Network (the Network) is a grassroots, statewide advocacy organization for sustainable agriculture and family farms in Washington State. Through education, grassroots organizing, policy advocacy and lobbying, the Network has become a leading voice for sustainable agriculture and a key catalyst for change in food and farming policies and practices in Washington State.

Washington Tilth Producers

P.O. Box 85056, Seattle, WA 98145
(206) 442-7620
www.tilthproducers.org
An organization of organic and sustainable producers in Washington. Hosts an annual conference featuring marketing workshops, etc. Publishes a directory of membership. Local chapters throughout the state include: Seattle Tilth, Sno-Valley Tilth, South Whidbey Tilth, Spokane Tilth, Vashon Island Growers Association.

Yakima Valley Direct Marketing Association

P.M. Box 107, 1726 Gregory Ave., Sunnyside WA 98944
(509) 837-8897
info@guerras.com
A non-profit association that produces a direct sales farm map of farmers, processors and agricultural tourism sites in the Yakima Valley, promoting tourism in the valley for 26 years. To obtain a farm map send a self-addressed envelope to the address above.

## Local Health Departments

**Adams County Health District**
108 West Main
Ritzville, WA 99169-1408
(509) 659-3315

**Asotin County Health District**
431 Elm Street
Clarkston, WA 99403
(509) 758-3344

**Benton-Franklin Health District**
471 Williams
Richland, WA 99354
(509) 943-2614

**Bremerton-Kitsap County Health District**
345 6th Street Suite 300
Bremerton, WA 98337
(360) 337-5235

**Chelan-Douglas Health District**
200 Valley Mall Pkwy.
East Wenatchee, WA 98801
(509) 664-5306

**Clallam County Dept. of Health & Human Services**
223 East Fourth Street
Port Angeles, WA 98362-0149
(360) 417-2274

**Columbia County Public Health District**
1010 S. 3rd Street
Dayton, WA 99328
(509) 382-2181

**Cowlitz County Health Department**
1952 9th Ave.
Longview, WA 98632
(360) 414-5599

**Garfield County Health District**
121 S. 10th
P.O. Box 130
Pomeroy, WA 99347
(509) 843-3412

**Grant County Health District**
County Courthouse, 1st & C St. NW
P.O. Box 37
Ephrata, WA 98823
(509) 754-6060

**Grays Harbor County**
**Public Health & Social Services Dept.**
2109 Sumner Ave.
Aberdeen, WA 98520
(360) 532-8665

**Island County Health Department**
(Courthouse Annex, 6th & Main St.)
P.O. Box 5000
Coupville, WA 98239-5000
(360) 679-7350

**Jefferson County**
**Health & Human Services**
Castle Hill Center
615 Sheridan
Port Townsend, WA 98368
(360) 385-9400

**Kittitas County Health Department**
507 N. Nanum Street Suite 102
Ellensburg, WA 98926-2898
(509) 962-7515

**Klickitat County Health Department**
228 W. Main Street
MS: CH-14
Goldendale, WA 98620
(509) 773-4565

**Lewis County Public Health**
Health Services Building
360 NW North Street
Chehalis, WA 98532-1900
(360) 740-1223

**Lincoln County Health Department**
90 Nicholls Street
Davenport, WA 99122
(509) 725-2501

**Mason County Dept. of Health Services**
303 North Fourth
P.O. Box 1666
Shelton, WA 98584
(360) 427-9670

**Northeast Tri-County Health District**
(Ferry, Pend Oreille and Stevens Co.)
240 East Dominion
P.O. Box 270
Colville, WA 99114-0270
(509) 684-5048

**Okanogan County Health District**
Public Services Building
1234 S. 2nd Ave.
P.O. Box 231
Okanogan, WA 98840
(509) 422-7140

**Pacific County Health Department**
1216 W. Robert Bush Drive
P.O. Box 26
South Bend, WA 98586
(360) 875-9343

**San Juan County Health and Community Services**
145 Rhone Street
P.O. Box 607
Friday Harbor, WA 98250-0607
(360) 378-4474

**Seattle & King County Public Health**
Wells Fargo Center
999 Third Ave., Suite 1200
Seattle, WA 98104
(206) 296-4600

**Skagit County Department of Health**
700 South 2nd Street #301
Mount Vernon, WA 98273
(360) 336-9380

**Snohomish Health District**
3020 Rucker Ave., Suite 300
Everett, WA 98201-3971
(425) 339-5210

**Southwest Washington Health District**
(Clark and Skamania Co.)
2000 Fort Vancouver Way
P.O. Box 1870
Vancouver, WA 98668
(360) 397-8215

**Spokane Regional Health District**
West 1101 College Avenue
Spokane, WA 99201-2095
(509) 324-1500

**Tacoma-Pierce County Health Dept.**
3629 South D Street
Tacoma, WA 98408
(253) 798-6500

**Thurston County Health Department**
Environmental Health
412 Lilly RD. NE
Olympia, WA 98506
(360) 786-5581

**Wahkiakum County Health Department**
64 Main Street
P.O. Box 696
Cathlamet, WA 98612
(360) 795-6207

**Walla Walla County-City Health Dept.**
310 West Poplar
P.O. Box 1753
Walla Walla, WA 99362-0346
(509) 527-3290

**Whatcom County Health & Human Services Department**
509 Girard Street, P.O. Box 935
Bellingham, WA 98227-0935
(360) 676-6720

**Whitman County Health Department**
Public Service Building
North 310 N. Main Street
Colfax, WA 99110
(509) 397-6280

**Yakima Health District**
104 North First Street
Yakima, WA 98901
(509) 575-4040