



# Washington State Department of Agriculture

PO Box 42560  
Olympia, Washington 98504-2560  
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Contact: [Hector Castro](#) (360) 902-1815

## **Olympic and Kitsap workshops prep farmers to explore and expand market opportunities**

**OLYMPIA** – The [Washington State Department of Agriculture](#) (WSDA) is hosting a special three-part workshop series in partnership with Washington State University Extension in Clallam, Jefferson and Kitsap counties to help farmers meet the growing demand for locally grown produce.

The first event, [Wholesale Success Workshop](#), will bring accomplished farmer and author, [Atina Diffley](#), to speak on business management, marketing, post-harvest handling and packing best practices. Her first-hand expertise and practical knowledge can help farmers of all sizes sell in markets of their choice. The workshop is at the John Wayne Marina in Sequim, Wednesday, March 23, 8:30 a.m. to 4:30 p.m. A \$20 registration covers lunch and the [Wholesale Success Manual](#), provided through partnership with FamilyFarmed.org and the U.S. Department of Agriculture, Risk Management Agency Education Program.

The [Bridging the GAPs Farm Walk and Workshop](#) will help farmers expand their market access by learning on-farm food safety practices and new Food and Drug Administration produce safety rules established under the Food Safety Modernization Act. During the farm walk and classroom workshop, WSDA educators and auditors will help farmers prepare for voluntary Good Agricultural Practices (GAP) and Good Handling Practices (GHP) audits by providing practical, cost-effective methods for implementing food safety. [Dharma Ridge Farm](#) in Quilcene will help host this event on Wednesday, March 24 starting at 9 a.m.

The event series will culminate in the [Local Buying Tour and Meetup](#) in Poulsbo, Monday, April 4, 9 a.m. to 4 p.m. This event will help demystify the ins and outs of buying produce from local farmers. Farmers and buyers will have the chance to discuss their businesses and products while they explore what makes a successful local sourcing relationship.

“We want farmers at any stage of market-readiness to see the opportunities in different market channels, learn more about what buyers want and allow both farmers and buyers to connect – and possibly make some new sales relationships,” said Laura Raymond with WSDA’s Small Farm Direct Marketing.

Register at [wsda.eventbrite.com](http://wsda.eventbrite.com) or visit [WSDA Small Farm Direct Marketing Program](#) and [WSDA Bridging the GAPs Project](#) to learn more. The events are funded by the WSDA Specialty Crop Block Grant Program.

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