

The NFM markets are interested in local food businesses that are making unique, high-quality foods that feature seasonal ingredients from local farms. Food vendors are responsible for doing their own research and making contacts with local farmers to obtain ingredients for their products.

## What is “local”?

The NFM’s mission and purpose is to support Washington State family farms. Therefore, our requirement for “local” is that ingredients be **Washington State** farm grown/produced **wherever possible**, and particularly **from our market farmers** whenever possible. It is acceptable that some of your ingredients are simply not grown/made locally, as long as you are sourcing locally for the ones that are. For e.g., if you are making fruit pies, your sugar will not be locally grown/made, but your fruits, eggs, butter and flour should all potentially be coming from local farms, dairies and producers, some (but not all) of whom are market farmers.

Some fruits and vegetables are only available from local farms in the summer, so you may be sourcing local in the summer and supplementing from non-WA sources in the winter. Or you might buy in bulk in the summer and freeze or preserve items for later use in the off-season.

## How do I connect with local farmers to obtain what I need?

- View the lists of the farmers who sell at each of our markets on our website market pages ([www.seattlefarmersmarkets.org](http://www.seattlefarmersmarkets.org)). Many of these farmers have their own websites or Facebook pages so that you can contact them electronically.
- Consider visiting the Columbia City Farmers Market on Wednesdays (May through October) between 2:30 and 3 pm – this is 30 minutes prior to the market’s public opening time, and is specifically reserved for chefs and food businesses who need to connect with farmers to place orders or make bulk purchases.
- Visit our larger year-round markets where there are more farmers (e.g., University District, West Seattle, Capitol Hill) if you are not finding enough resources at smaller markets such as Lake City or Magnolia.
- If there are items you are not finding from market farmers, please let us know and we will do our best to connect you with potential resources.\* Otherwise, try these resources for more local producers: <http://www.pugetsoundfresh.org/farms> and <https://food-hub.org/>

## How can I best promote my local sourcing?

Signage is essential. The farmers markets require that you have these signs at your market booth:

1. A sign identifying the name of your business and where it is located (minimum of 24” wide by 8” high)
2. Signage that clearly indicates the prices of all your products (either by individually tagging each item with a sign or by listing all prices on a large sign or blackboard so that they are clearly readable)
3. A sign (such as a chalkboard, dry-erase or printed signage) listing your local farm ingredients.

We also suggest that you promote your local ingredients on your website, blog, facebook, etc. Sourcing locally is a great selling point and is attractive to shoppers who are interested in supporting local foods and farms.