



Local Sourcing for Prepared and Processed Food Vendors

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 should do their own research and make contacts with local farmers to obtain ingredients for their products. Below are some additional tips for meeting local sourcing requirements.

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. As of 2019, all farmers markets in the City of Seattle have established a minimum requirement that processors and prepared food vendors source at least 20% of their raw ingredients (by items listed) directly from Washington farms, and distinct seasonal ingredients preferably from market farmers. It is therefore 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 seasonal fruits and eggs can be obtained from market farmers; butter and flour can also be available from Washington farms, dairies and producers.

Some fruits and vegetables are only available from local farms in the summer, so you may be sourcing local in the summer and supplementing with 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?

- 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.
- View the lists of the farmers who sell at each of our markets on our website market pages (www.seattlefarmersmarkets.org). Many of these farmers have their own websites or Facebook pages so that you can contact them electronically.
- 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. You may find resources online as well, such as [Puget Sound Food Hub](#)

How can I best promote my local sourcing?

Signage is essential! The farmers markets require that all food vendors 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 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 – update with weekly or seasonal changes.

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.