



## 2011 WSFMA Farmer of the Year Nomination Form

Each year the Washington State Farmers Market Association (WSFMA) recognizes an outstanding Farmer for his/her work and accomplishments at their farm and the farmers markets in which s/he participates. The recipient is honored during the Awards Reception at the 2012 WSFMA Conference.

### Who is Eligible?

Farmers who sell at WSFMA member markets in good standing are eligible to be considered for this award.

### Criteria for Selection:

1. Farmer has established and maintains strong connections with consumers, actively promotes the benefits of fresh, locally grown food, provides superior customer service, creative marketing and displays to maintain a loyal customer base.
2. Serves as a leader and role model for and willingly shares knowledge with other vendors, young farmers, community members and others who support and are involved in the Farmers Market industry.
3. Actively represents farmers market and agricultural interests on policy and legislative issues, as needed.
4. Continually seeks to gain knowledge, adapt to the changing marketplace and apply innovative techniques to farming and land stewardship.
5. All nominees will be judged by a committee representing WSFMA partners and stakeholders across the state.

### To Enter:

- Anyone can nominate an individual for the award.
- Complete the Nomination Form and supporting documents.
- Include a picture of the Farmer (jpeg format).

\*\* A completed nomination form, with supporting documents, is the basis upon which a final decision will be made. Mail or email form and supporting documents **by 01/06/12** to: WSFMA, Attn. Nominations, 3703 S. Edmunds Street Box #5, Seattle, WA 98118; office@wafarmersmarkets.com.

## 2011 WSFMA Farmer of the Year Nomination Form

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Farmer's Name: \_\_\_\_\_

Farm Name and Location: \_\_\_\_\_

Crops/products grown and sold: \_\_\_\_\_

Farmers Market(s) Farmer participates in: \_\_\_\_\_

Nominator's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\*\* Please answer the following questions:

1. How long has this farmer been in operation (years) and what size is their farm?
2. Describe how this farmer uses marketing techniques to showcase the "farm to consumer connection" and his/her products.
3. What sets this farmer apart from his/her fellow market vendors? How does this farmer demonstrate leadership to her/his peers? Describe his/her interactions with customers and fellow vendors.
4. Describe how the farmer is involved in and adds value to her/his local community. What does s/he do to strengthen the farmers market industry and farming community? Does s/he mentor young farmers and/or offer internships on the farm?
5. In summary, why should we consider this farmer as representing the best of the farmers involved in Washington State Farmers Markets?