



2011 WSFMA Market of the Year Nomination Form

Each year the Washington State Farmers Market Association (WSFMA) recognizes outstanding Farmers Markets that are exemplary in adding value to their communities and connecting farmers to consumers through fresh, locally grown foods. The recipients are honored during the Awards Reception at the 2012 WSFMA Conference. There are (3) award categories: Small, Medium, and Large Market of the Year.

Who is Eligible?

All WSFMA member Markets in good standing are eligible to be considered for this award.

Criteria for Selection:

1. Market is an integral part of its community and brings together farmers and consumers in innovative ways, facilitating strong sales for farmers/vendors through creative special events and educational programming that celebrate & promote fresh, locally grown food.
2. Market is a venue that promotes, supports and advocates for small farms, local, sustainable agriculture and programs that link consumers of all economic levels in their community with fresh, local food.
3. Categories: Small Market: 5 - 30 vendors per week
 Medium Market: 31 - 55 vendors per week
 Large Market: 56+ vendors per week
4. Selection process: All nominees will be judged by a committee representing WSFMA partners and stakeholders across Washington State.

To Enter:

- o Complete the nomination form (may self-nominate or be nominated by someone else)
- o Write a letter of support, no more than 1 page in length, stating why your market sets the example of adding value to your community and connecting farmers and consumers through fresh, local foods. The letter should include specific examples of successful special events, communication and marketing materials, educational and/or innovative programming that showcases the uniqueness of the community and market.
- o Include at least 5 and no more than 10 various pictures of the market (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.

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Farmers Market Name: _____

Award Category: Small Medium Large

Number of Years Market in Operation: _____

Market Manager Name: _____

Market Location: _____

Nominator's Name: _____

Nominator's Mailing Address: _____

City: _____ Zip: _____

Phone: _____ Email: _____