

## STRATEGY WORKSHEET

### What is the issue being addressed here?

**Farmers Market** – a visible and accessible place for producers to sell their produce and goods

**Farmers Coop** – member based non-profit organization for collective marketing, selling, buying, distribution,

### Why is improving this situation important to agricultural economic development in the area?

- Provide a Farmers Market/Coop to support local agriculture
- Creates opportunity for tourism
- Local support of agriculture is necessary to vitality and longevity of market
- Provides a place for social interaction amongst community members
- Provides space for non-ag users (artists, etc.)

### What is the overall goal of the recommended strategy?

- Create viable Farmers Market
- Become a Farmers Market with a wide variety of food products
- Year round market that provides “first stop” shopping

### Briefly describe the strategy. Since there may be a series of steps to implement it, please note here the recommended order.

- **Capture local food expenditures (\$2-4m) – thru sales of local produce and products**

### Describe how the Expo Center might assist.

- **Provide space for farmers market – indoor and outdoor**
- **Advertising through Enumclaw Chamber, City website**

### What exists now that might be a barrier to implementing this strategy?

- **Need visible site off of highway**
- **Lack of signage, maps of existing farms**
- **Public restrooms**

### What trade-offs are anticipated if this strategy is implemented?

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**Name a feasible timeline for implementing this strategy, including benchmarks along the way.**

Year 1: tours of local farms, maps of existing farms, advertising, collaboration between farmers market and farmers coop, identify possible institutional users

Year 2:

**Estimated costs to accomplish.**

**Describe the other resources necessary to implement the strategy (personnel, in-kind, volunteers, etc.).**

**List any potential sources of funding to help implement the strategy.**

**Name of group members who worked on this strategy.**

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*(The sections below the line could be completed for the highest priority strategies at a later time.)*

**What agency, group, or individual does the group recommend to take the lead to implement this strategy?**

**What other agencies, groups, or individuals should be involved?**

**What exists now to help implement this strategy?**

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<b>What relationships might need to be established or enhanced to implement this strategy?</b>
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<b>Describe any other related issues important to this effort.</b>
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