



### **Mission**

To nourish our community, support small-scale local agriculture, and cultivate a healthy economy by providing a vibrant gathering place where growers, makers, and producers are empowered to offer direct access to quality goods and fresh food.

### **Vision**

We envision a farmers market that creates opportunity and viable livelihoods; a welcoming place to learn and connect; a community that ensures its own resilience; and a flourishing local food system that sustains our region for generations to come.

### **Values**

**Sustainability:** From our earliest days selling produce out of our pick- up trucks, we've been focused on sustainability as a guiding principle. It's at our core as farmers who depend on clean air, fresh water, and healthy soil beneath our feet; as artists who imagine what could be; and as artisanal producers who've spent years mastering our craft. We believe in working with passion and dedication toward a healthier planet and a better future for everyone.

**Community:** "Meet me at the market," is more than just a phrase we use around here. It's the smiles that bloom in unexpected meetings between friends. It's the relaxing feeling of stepping into a place where all are welcome. It's the joy of being part of something bigger than us. We're grateful for the way our community supports us, and we're glad to be a place that enriches the culture of our region and brings people together.

**Integrity:** Just like no one achieves sustainability without community, no one builds community without trust. We care about what we do. We take pride in it. That's why we hold ourselves and each other accountable. We learn from our mistakes, grow, improve, and continually strive for excellence. We believe trust is the foundation of our success, and we're committed to acting with integrity and earning that trust every chance we get.

### **Strategic Priorities and Goals**

**GOAL:** To create a market-wide culture of quality and integrity in an environment where vendors are supported and empowered

#### **Objectives and Actions**

- Create more opportunities for vendors to succeed and prosper
  - Identify key needs for vendor education and business development, and provide relevant workshops, either in-house or with community partners.



- Encourage all vendors to offer diverse products and unique and innovative goods
- Improve vendor onboarding process, expand outreach, encourage greater vendor participation in decision-making, and increase community building activities
- Increase and diversify membership, prioritizing local producers and people from historically marginalized groups
  - Assess and adjust policies to better support small businesses and start-ups, address racial bias, and reduce barriers to membership
  - Continue to develop inclusive marketing, outreach, and recruitment tools that highlight the perks and benefits of market membership
  - Review county boundaries for alignment with strategic priorities
- Ensure that all products offered at the market consistently meet high quality standards
  - Gather customer feedback on product quality, variety, and availability.
  - Improve the vendor inspection program and sales audits
  - Create clear policies and authorize enforcement by staff
  - Prioritize quality in vendor recruitment
  - Assess policies and adjust to encourage restaurants and processors to include locally grown food in menu items

**Goal:** To position The Olympia Farmers Market as a community leader in promoting a sustainable local economy and practicing environmental stewardship

#### **Objectives and Actions**

- Improve partnering with like-minded organizations with shared values, including those whose work encompasses: climate, sustainability, social justice, equity, and food access
  - Identify and develop new partnerships; continue tracking and strengthening current partnerships
  - Build relationships and trust by increasing OFM participation at partner events and meetings and by inviting partner organizations into OFM's space
- Lead by example, increasing sustainability and reducing waste produced at the market
  - Assess and adjust policies to identify sustainability gaps and improve standards
  - Create incentives to encourage members to use sustainable practices
- Educate and inspire our community to embrace sustainable practices
  - Leverage partnerships, marketing, and market resources to educate vendors and shoppers on sustainable practices
  - Provide workshops and educational opportunities for the community to improve skills (e.g. growing and processing food) that support sustainability at home

**GOAL:** To enhance the warmth of the market's welcome and ensure every visit is safe, comfortable, and enjoyable for everyone

#### **Objectives and Actions**



- Maintain and improve the market facility
  - Identify and implement maintenance projects and infrastructure upgrades
  - Beautify market facility with improvements like art installments and gardens
  - Assess and implement ADA improvements
- Improve security and safety measures
  - Develop and adopt emergency management plan
  - Increase number of staff trained in AED and First Aid
  - Assess building security needs for off-hours
  - Explore opportunities for safety trainings for staff and vendors
  - Continue to increase awareness and implement safe hygiene protocols
- Increase access to locally grown food and products for all
  - Seek new avenues for food access and secure long-term program funding
  - Increase fundraising for food drive
  - Explore transportation partnerships and ensure adequate parking
- Expand the market's reach, become more inclusive, and increase engagement
  - Increase kid and family activities, including kids' market and art exhibits/displays
  - Encourage greater use of the community kitchen by advertising availability and improving equipment and appliances
  - Offer community-led and vendor-led workshops
  - Develop marketing strategy to improve outreach and grow relationships with new customer groups/demographics
  - Promote market availability for community functions during off-hours
  - Identify and pursue inclusivity training for board and staff
  - Evaluate and expand the online market program

**GOAL:** To ensure The Olympia Farmers Market is a sustainable organization equipped with the resources needed to accomplish its mission

### **Objectives and Actions**

- Ensure staff have the resources they need to implement strategy and fulfill the mission
  - Identify and evaluate staff responsibilities and ensure the right staff are in place to meet goals in a supportive and positive workplace culture
  - Regularly assess, approve, and fund adequate staffing levels
  - Identify and provide training and professional development opportunities
  - Update policies and documentation for clarity and relevance
- Improve board development and efficiency
  - Encourage board training and development for all members
  - Review practices to prevent burnout and increase sustainability
  - Develop recruitment materials, including documentation of board expectations
  - Update board handbook to include materials to aid board member effectiveness
  - Create strategies and tools to facilitate effective organization and communication