

# Farmers Markets at Seattle Hospitals

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A Farmer's Perspective

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# How we got started

- Invited speaker for local food service association
- Made a follow up presentation to hospital food service management
- Connected with Health Care Without Harm program manager



What is available from local farms



# Fruit



# Vegetables, Herbs, Grains, & Mushrooms



# Poultry Meat



# Pork and Beef



# Milk and Cheese



# Eggs



# Processed Foods

- Dried fruit
- Jams and jellies
- Condiments
- Salts
- Bread and grains



# Eating with the Seasons



Yes, you can!

A photograph of a garden with green leafy plants and a large orange pumpkin. The text is overlaid on the image.

# CSA

Community Supported Agriculture (CSA) is a partnership between a local farmer and a group of shareholders (or subscribers) who pledge to buy a portion of the farm's crop. The movement began in Europe and Japan 40 years ago, but the first CSAs in the U.S. were established in 1986 in New England.

# Onsite Farmers Market— Hospital Perspective

Why is this a good idea?

- Provide convenience for your employees
- Access to healthy, farm-fresh food
- Education—eating with the seasons, nutrition & health benefits
- Support local producers



# Onsite Farmers Market— Farmer Perspective

Why is this a good idea?

- Expand customer base
- New CSA drop point
- Increase revenue



# A Tale of Two Hospitals

## Similarities

- Enthusiastic sponsors
- Large employee base
- Food savvy community
- No legal contract, paperwork, or fees for vendors
- CSA sales

## Differences

- Level of marketing
- Location
- Vendor sales
- Sustainability



# Farmer/Market Manager

- Recruited and managed vendors
- Coordinated with hospital staff
- Set up market stand
- Provided weekly fresh sheet
- Offered product tastings
- Shared recipes

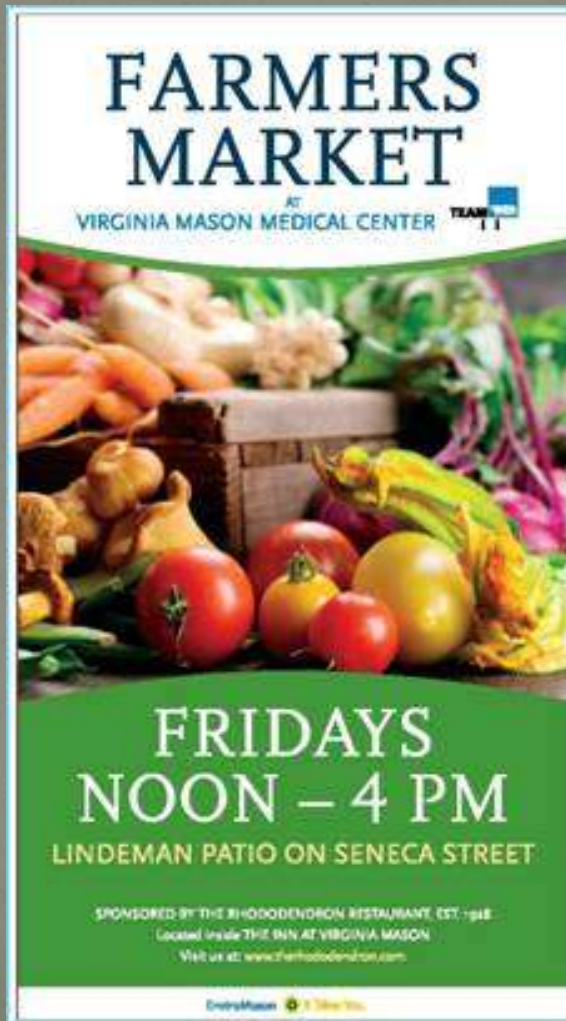


# Hospital Support & Involvement

- Provided indoor or outdoor locations
- Offered load/unload and parking
- Supplied market display
- Invested in marketing and driving traffic
- Helped recruit vendors
- Spent time at the market



# Launching & Sustaining the Market



- Marketing & Education
- Product diversity
- Opening Day
- Market season
- Employee & community feedback
- Vendor sales

# Outcomes & Lessons Learned



- Sales below goal for most market days & CSA
- Closed 3 of 4 sites
- Processed foods top sales
- “Eat now” and easily transported food sold well
- We have a long way to go to change eating habits!
- Marketing matters

Q&A



Thank you!  
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