



Direct Marketing Scholarship Application

The Tacoma Farmers Market (TFM) is offering a scholarship opportunity in an effort to better sustain new, local farmers and to preserve local farmland. Growers seeking experience in marketing their locally farmed (Pierce County) goods directly to consumers are encouraged to apply. Growers who are chosen to participate will be provided a 10'x10' space to sell produce and gain direct marketing experience and coaching through hands on Farmers Market booth management at one of three Tacoma Farmers Markets during the 2010 season. This program is for new, first-time growers who have not previously sold at a farmers market. Growers who have had minimal and unsuccessful experience at a farmers market may be considered. Cooperation with TFM data collection efforts will be supported by the vendor yet booth fees are waived.

Applicant Information

Please provide the following information for your letter of application:

Contact information: Provide the following contact information:

- Name and title of contact person, mailing address, phone number, email
- Name of farm, address of farming location, number of acres and phone number

General Information: In 2 to 3 paragraphs, please tell us about yourself, your business, and your reasons for pursuing the Tacoma Farmer's Market Scholarship Program. This should contain detailed information in succinct format.

Produce: Describe the farm produced items you wish to offer at the market.

Licenses: Please include a copy of any licenses you may have (e.g. master business license, organic growers license, etc)

Desired Training for Participation: The program offers a variety of opportunities for small local growers looking to gain experience on how to market their produce directly to consumers, price goods, utilize market space, and participate effectively in local farmers markets. Participants must be willing to adopt methods gained through this training experience and a statement of commitment must be included in your letter. In 500 words or less, please describe the training or experience you wish to gain through participating in the Tacoma Farmers Market Scholarship program.

Markets and Dates: Designate which markets and dates you would like to sell at by circling or highlighting the available dates from each market below. You must select a minimum of **four** market dates and be ready to fulfill that commitment. You may choose dates from more than one market.

*Hint: you may wish to circle a regularly recurring date/market so as to develop a successful customer following (e.g. the first Sunday of every month or the second Tuesday of every month).

South Tacoma Farmers Market - Sunday, 10:00 AM – 3:00 PM

June 20th, June 27th

July 4th, July 11th, July 18th, July 25th

August 1st, August 8th, August 15th, August 22nd, August 29th

September 5th, September 12th, September 19th, September 26th

6th Avenue Farmers Market - Tuesday, 3:30 PM – 7:30 PM

June 1st, June 8th, June 15th, June 22nd, June 29th

July 6th, July 13th, July 20th, July 27th

August 3rd, August 10th, August 17th, August 24th, August 31st

September 7th, September 14th, September 21st, September 28th

Broadway Farmers Market - Thursdays, 8:30 AM – 2:00 PM

May 20th, May 27th

June 3rd, June 10th, June 17th, June 24th

July 1st, July 8th, July 15th, July 22nd, July 29th

August 5th, August 12th, August 19th, August 26th

September 2nd, September 9th, September 16th, September 23rd, September 30th

October 7th, October 14th

All Market Vendors, including scholarship vendors, are required to adhere to our safety and procedural guidelines set forth in our Market Rules (except for monetary requirements). A copy of this document is available on the vendor's page of our website at www.tacomafarmersmarket.com. If you are accepted to participate in this program, you will be required to fill out our standard vendor application – which can be found at www.managemymarket.com. Vendors will also need to file necessary applications to the Tacoma Pierce County Health Department if sampling, selling eggs or other special circumstances which we will go over with you in the training process. Hard copies of these documents will also be made available to those without computer access. Assistance in filling out this application will be available if needed.

Misc. Information: Please feel free to include any additional information not previously requested.

Thank you for your interest in our Direct Marketing Scholarship Program! Funding for this program came from the Green Partnership Grant Program which is drawn from the Pierce Conservation District and administered through the Greater Tacoma Community Foundation.