

Dear MVFM Returning and Prospective Vendors,

We hope each of you has been enjoying a restful, healthy, and creative winter. With the snow mostly gone, many of us are looking towards spring, and the start of the Methow Valley Farmers Market! The 2026 MV Farmer's Market season will begin on Saturday, April 11th and continue through Saturday, October 31st. This will be the MVFM's 49th market season! We are excited to welcome back our longstanding market vendors, and look forward to welcoming many new vendors this season as well.

Please find attached the 2026 MVFM Handbook and Application. We ask all vendors, new and old, to read and review the Handbook, as the Market Board has made some revisions and additions that we want everyone to be aware of. We also want to reiterate that the Board welcomes comments and suggestions. There is a comment box on the market kiosk that Willie sets up each week at market. You can also contact us by email anytime at methowvalleyfarmersmarket@gmail.com or come talk to us directly (preferably during set up or break down, unless it's an emergency). New this year, MVFM Board Members will display small signs at their booths, so that we are all easily identifiable. As MVFM Board Members, we each strive to do our best by the market as a whole to continue to host a vibrant, diverse, creative, authentic, safe, and profitable environment for vendors and guests. We want to hear from you so please communicate with us if you have a suggestion or issue.

The MVFM Board greatly appreciates the suggestions of a few different vendors on thoughts to improve market advertising and foot traffic. The Board will be implementing the following this year: Joining the Twisp Chamber of Commerce and the Okanogan Tourism Board for increased advertising on social media; a weekly "banner ad" on the Methow Valley Community Bulletin Board; new sandwich boards to be displayed at either end of Twisp; increased paid advertising on our social media channels. You will also notice a place to add your business' website and social media info on this year's Vendor Application so that we can include more vendors on our website. And please help us by following and tagging the Methow Valley Farmers Market in your own social media posts. The Instagram and Facebook accounts are both [@methowvalleyfarmersmarket](#).

Thank you to everyone who chose to give a little more last year with their annual membership fee. Our farmer's market weekly stall fee is one of the most affordable in Washington state, and we have every intention of keeping it that way. That being said, the MVFM Board has determined that we need to raise weekly stall fees from \$15/week to \$17/week so we can continue to cover all of the market costs, and bring in some additional revenue for marketing, music, and a living wage for our market employees. In 2025, MVFM received \$25,579 in vendor fees with the following expenses of: \$15,700 for our employees Market Master Willie Getz and Market Secretary Jodie Sellers; \$2,285 in Advertising; \$3,784 in rent to the Community Center; \$856 for Insurance; \$600 for other expenses for a total of about \$29,000 in expenses. The Board shares this information with you, our vendors, so we can all have an understanding of how tight our market runs. We value each of you as vendors, and your participation helps the MVFM run well all season long. We are happy to answer any questions you may have about MVFM annual profit and loss, but in an effort to be transparent, we wanted to share the financial reality of our little market. The Board determined that raising weekly stall fees will help us finance additional marketing with the intent of benefiting all of our vendors, while still being one of the least expensive markets to vend at in the state.

We look forward to seeing you all in April, or as soon as you can join us! Thank you for sending in your application and membership fee, and please let us know if you have comments, questions, or suggestions. Again, you can reach out to us at methowvalleyfarmersmarket@gmail.com.

Thanks for keeping the Methow Valley Farmers Market the best little market in Washington!

Sincerely,

MVFM Board

Dennis Carlton, Smallwood Farms (Chair)

Kelleigh McMillan, Red Shed Produce (Vice-Chair)

Emily Post, Emily Post Pottery

Blane Rogers, Methow Gold Honey

Betsy Cassell-Thomas, Intertwined Designs (Treasurer)

Cameron Green, Willow Brook Farm (Secretary)

Sam Carlin, Lucid Glassworks

Paris Lilly, Burnt Ginger Jewelry

Cassie Head, CassaRoll