



## **Oregon Farmers' Markets Association (OFMA) Mission & Vision**

OFMA's **MISSION** is to sustain and promote Oregon farmers' markets while building community support and economic stability for Oregon's family farms, small food producers, processors and artisans.

OFMA's **VISION** is of vibrant marketplaces where Oregon food finds its way onto Oregon tables, increasing the rural-urban connection and bringing communities together by sharing our bountiful harvest and providing for the healthy future of farms and families.

### **Guiding Principles**

**DEFINE** "Farmers' Market" and maintain the integrity of the name by supporting market standards of appropriate farmer representation while encouraging fresh locally grown in-season diversity of product to every farmers' market customer

**DEVELOP** Strong Oregon farmers' markets and viable Oregon farms by providing guidance, resources, information, outreach opportunities, education, and direct-marketing skills to those seeking the opportunities of local community marketplaces.

**SUPPORT** Fair regulatory public policy representation affecting small farmers and producers through informed, experienced conference with governmental agencies including the Oregon legislature, Farm Direct Nutrition Programs, the Oregon Department of Agriculture, and the Oregon State University Extension Programs.

**PROMOTE** Oregon farmers' and markets through a variety of marketing approaches to create sustainable direct-marketplaces, and to educate communities about the value of supporting locally grown and produced foods.

**SUSTAIN** OFMA as a vital, thriving voice for all farmers' markets' stakeholders.

### **Criteria and Qualities of Oregon Farmers Markets Association Board of Directors (BOD) (15 seats total)**

We are looking for regional representation from market managers, market farmers and customers, and related industries, such as agriculture, food processing and accessibility, health and nutrition, entrepreneurial and community development. We seek financial, political and legal expertise, organizational development (non-profit management) and fund-raising skills, marketing and promotions; development/fund-raising, web-development and maintenance, marketing, education & outreach, issue development and advocacy. You must have:

- Love of farmers markets, farms, communities, local food and goods
- Commitment to working as a team to implement the board work plans and OFMA development goals



- Commitment to expanding direct marketing opportunities for farmers and artisans; expanding direct purchasing opportunities for area shoppers; and increasing awareness and education around farmers markets, healthy local food production and consumption
- Regular email access and the commitment to communicate and participate in the processes necessary to strengthen the board and conduct committee work.

### **Board Committees and Tasks**

The time commitment for a director of OFMA's board is approximately 8 hours per month. The board and/or its committees meet regularly for 1-2 hour conference calls; each director is active on one or more committees. OFMA is a young organization in early development phase and is working to formalize and add structure to the organization, its policies, operations and activities. Full board activities focus heavily on organizational expansion, with the goal of hiring staff in the near future. BOD service is a one, two or three year commitment from February to February, with no limitations for renewal/re-election.

Currently, OFMA has six committees. They are: executive, finance, development, issues and advocacy, membership, and promotions. Comprised of board members and non-board volunteers, each committee develops their own plan of action, budgets, volunteer needs and monthly reports, based on OFMA needs, and overarching plans and goals. Committee activities include developing promotional materials, working on policy issues, supporting or developing educational events, recruiting partners and sponsors, writing grants, and so forth. Committee work (including ad hoc and sub-committees) include organizational support and development and those relating to member services.

### **The Process for New Board Members**

#### December

- Board determine skills/strengths and representation needed
- Nominations solicited from market managers, stakeholders and media

#### January

- Nominee applications and bios received by January 15<sup>th</sup>; candidates notified
- Board candidate roster, and materials prepped for review at/before Annual meeting
- Members given "voting manual" and election materials

#### February

- Attend Annual Meeting (4<sup>th</sup> Friday in February: 02.24.12)
- New board members voted in
- Conduct first board meeting, determine committees, assignments, meeting planning and dates

#### March

- Participate in board conference call
- Attend board retreat

#### April

- Attend board functions and perform board duties