

# King County Farmers Markets Needs Assessment - 2020

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## Highlights

Of the 19 farmers market organizations in King County that are represented in this assessment, 84% operate a single farmers market.

Three farmers markets organizations in King County operate between 3 and 7 unique farmers market locations.

While most (67%) farmers market organizations are legally incorporated as nonprofits, there are also farmers markets organized by public entities (e.g., Cities, Public Development Authority), and private business.

Farmers markets organizations in King County employ at least 80 people; most (47%) are employed as employees or (26%) hired as independent contractors. Most (65%) work 40 to 50 hours per week during the market season and are paid, on average, between \$18.00 and 23.00 per hour.

Volunteers play a role in 74% of farmers markets organizations in King County, ranging from 2 to 25 with 37% relying on 4 to 6 volunteers on a typical market day.

Before COVID-19, 82% of farmers market organizations relied on vendor fees and/or membership dues for at least 50% of their annual revenue.

Important sources of revenue to farmers market organizations are sponsorships (71%); grants or contracts (65%) and donations from individuals or private foundations (53%).

Organizations hold farmers markets on a split of public (52%) and private (31%) land; and 16% of farmers market organizations own the property where the market is held.

Most (56%) farmers market organizations did not expect to lose any market days due to COVID-19; however, some (18%) expected to lose from 25 to 76 market days in 2020.

The primary ways in which farmers markets have changed due to COVID-19 include:

- changing policies for vendors (95%);
- increased planning and reporting (95%);
- changing policies for shoppers (89%);
- increased market communications, media, and signage (89%);

- buying or renting new equipment and supplies (89%);
- eliminating or suspending cooking demos, music, kids' booths and other community programs (89%); and
- increased staffing (number of people and/or hours) (58%).

In response to COVID-19, 14% of farmers market organizations directly took orders from shoppers and managed deliveries; and 29% facilitated orders between farms and shoppers.

Of the farmers market organizations that did not add online ordering, 60% were interested in learning more about options.

Farmers market organizations had between 5 and 80 fewer vendors in 2020 compared to 2019. The average difference per farmers market organization was 28 fewer vendors in 2020.

Projected revenue "decreased significantly" for 95% of farmers market organizations.

Projected expenses "increased somewhat" or "increased significantly" for 74% of farmers market organizations.

Farmers market organizations responded vendors need the following in order to continue selling at farmers markets:

- Having secure, predictable market schedule; knowing that market will be open (84%);
- Knowing that farmers market will have space for vendor to sell (84%);
- Knowing that vendor business will be allowed to sell (per COVID-19 restrictions) (74%); and
- Supplies and equipment needed to operate safely and comply with market/public health requirements (68%).

Among farmers market organizations, over half (53%) are worried about impacts of this season and staying in business.

Among respondents, farmers market organization representatives had an average of 5 seasons as a market manager.

Most respondents (58%) are farmers market managers as their primary employment.

Most (89%) respondents have college/university, graduate school or vocational or other professional training.

Most (78%) of respondents identified as female.

Respondents represented a wide range of age categories with an average age of 48.

Most respondents (63%) stated that being a farmers market manager is part of their professional plans for the next three years.

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Enumclaw Plateau Farmers Market

## Executive Summary

### Purpose

This needs assessment of King County farmers market was designed to inform future efforts of the Local Food Initiative, organizational and agency partners, as well as the farmers market manager forum programming.

In 2020, there were 41 farmers markets that planned to operate in King County. However, in early March 2020, the severity of the new Coronavirus became clear. Three, year-round farmers markets were open at that time in the City of Seattle. Each began to add additional handwashing stations and take other preventative steps. On March 13, the Mayor's office informed these three farmers markets that they would be suspended for at least a month. This was particularly challenging for farmers, as they rely on these farmers markets for outlets and cash flow during the seasonal bridge between winter and spring, when capital is especially tight.

On March 23, 2020 the Governor issued the "Stay Home, Stay Healthy" order, which included farmers markets as essential services that could continue to operate. On March 26, Public Health-Seattle-King County issued its first "Farmers Market COVID-19 Plan Requirements," before the Washington State Department of Health issued its first guidance on April 12. That the early COVID-19 cases were concentrated in King County added attention along with oversight from the Seattle Mayor's office. The cumulative result is that guidelines for farmers market operating in King County, and especially the City of Seattle, have been more restrictive than other jurisdictions in Washington.

As of the end of June, only 26 of the 41 King County farmers markets had been able to open (or re-open). Of those markets that were able to open, many opened later than planned, which resulted in significant financial loss to both markets and farmers. Of the remaining 15 markets, which had not opened at the time of this survey,, 10 did not open in 2020; 8 of which are in the City of Seattle.

King County farmers markets are committed to safe operations – for their staff, volunteers, vendors, shoppers and other visitors. They are on the front line of essential services, ensuring neighborhoods are able to buy healthy foods from local farmers.

The combination of reduced farmers market revenue (due to fewer vendors and fewer market days), increased costs (especially staffing, equipment, and signage), and ongoing uncertainty has placed farmers market organizations under unprecedented stress. In addition, many farmers markets have lost sponsorships as businesses have reduced funding and sponsored activities are not allowed at markets. Markets also struggle to secure volunteers, as many of their previous volunteers are in high risk categories.

In addition to assessing the needs of farmers markets at this particular historical juncture, the survey also included a series of questions pertaining to personnel. There is no current industry information available about how farmers markets positions are structured and compensated. Setting personnel norms is an important step towards recognizing the professional work done and needed to sustain farmers markets.

### Methodology

The needs assessment is comprised of three sets of questions about farmers markets operations; the impact of COVID-19, and King County's ongoing assistance to farmers markets. In addition, demographic information about the respondents was collected.

In all, there were 51 questions administered through an online survey (Google Form). The survey was a mix of quantitative and qualitative questions. Data was cleaned, analyzed and reported by the WSFMA.

The survey was emailed to all King County Farmers Market organizers on May 18, 2020 with a deadline of May 29, 2020. This email was followed up with reminders and promoted by the WSFMA and King County via email and in Zoom meetings.

Each farmers market organization completed one survey. This means that each respondent is a representative of a farmer market organization in King County.

#### Response Rate

The survey had 19 respondents representing 30 unique farmers market locations in at least 13 different cities. This represents 75% of King County Farmers Markets.

### Farmers Market Organizations – King County: 2020

<b>Multi or Single Farmers Markets Organization</b>	<b>Number</b>	<b>Percentage</b>
Multi-market organizations	3	16
Single farmers market	16	84
Total	19	100

<b>Number of Farmers Markets Organized in 2019</b>	<b>Number</b>	<b>Percentage</b>
1	16	53
3	3	10
4	4	13
7	7	23
Total	30	100

<b>Legal Incorporation of Farmers Market Organization</b>	<b>Number</b>	<b>Percentage</b>
Nonprofit	12	67
City, PDA, other public	5	28
Private	1	5
Total	18	100

### Farmers Market Personnel – King County: 2020

<b>Pre-COVID-19, number of total staff or contractors farmers market(s) organization or program was planning to employ in 2020</b>	<b>Number</b>	<b>Percentage</b>
0	1	5
0.5	1	5
1	3	16
2	4	21
3	1	5
4	2	11
5	2	11
6	2	11
8	1	5
12	1	5
15	1	5
Total	19	100

<b>How farmers market(s) manager(s) or director is professionally engaged with market organization in 2020</b>	<b>Number</b>	<b>Percentage</b>
As paid employee(s) of another agency or organization	4	2
As paid employee(s) of the farmers market organization	9	47
As an independent contractor(s)	5	26
Manager is a volunteer	1	5
Total	19	100

<b>Farmers market(s) managers or director employee status in 2020</b>	<b>Number</b>	<b>Percentage</b>
As salaried employee	10	48
Daily, weekly, monthly or seasonally	4	19
Hourly	6	29
Not paid	1	5
Total	19	100

<b>Average number of farmers market manager or directors hours work during the market season</b>	<b>Number</b>	<b>Percentage</b>
10	2	3
16	1	3
18	2	6
20	1	3
24	1	4
30	1	5
32	1	5
35	1	6
40	6	40
45	1	8
50	2	17
Total	19	100

<b>Average amount farmers market organization pays per hour for an entry-level market manager (or equivalent position) in 2020</b>	<b>Number</b>	<b>Percentage</b>
0.00	1	0
\$10.00	1	3
\$15.00	1	5
\$16.00	2	11
\$18.00	1	6
\$20.00	5	34
\$22.00	1	7
\$22.50	1	8
\$25.00	3	25
Total	16	100



<b>Average amount farmers market pays per hour for a market manager (or equivalent position) with three years of experience</b>	<b>Number</b>	<b>Percentage</b>
0.00	1	6
\$10.00	1	6
\$20.00	4	24
\$22.00	2	12
\$24.00	1	6
\$25.00	5	29
\$30.00	1	6
\$35.00	1	6
\$40.00	1	6
Total	17	100

<b>Benefits provided by farmers market organizations</b>	<b>Number</b>	<b>Percentage</b>
Sick leave	10	77
Vacation or annual leave	9	69
Employer health insurance	7	54
Retirement	6	46
Life insurance	3	23
Stipend for designated benefits (e.g., insurance, transportation, parking)	4	31
Total	13	

<b>Number of volunteers, on a typical market day, per farmers market organization in 2019</b>	<b>Number</b>	<b>Percentage</b>
0	5	26
2	2	11
3	1	5
4	3	16
6	4	21
7	1	5
8	1	5
15	1	5
25	1	5
Total	19	100

## Farmers Market Finances – King County: 2020

<b>Pre-COVID-19, projected farmers market organization total operating budget for 2020</b>	<b>Number</b>	<b>Percentage</b>
Under \$10,000	1	8
\$10,000 to 20,000	3	23
\$20,000 to 50,000	3	23
\$50,000 to 100,000	2	15
\$100,000 or more	4	31
Total	13	100

Note: Responses categorized.

<b>Pre-COVID-19, percentage (%) of farmers market's annual revenue projected to be from vendor fees and/or membership dues in 2020</b>	<b>Number</b>	<b>Percentage</b>
17%	1	6
28%	1	6
40%	1	6
50%	2	13
56%	1	6
60%	1	6
86%	1	6
90%	1	6
95%	1	6
99%	1	6
100%	5	31
Total	16	100

<b>Sources of revenue (besides vendor fees and membership) important to farmers market organization's viability</b>	<b>Number</b>	<b>Percentage</b>
Sponsorships	12	71
Grants or Contracts	11	65
Donations from individuals or private foundations	9	53
Fundraisers	3	18
Other earned revenue	1	6
In kind contributions	4	24
Other	0	0
Total	17	

<b>Pre-COVID-19, percentage (%) of farmers market's annual expenses projected for personnel (salary/wages, payroll taxes, benefits)</b>	<b>Number</b>	<b>Percentage</b>
0 %	1	6
3 %	1	6
26 %	1	6
28 %	1	6
30 %	2	13
35 %	1	6
50 %	3	19
57 %	1	6
60 %	2	13
67 %	1	6
85 %	1	6
88 %	1	6
Total	16	100

<b>Ownership of farmers market site(s) in 2020</b>	<b>Number</b>	<b>Percentage</b>
Farmers Market is city event hosted on city property	2	10
Farmers market is granted/gifted use of private land	1	5

Farmers market is granted/gifted use of public land	5	26
Farmers market owns property and improvements	3	16
Farmers market rents or leases private land	3	16
Farmers market rents or leases public land	5	26
<b>Total</b>	<b>19</b>	<b>100</b>

<b>Amount farmers markets organization will pay for its site(s) in 2020</b>	<b>Number</b>	<b>Percentage</b>
0.00	9	56
\$25 event fee for city park	1	6
\$350	1	6
\$1,500	2	13
\$3,300	1	6
\$6,000	1	6
\$14,000	1	6
<b>Total</b>	<b>16</b>	<b>100</b>

<b>Permits or approvals farmers market organization required to get to operate in 2020</b>	<b>Number</b>	<b>Percentage</b>
Health Department	18	100
Police	4	22
Fire	12	67
City Department of Transportation (DOT)	5	28
Public Works	4	22
Event Permit	10	56
Liquor Control Board	11	61
<b>Total</b>	<b>18</b>	<b>--</b>

<b>Total direct cost of all permits that your farmers market organization is required to have in 2020</b>	<b>Number</b>	<b>Percentage</b>
\$350	1	6
\$833	1	6
\$858	1	6
\$1,000	3	18
\$1,026	3	18
\$1,200	1	6
\$1,383	1	6
\$1,400	1	6
\$1,500	1	6
\$4,800	1	6
\$7.200	1	6
\$10.000	1	6
\$13,740	1	6
<b>Total</b>	<b>17</b>	<b>100</b>

<b>In 2020 (with COVID-19), total hours farmers market organization spent on permitting process to date</b>	<b>Number</b>	<b>Percentage</b>
2	3	19
10	2	13
36	1	6
40	5	31
100	1	6
120	2	13
200	1	6
250	1	6
Total	16	100

<b>Best estimate of the total number of staff hours farmers market organization spent managing food access programs in 2019.</b>	<b>Number</b>	<b>Percentage</b>
0	3	18
6	1	6
32	1	6
40	1	6
64	1	6
80	2	12
100	2	12
120	1	6
122	1	6
150	1	6
400	1	6
450	1	6
600	1	6
Total	17	100

<b>Best estimate of the total number of staff hours farmers market organization spent complying with Public Health-Seattle &amp; King County food safety programs in 2019. Includes meetings, market checks, reporting, and any other time spent on food safety</b>	<b>Number</b>	<b>Percentage</b>
10	1	6
16	1	6
20	3	18
25	1	6
30	4	24
40	1	6
48	1	6
50	1	6
60	1	6
100	1	6
200	1	6
500	1	6
Total	17	100

## Impact of COVID-19 on Farmers Market – King County: 2020

<b>Number of market days organization expects to lose, either voluntarily or imposed, due to the COVID-19 pandemic [Updated as of 7-24-2020]</b>	<b>Number</b>	<b>Percentage</b>
0	10	56
1	1	6
2	1	6
3	1	6
9	1	6
10	1	6
25	1	6
56	1	6
76	1	6
Total	19	100

<b>Does organization plan to close (not open) any farmers market(s) this year due to the COVID-19 pandemic?</b>	<b>Number</b>	<b>Percentage</b>
Yes	2	11
No	12	63
Not sure yet	5	26
Total	19	100

<b>Has organization had to significantly redesign or expand your farmers market layout and/or site due to COVID-19?</b>	<b>Number</b>	<b>Percentage</b>
Yes	18	95
No	1	5
Not sure yet	0	0
Total	19	100

<b>Has organization had to move your farmers market to a new location due to COVID-19?</b>	<b>Number</b>	<b>Percentage</b>
Yes	4	22
No	13	68
Expanded	2	10
Total	19	--

Note: Open-ended question

<b>Ways organization has changed farmers market operations due to COVID-19</b>	<b>Number</b>	<b>Percentage</b>
Reduced number of market days	7	37
Added market days or pop-up markets	2	11
Change market policies for vendors	18	95
Change market policies for shoppers	17	89
Increase market communications, media and signage	17	89
Increase staffing (# of people and/or hours)	11	58
Increase volunteers	9	47
Increase planning and reporting	18	95

Buy or rent new equipment and supplies (e.g., signage, PPE, hand washing, etc.)	17	89
Create online ordering and learn online sales software	9	47
Eliminated or suspended cooking demos, music, kids booths and other community programs	17	89
Added security	4	21
Other: Reduced volunteers due to risks with COVID-19	1	5
Total	19	- - -

**Additional Comments:**

- Our season is just getting started this week, still learning if new operating requirements are sustainable. Due to budget restraints, market season may be altered if too expensive to operate.
- The 12 personnel staffing requirement set forth by Seattle Mayor's office for our market to operate will deplete our rainy day funds by mid season.
- Difficult to find enough volunteers to run the market

<b>Farmers market organization and online ordering</b>	<b>Number</b>	<b>Percentage</b>
Farmers market directly takes orders from shoppers and manages deliveries	2	14
Farmers market facilitates orders between farms and shoppers by promoting farm/vendor's ecommerce platforms to shoppers.	4	29
Farmers market is not involved directly and all pre-orders/online transactions are managed directly by farm/vendor.	5	36
Not applicable	3	21
Other	0	0
Total	19	100

<b>Online ordering platform used by market organization</b>	<b>Number</b>	<b>Percentage</b>
FB-Shopify	1	33
Local Food Marketplace	1	33
WhatsGood	1	33
Total	3	100

<b>If organization has not added an online ordering in some form, is market interested in learning more about options?</b>	<b>Number</b>	<b>Percentage</b>
Yes	6	60
No	3	30
Maybe	1	10
Total	10	100

<b>Average number of vendors farmers market(s) had this time last year (2019) or, if you have not opened yet, on opening day</b>	<b>Number</b>	<b>Percentage</b>
6	1	5
15	1	5
25	1	5
30	1	5
37	1	5
40	3	16

45	2	11
50	2	11
55	2	11
57	1	5
60	1	5
75	1	5
98	1	5
120	1	5
Total	19	100

<b>Number of vendors farmers market(s) have this year (2020) or, if you have not opened yet, are planning on for opening day</b>	<b>Number</b>	<b>Percentage</b>
1	1	5
7	1	5
10	2	11
13	1	5
15	1	5
17	1	5
20	2	11
21	1	5
25	2	11
27	1	5
29	1	5
30	2	11
32	1	5
40	2	11
Total	19	100

<b>Difference in number of vendors farmers market(s) have this year (2020) and last year (2019)</b>	<b>Number</b>	<b>Percentage</b>
5	1	5
8	2	11
15	2	11
17	2	11
21	1	5
23	1	5
24	1	5
30	3	16
32	1	5
35	1	5
38	1	5
45	1	5
58	1	5
80	1	5
Total	19	100

<b>New models farmers market has used or plans to use in order to comply with requirements made by public health and others due to COVID-19</b>	<b>Number</b>	<b>Percentage</b>
Added drive through pick up	6	38
Added online ordering	6	38
Added pre-pay	6	38
Aggregated product from vendors for sales to shoppers	2	13
Linked farmers markets to vendor's own e-commerce site for their business	11	69
Linked farmers market to independent/third party e-commerce platform that vendor is on	4	25
Other	0	0
Total	16	100

<b>Given what is known at this time, how is farmers market organization's projected revenue for 2020 changed due to COVID-19</b>	<b>Number</b>	<b>Percentage</b>
Decreased significantly	18	95
Decreased somewhat	1	5
Stayed the same	0	0
Increased somewhat	0	0
Increased significantly	0	0
Total	19	100

<b>Given what is known at this time, how have farmers market organization's projected expenses for 2020 changed due to COVID-19</b>	<b>Number</b>	<b>Percentage</b>
Decreased significantly	3	16
Decreased somewhat	1	5
Stayed the same	1	5
Increased somewhat	6	32
Increased significantly	8	42
Total	19	100

<b>Given best estimates and if nothing changed, how likely is it that market organization would not be able to continue operating at least one of your farmers market this year (2020)</b>	<b>Number</b>	<b>Percentage</b>
Very unlikely	1	6
Somewhat unlikely	3	17
No change	4	22
Somewhat likely	6	33
Very likely	4	22
Total	18	100

<b>Assistance, if any, farmers market organization pursued, plans to pursue, or has received to help offset lost income and increased costs due to COVID-19</b>	<b>Number</b>	<b>Percentage</b>
None	7	39
Federal funds from CARES Act, such as the Payroll Protection Program	2	11
Federal funds from Economic Injury Disaster Loan (EIDL) programs	2	11
Other federal relief funds	2	11
State small business grants	2	11



Other state relief funds	2	11
Raised or added new vendor fees	2	11
Solicited donations from individuals, private foundations, and other fundraising	6	33
New grants	3	17
Loans	1	6
Other	1	6
<b>Total</b>	<b>18</b>	<b>100</b>

<b>Personnel changes farmers market organization has made this year or plans to make in response to COVID-19</b>	<b>Number</b>	<b>Percentage</b>
Laid off staff	3	16
Furloughed staff	3	16
Not hired staff positions that were planned	8	42
Cut staff hours	3	16
Cut staff benefits	1	5
Hired additional staff	3	16
Increased staff hours	1	5
Added number of volunteers	5	26
Increased volunteer hours	7	37
No change	1	5
Other: <ul style="list-style-type: none"> <li>Brought in new market manager at lower salary</li> <li>Hired another assistant to help with the changes</li> <li>Increasing duties of year-round staff to operate market</li> <li>Market manager quit due to COVID-19 in March, position was not filled. The city assigned 1 existing employee to take on managing the market along with their existing work duties. Plus an additional 3+ employees are working on market day because the city froze volunteer recruitment through the end of summer. The new PHSKC restrictions require 4-5 people to manage market activities at all times.</li> <li>We have added over 30 volunteers to help manage market logistics due to COVID-19 restrictions</li> </ul>		
<b>Total</b>	<b>19</b>	<b>--</b>

<b>At this point in the season, what do vendors need in order to continue selling at your farmers market(s)</b>	<b>Number</b>	<b>Percentage</b>
None	1	5
Having secure, predictable market schedule; knowing that market will be open.	16	84
Knowing that farmers market will have space for vendor to sell	16	84
Knowing that vendor business will be allowed to sell (per COVID-19 restrictions)	14	74
Allowing more shoppers into market	9	47
Support with online sales, pre-orders, and other e-commerce	9	47

Support with market opportunities connected to the farmers market, including CSA drop off, aggregation/distribution support for retail or institutional buyers, additional mobile or pop up markets.	5	26
Support with market opportunities outside of the farmers market	4	21
Supplies and equipment needed to operate safely and comply with market/public health requirements	13	68
Total	19	--

<b>Overall, from your perspective and given what you know today, how worried are you about your farmers market(s) surviving this season?</b>	<b>Number</b>	<b>Percentage</b>
Not worried, no negative impacts	0	0
Some impacts, but we'll make it	8	42
Worried about impacts and staying in business	10	53
Very worried and don't know if we'll make it through	1	5
Will likely go out of business	0	0
Total	19	100

## King County Support for Farmers Markets

<b>From your organization's perspective, how should the King County Agriculture Program be helping farmers markets to respond to COVID-19?</b>	<b>Number</b>	<b>Percentage</b>
Continue to convene Quarterly King County Farmers Market Manager meetings	14	74
Featuring farmers markets on Farm King County website	11	58
Providing training	10	53
Developing new resources	7	37
Providing County funding to farmers markets	15	79
Advocating for additional funding for farmers markets	16	84
Advocating for County policies that support farmers markets	15	79
Working with Cities in King County to support farmers markets	15	79
Support securing volunteers for farmers markets	12	63
Other: lower health dept. permit for a couple of years- it is largest permit expense for small markets.	1	5
Total	19	--

<b>From your organization's perspective, what County trainings should the King County Agriculture Program extend to farmers markets in the next 2 years?</b>	<b>Number</b>	<b>Percentage</b>
Basic First Aid/CPR/AED	16	84
Active Shooter	12	63
Flagging/Work Zone Traffic Control	8	42
Equity and Social Justice	11	58
Other: <ul style="list-style-type: none"> <li>▪ Active assailant training, vehicle attack and de-escalation training</li> <li>▪ Budgeting</li> <li>▪ In regards to traffic control - helping teach volunteers proper wording to work with shoppers who want to enter market, how best to communicate new rules in a positive way</li> </ul>		
Total	19	--

**In your experience, what have been the most valuable things that King County Ag Program has done to support farmers markets in the last 3-5 years and that they should continue or increase?**

- Advocate for farmers markets at state and federal level.
- King County Ag has been a clear and loud voice for farmers market. Their work with WSFMA will help to ensure the success and relevancy of farmers markets.
- Convening quarterly meetings for FM managers has been a real jumping off point for the sharing of ideas, best practices and networking with peer markets.
- Quarterly market meeting. Resources on County website.
- The quarterly meetings are good - and the only thing I'm really aware of...
- Online meetings have been awesome resources.
- Education and resources for managers.
- Resources
- We are pretty self sufficient

### Farmers Market Manager Characteristics

<b>Is respondent a farmers market manager, director, board member, or equivalent?</b>	<b>Number</b>	<b>Percentage</b>
Yes	19	100
No	0	0
Total	19	100

<b>Number of seasons have respondent has completed as a market manager for this farmers market (including 2020)</b>	<b>Number</b>	<b>Percentage</b>
0	1	6
1	1	6
2	1	6
3	3	18
4	1	6
5	3	18
6	2	12
8	2	12
10	2	12
11	1	6
Total	17	100

<b>From perspective of respondent, farmers market manager position or equivalent is:</b>	<b>Number</b>	<b>Percentage</b>
Primary employment	11	58
Secondary employment	1	5
Supplemental income	2	11
Volunteer position	3	16
Other	2	11
Total	19	100

**Before joining the farmers market, respondent’s primary areas of professional experience, training and skills:**

Accounting, office work  
 Admin, project and volunteer management, good work ethic, AmeriCorps event planning, other event planning  
 Business Management and non-profit management, event planning, social justice leadership  
 Business management and small business owner.  
 College Staff - Administration  
 Dual Masters in English and Communications  
 Environmental Education, Trail Maintenance (National Park Service)  
 Event planning, marketing  
 Farm assistant  
 Farmers market vendor  
 Marketing  
 Military, grocery checker, computer programmer, market farmer  
 Online sales  
 Organization, marketing  
 Project, event management  
 Restaurant industry  
 Restaurant, customer service, photography  
 Retired software developer

<b>Respondent’s highest level of education</b>	<b>Number</b>	<b>Percentage</b>
High school	2	11
College/university	13	68
Graduate school	2	11
Vocational or other professional training	2	11
Total	19	100

<b>Farmers market respondent gender</b>	<b>Number</b>	<b>Percentage</b>
Female	14	78
Male	4	22
Total	18	100

<b>Respondent’s age</b>	<b>Number</b>	<b>Percentage</b>
25 to 30	5	28
31 to 40	1	6
41 to 50	3	17
51 to 60	4	22
61 to 70	5	28
Total	18	100

<b>Thinking ahead, is being a farmers market manager part of your professional plans for the next three years (2020-2023)?</b>	<b>Number</b>	<b>Percentage</b>
Yes	12	63
No	0	0
Not sure yet	5	11
N/A	2	11
Total	19	100

## Responding Farmers Market Organizations

<b>Farmers Market Organization</b>	<b>Farmers Markets</b>
<b>1. Bellevue Farmers Market</b>	Bellevue Farmers Market
<b>2. City of Auburn</b>	Auburn Farmers Market
<b>3. City of Kirkland</b>	Juanita Friday Market
<b>4. City of Renton</b>	Renton Farmers Market
<b>5. Crossroads</b>	Farmers Market @ Crossroads Bellevue
<b>6. Duvall Farmers Market</b>	Duvall Farmers Market
<b>7. Enumclaw Plateau Farmers' Market</b>	Enumclaw Plateau Farmers' Market
<b>8. Kent Farmers Market</b>	Kent Farmers Market
<b>9. Living Well Kent</b>	Kent East Hill Farmers Market
<b>10. Maple Valley Farmers Market</b>	Maple Valley Farmers Market
<b>11. Neighborhood Farmers Markets</b>	Capitol Hill Farmers Market Columbia City Farmers Market Lake City Farmers Market Magnolia Farmers Market Phinney Farmers Market University District Farmers Market West Seattle Farmers Market
<b>12. Pike Place Market PDA</b>	City Hall Plaza First Hill South Lake Union The Regrade
<b>13. Queen Anne Farmers Market</b>	Queen Anne Farmers Market
<b>14. Redmond Saturday Market</b>	Redmond Saturday Market
<b>15. Seattle Farmers Market Association</b>	Ballard Farmers Market Madrona Farmers Market Wallingford Farmers Market
<b>16. Shoreline Farmers Market</b>	Shoreline Farmers Market
<b>17. Si View Metro Parks</b>	North Bend Farmers Market
<b>18. Third Place Commons</b>	Lake Forest Park Farmers Market
<b>19. Unnamed</b>	