

# King County Farmers Markets: 2020

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Contract: King County MOU

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This report documents farmers markets' vital roles in King County's local food economy, community life, and as a key partner in food access programs. Given the unprecedented impact of COVID-19, this year's report presents comparative data for 2020 and 2019.

## Context

In 2020, 41 farmers markets planned to operate in King County. After the severity of the new Coronavirus became clear and public health restrictions were in place, farmers markets had to adapt with very little short n.

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 who 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. Since early COVID-19 cases were concentrated in King County there was 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 27 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.

Highlights for King County Farmers Markets in 2020 compared to 2019:

- The number of Farmers Markets that were open in 2020 decreased 29% from 41 to 29.
- The combined total number of aggregated Market Days decreased 28% to 620.
- Average # of All Vendors per Farmers Market dropped 25% to 44.
- Average # of Farm Vendors per Farmers Market dropped 5% to 25.
- The combined Total Sales for All Vendors decreased 49% to just under \$15.5 million.
- The combined Total Sales for Farm Vendors dropped 40% to just under \$11.4 million.
- The % of sales from Farm Vendors increased to 73%.
- The average SNAP transaction per shopper at FMs increased 35% to \$29.95.
- The average SNAP Market Match per FM increased 34% to \$13,252
- Average # of Total Shoppers per Farmers Market for 2020 season decreased 57%.

Data source: Washington State Farmers Market Association unless otherwise noted.

## KING COUNTY

King County: Farmers Markets Count	2020	2019	Difference	% Change
<b>Number of Farmers Markets Open</b>	29	41	-12	-29%
Number of Farmers Markets Reporting	28	37	-9	-24%
% FMs reporting	97%	90%	6%	7%
<b>Aggregated Number of Market Days</b>	<b>620</b>	<b>864</b>	<b>-244</b>	<b>-28%</b>
# of Year-Round FMs (>40 weeks/year)	4	4	0	0%
Average # of Market Days	22	24	-2	-8%
# FMs reporting	28	36	-8	-22%

King County: Farmers Market Vendors	2020	2019	Difference	% Change
<b>Total Number of All Vendors Selling at FMs*</b>	1,236	2,120	(884)	-42%
Average # of Vendors per Farmers Market	44	59	(15)	-25%
<b>Total Number of All Farms Vendors Selling at FMs*</b>	695	850	(155)	-18%
Average # of Farm Vendors per Farmers Market	25	24	1	5%
# FMs reporting	28	36	(8)	-22%

King County: Vendor Sales	2020	2019	Difference	% Change
<b>Total Sales for All Vendors</b>	\$ 15,482,976	\$ 30,640,713	\$ (15,157,737)	-49%
Average All Vendor Sales per Farmers Market	\$ 552,963	\$ 851,131	\$ (298,168)	-35%
Average All Vendor Sales per Market Day	\$ 24,973	\$ 35,464	\$ (10,491)	-30%
# FMs reporting	28	36	-8	-22%
<b>Total Sales for All Farm Vendors</b>	\$ 11,375,947	\$ 18,941,519	\$ (7,565,572)	-40%
Average Farm Sales per Farmers Market	\$ 421,331	\$ 526,153	\$ (104,822)	-20%
Average Farm Sales per Market Day	\$ 18,348	\$ 21,923	\$ (3,575)	-16%
# FMs reporting	27	36	-9	-25%
<b>% of All Vendor Sales from All Farm Vendors</b>	73%	62%	12%	19%

King County: Food Access Programs	2020	2019	Difference	% Change
<b>Total SNAP EBT redeemed</b>	\$ 289,155	\$ 277,660	\$ 11,495	4%
Source: WS Dept of Health, GusNIP Project				
Aggregated Total Number of Transactions	9,653	12,515	(2,862)	-23%
Average SNAP EBT \$ per Transaction	\$ 29.95	\$ 22.19	\$ 7.77	35%
Average SNAP EBT per FM	\$ 13,143	\$ 9,916	\$ 3,227	33%
<b>Total SNAP Market Match Redeemed</b>	\$ 291,550	\$ 277,586	\$ 13,964	5%
Source: WS Dept of Health, GusNIP Project				
Average SNAP Market Match per Farmers Market	\$ 13,252	\$ 9,914	\$ 3,338	34%
# FMs reporting (includes PPM)	22	28	-6	-21%
<b>Farmers Market Nutrition Program:</b>	\$ 240,048	\$ 410,072	\$ (170,024)	-41%
King County Farmers Markets				
Source: WS Dept of Health, Redemption by County				
Average FMNP per Farmers Market	\$ 8,573	\$ 11,391	\$ (2,818)	-25%
FMNP WIC	\$ 73,780	\$ 181,124	\$ (107,344)	-59%
FMNP Senior	\$ 166,268	\$ 228,948	\$ (62,680)	-27%
# FMs authorized (includes PPM)	28	36	-8	-22%
<b>Farmers Market Nutrition Program:</b>	\$ 45,252	\$ 65,064	\$ -19812	-30%
King County Growers				
Source: WS Dept of Health, Grower Redemption Report by County				
FMNP WIC	\$ 6,660	\$ 14,932	\$ (8,272)	-55%
FMNP Senior	\$ 38,592	\$ 50,132	\$ (11,540)	-23%
<b>Total number of pounds of food donated by farmers market and vendors</b>	48,808	93,809	(45,001)	-48%
Average per Farmers Market	3,486	3,752	(266)	-7%
# FMs reporting >0#	14	25	-11	-44%

King County: Shopper Visits	2020	2019	Difference	% Change
<b>Total Number of Shopper Visits for Season</b>	752,896	2,264,580	(1,511,684)	-67%
Average # of Annual Shopper Visits per Farmers Market	26,889	62,905	(36,016)	-57%
# FMs reporting	28	36	-8	-22%

King County: Shopper Visits	2020	2019	Difference	% Change
King County: Market Management	2020	2019	Difference	% Change
% of Market Managers that were Paid (not volunteer)	89	94	(5)	-5%
# FMs reporting	27	35	(8)	-23%

King County: Community Support	2020	2019	Difference	% Change
Aggregated Number of Farmers Market Volunteers	577	1,054	(477)	-45%
Average # of Volunteers per Farmers Market	21	29	(9)	-30%
# FMs reporting	28	36	(8)	-22%

## Seattle

Seattle: Farmers Markets Count	2020	2019	Difference	% Change
Number of Farmers Markets Open	7	15	-8	-53%
Number of Farmers Markets Reporting	7	15	-8	-53%
% FMs reporting	100%	100%	0	0%
Aggregated Number of Market Days	235	425	-190	-45%
# of Year-Round FMs (>40 weeks/year)	3	4	-1	-25%
Average # of Market Days	34	28	5	18%
# FMs reporting	7	15	-8	-53%

Seattle: Farmers Market Vendors	2020	2019	Difference	% Change
Total Number of All Vendors Selling at FMs*	526	874	-348	-40%
Average # of Vendors per Farmers Market	75	58	17	29%
# FMs reporting	7	15	(8)	-53%
Total Number of All Farms Vendors Selling at FMs*	369	444	(75)	-17%
Average # of Farm Vendors per Farmers Market	53	30	23	78%
# FMs reporting	7	15	(8)	-53%

Seattle: Vendor Sales	2020	2019	Difference	% Change
Total Sales for All Vendors	\$ 10,293,734	\$ 22,240,033	\$(11,946,299)	-54%
Average All Vendor Sales per Farmers Market	\$ 1,470,533	\$ 1,482,669	\$ (12,135)	-1%
Average All Vendor Sales per Market Day	\$ 43,803	\$ 52,329	\$ (8,526)	-16%
# FMs reporting	7	15	-8	-53%
Total Sales for All Farm Vendors	\$ 8,124,325	\$ 14,611,931	\$ (6,487,606)	-44%
Average Farm Sales per Farmers Market	\$ 1,160,618	\$ 974,129	\$ 186,489	19%
Average Farm Sales per Market Day	\$ 34,572	\$ 34,381	\$ 191	1%
# FMs reporting	7	15	-8	-53%
% of All Vendor Sales from All Farm Vendors	79%	66%	13%	20%

<b>Seattle: Food Access Programs</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>Total SNAP EBT redeemed</b> Source: WS Dept of Health, GusNIP Project	\$ 207,943	\$ 225,158	\$ (17,215)	-8%
Aggregated Total Number of Transactions	6,511	9,186	(2,675)	-29%
Average SNAP EBT \$ per Transaction	\$ 31.94	\$ 24.51	\$ 7.43	30%
Average SNAP EBT per FM	\$ 25,993	\$ 14,072	\$ 11,921	85%
<b>Total SNAP Market Match Redeemed</b> Source: WS Dept of Health, GusNIP Project	\$ 211,262	\$ 231,595	\$ (20,333)	-9%
Average SNAP Market Match per Farmers Market	\$ 26,408	\$ 14,475	\$ 11,933	82%
# FMs reporting (includes PPM)	8	16	-8	-50%
<b>Farmers Market Nutrition Program:</b> WIC & Senior King County Farmers Markets Source: WS Dept of Health, Redemption by County	\$ 78,784	\$ 126,936	\$ (48,152)	-38%
Average FMNP per Farmers Market	\$ 9,848	\$ 8,462	\$ 1,386	16%
FMNP WIC	\$ 13,656	\$ 41,916	\$ (28,260)	-67%
FMNP Senior	\$ 65,128	\$ 85,020	\$ (19,892)	-23%
# FMs authorized (includes PPM)	8	15	-7	-47%
<b>Total number of pounds of food donated by farmers market and vendors</b>	31,603	53,535	(21,932)	-41%
Average per Farmers Market	5,267	3,824	1,443	38%
# FMs reporting >0#	6	14	-8	-57%

<b>Seattle: Shopper Visits</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>Total Number of Shopper Visits for Season</b>	405,570	1,644,968	(1,239,398)	-75%
Average # of Annual Shopper Visits per per Farmers Market*	57,939	109,665	(51,726)	-47%
# FMs reporting	7	15	-8	-53%

<b>Seattle: Market Management</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>% of Market Managers that were Paid (not volunteer)</b>	100	100	-	0%
# FMs reporting	7	15	(8)	-53%

<b>Seattle: Community Support</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>Aggregated Number of Farmers Market Volunteers</b>	193	230	(37)	-16%
Average # of Volunteers per Farmers Market	28	15	12	80%
# FMs reporting	7	15	(8)	-53%

## Other King County (Farmers Markets Excluding Seattle)

Other King County: Farmers Markets Count	2020	2019	Difference	% Change
<b>Number of Farmers Markets Open</b>	22	26	-4	-15%
Number of Farmers Markets Reporting	21	22	-1	-5%
% FMs reporting	95%	85%	0	13%
<b>Aggregated Number of Market Days</b>	385	440	-55	-13%
# of Year-Round FMs (>40 weeks/year)	0	0	0	0%
Average # of Market Days	18	21	-3	-13%
# FMs reporting	21	21	0	0%

Other King County: Farmers Market Vendors	2020	2019	Difference	% Change
<b>Total Number of All Vendors Selling at FMs*</b>	650	1,246	(596)	-48%
Average # of Vendors per Farmers Market	31	59	(28)	-48%
<b>Total Number of All Farm Vendors Selling at FMs*</b>	326	406	(80)	-20%
Average # of Farm Vendors per Farmers Market	16	19	(4)	-20%
# FMs reporting	21	21	-	0%

Other King County: Vendor Sales	2020	2019	Difference	% Change
<b>Total Sales for All Vendors</b>	\$ 5,189,242	\$ 8,400,680	\$ (3,211,438)	-38%
Average All Vendor Sales per Farmers Market	\$ 247,107	\$ 400,032	\$ (152,926)	-38%
Average All Vendor Sales per Market Day	\$ 13,479	\$ 19,092	\$ (5,614)	-29%
# FMs reporting	21	21	0	0%
<b>Total Sales for All Farm Vendors</b>	\$ 3,251,622	\$ 4,329,588	\$ (1,077,966)	-25%
Average Farm Sales per Farmers Market	\$ 162,581	\$ 206,171	\$ (43,590)	-21%
Average Farm Sales per Market Day	\$ 8,446	\$ 9,840	\$ (1,394)	-14%
# FMs reporting	20	21	-1	-5%
<b>% of All Vendor Sales from All Farm Vendors</b>	63%	52%	11%	22%

Other King County: Food Access Programs	2020	2019	Difference	% Change
<b>Total SNAP EBT redeemed</b>	\$ 81,212	\$ 52,502	\$ 28,710	55%
Source: WS Dept of Health, GusNIP Project				
Aggregated Total Number of Transactions	3,142	3,329	(187)	-6%
Average SNAP EBT \$ per Transaction	\$ 25.85	\$ 15.77	\$ 10.08	64%
Average SNAP EBT per FM	\$ 5,801	\$ 4,375	\$ 1,426	33%
<b>Total SNAP Market Match Redeemed</b>	\$ 80,288	\$ 45,991	\$ 34,297	75%
Source: WS Dept of Health, GusNIP Project				
Average SNAP Market Match per Farmers Market	\$ 5,735	\$ 3,833	\$ 1,902.27	50%
# FMs reporting (includes PPM)	14	12	2	17%




































































<b>Other King County: Food Access Programs</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>Farmers Market Nutrition Program:</b> King County Farmers Markets Source: WS Dept of Health, Redemption by County	\$ 161,264	\$ 283,136	\$ (121,872)	-43%
Average FMNP per Farmers Market	\$ 8,063	\$ 13,483	\$ (5,419)	-40%
FMNP WIC	\$ 60,124	\$ 139,208	\$ (79,084)	-57%
FMNP Senior	\$ 101,140	\$ 143,928	\$ (42,788)	-30%
# FMs authorized (includes PPM)	20	21	-1	-5%
<b>Total number of pounds of food donated by farmers market and vendors</b>	17,205	40,305	(23,100)	-57%
Average per Farmers Market	2,151	3,664	(1,513)	-41%
# FMs reporting >0#	8	11	-3	-27%

<b>Other King County: Shopper Visits</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>Total Number of Shopper Visits for Season</b>	347,326	619,612	(272,286)	-44%
Average # of Annual Shopper Visits per per Farmers Market	16,574	29,505	(12,931)	-44%
# FMs reporting	21	21	0	0%

<b>Other King County: Market Management</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>% of Market Managers that were Paid (not volunteer)</b>	85	90	(5)	-6%
# FMs reporting	20	20	-	0%

<b>Other King County: Community Support</b>	<b>2020</b>	<b>2019</b>	<b>Difference</b>	<b>% Change</b>
<b>Aggregated Number of Farmers Market Volunteers</b>	384	824	(440)	-53%
Average # of Volunteers per Farmers Market	18	39	(21)	-53%
# FMs reporting	21	21	-	0%

## King County Farmers Markets

Farmers Market Organization	Farmers Market	2021	2020
City of Auburn	1. Auburn International Farmers Market		
Seattle FM Association (SFMA)	2. Ballard Farmers Market		
FM nonprofit	3. Bellevue Farmers Market		
FM	Bothell Friday Market *	Closed	not open
Discover Burien	4. Burien Farmers Market		
Neighborhood FM (NFM)	5. Capitol Hill Farmers Market		
SnoValley Tilth	6. Carnation Farmers Market		
Neighborhood FM (NFM)	7. Columbia City Farmers Market		
Crossroads Bellevue	8. Crossroads Farmers Market *		
African Community Housing & Development	9. South Delridge Farmers Market (2021)		n/a
FM nonprofit	10. Des Moines Waterfront Farmers Market		
FM nonprofit	11. Duvall Farmers Market		
FM nonprofit	12. Enumclaw Plateau Farmers' Market		
FM nonprofit	13. Federal Way Farmers Market		
City of Issaquah	14. Issaquah Farmers Market *		
City of Kirkland	15. Juanita Friday Market *		
Living Well Kent Collaborative	16. Kent East Hill Farmers Market		not open
Kent Lions Club	Kent Farmers Market *	Closed	
FM nonprofit	17. Kirkland Wednesday Market		
Neighborhood FM (NFM)	18. Lake City Farmers Market		not open
Third Place Commons	19. Lake Forest Park Farmers Market		
Seattle FM Association (SFMA)	20. Madrona Farmers Market		
Neighborhood FM (NFM)	21. Magnolia Farmers Market		not open
FM nonprofit	22. Maple Valley Farmers Market		
FM nonprofit	23. Mercer Island Farmers Market		
Mt Si Metro Parks	24. North Bend Farmers Market		
Neighborhood FM (NFM)	25. Phinney Farmers Market	not open	not open
Pike Place Market PDA <sup>+</sup>	26. Pike Place Market - City Hall Plaza		not open
Pike Place Market PDA	27. Pike Place Market - First Hill		not open
Pike Place Market PDA	28. Pike Place Market - South Lake Union		not open
Pike Place Market PDA	29. Pike Place Market - The Regrade	not open	not open
FM nonprofit	30. Queen Anne Farmers Market		
FM nonprofit	31. Redmond Saturday Market *		
City of Renton	32. Renton Farmers Market		
Sammamish Chamber of Commerce	33. Sammamish Farmers Market		
FM nonprofit	34. Shoreline Farmers Market		
Food Innovation Network	35. Tukwila Village Farmers Market		
Neighborhood FM (NFM)	36. University District Farmers Market		
Vashon Island Growers Assn	37. Vashon Island Farmers Market		not open
Seattle FM Association (SFMA)	38. Wallingford Farmers Market		not open
Neighborhood FM (NFM)	39. West Seattle Farmers Market		
FM nonprofit	40. Woodinville Farmers Market		not open

\* indicates that FM is not currently a member of the Washington State Farmers Market Association.

<sup>+</sup> Pike Place Market day stalls are not included as they are classified as a Public Market.