

King County Farmers Markets: 2021

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Context

This report provides primary data on farmers markets in King County, Washington, quantifying their important roles in the local food economies, community life, and as a key partner in food access programs. Data is collected by the Washington State Farmers Market Association through an annual membership application and secondary online survey for the five farmers markets that are not members. Data source is the Washington State Farmers Market Association unless otherwise noted.

In 2021, there were 38 farmers markets¹ in operation in King County and they were still strongly impacted by the COVID-19 pandemic. Seattle & King County – Public Health and the Washington State Department of Health maintained some of the COVID-19 preventative practices at farmers markets through the first half of the year. National trends around staffing challenges reportedly impacted farmers and other vendors as well. As the data clearly shows, farmers markets made significant gains in 2021 in almost every metric. This indicates strong momentum and a promising recovery for this sector. Nevertheless, in most cases, farmers markets are still working to reach pre-pandemic levels of total market days, vendors, sales, and shoppers. The clear countertrend is with regards to food access sales for both SNAP and SNAP Market Match which increased over 100% in 2021 compared to 2020.

Highlights for King County Farmers Markets in 2021 compared to 2020:

- The number of Farmers Markets that were open in 2021 increased 31% from 29 to 38. Before COVID-19, in 2019, there were 41 farmers markets operating in King County.
- The combined total number of aggregated Market Days increased 38% to 854, just under the 864 days in 2019.
- The Total Number of Vendors², for all vendor categories and all farmers markets, increased 36% to 1,686. However, the Average Number of Vendors per Farmers Market only increased 6% to 47.

¹ Farmers markets are defined as having at least 5 farmers and over 50% of sales from farms and WA agricultural products.

² This data counts the total number of vendor spots at each farmers markets. It is not the total of unique vendors who may go to multiple farmers markets.

- The Total Number of Farm Vendors³ at King County Farmers Markets increased 3% to 713. Farm Vendors were considered essential in 2020 and many were still able to sell at farmers markets. The 2021 total is still short of the 850 Farm Vendors reported at King County farmers markets in 2019. Moreover, the Average Number of Farm Vendors per Farmers Market decreased 22% in 2021 from 25 to 19.
- The combined Total Sales for All Vendors increased 77% to just under \$27.5 million.
- The combined Total Sales for Farm Vendors increased 46% to just over \$16.6 million.
- The percentage of All Vendor Sales from Farm Vendors decreased to 61%. This is close to the 2019 proportion when 62% of All Vendor Sales were from Farm Vendors.
- The total amount of SNAP sales at farmers markets in King County increased to \$589,734, more than doubling between 2020 and 2021. This was aided in part to the additional benefits distributed through Pandemic-EBT⁴.
- Likewise, the sales from SNAP Market Match increased to \$591,947, more than doubling between 2020 and 2021. The amount of the match varies by farmers markets; most either offer a match up to \$10.00 or more in 2020 and \$40.00 per day in 2021; some markets offered an unlimited match⁵.
- The WIC and Senior Farmers Market Nutrition Program sales also increased 19% to \$284,496, with stronger growth for Senior FMNP.
- The reported Total Number of Shoppers at King County farmers market for the 2021 season increased over 120% to 1,665,119. While impressive and encouraging, this is short of the 2,264,580 reported in 2019.

In addition to presenting the data for King County as a whole, the 2021 farmers market data is disaggregated for farmers markets in the City of Seattle and those that are in King County but outside of Seattle. Following demographic trends, Seattle farmers markets account for a significant proportion of all sales in Washington State and is home to four year-round markets, plus Pike Place Market.

³ A Farm Vendor raises produce, plants or botanicals, or animals on land they own, lease or rent, in the State of Washington or border counties. Farmers may include value added product(s) made from ingredients they grew or raised.

⁴ Launched in March 2020, Pandemic EBT (P-EBT) is a federal “program run through Washington State Department of Social and Health Services that provides food benefits to children who had limited onsite meals at their school or childcare center due to the COVID-19 pandemic.” P-EBT can be used at farmers markets and matched by the SNAP Market Match program. Washington State will continue to provide P-EBT benefits through 2022. More information is available at: <https://www.dshs.wa.gov/esa/community-services-offices/pandemic-ebt-p-ebt>

⁵ 2019. Unlimited for King County markets and unlimited for Seattle markets. NOTES: This was prior to SMM as a statewide program. City of Seattle administered Fresh Bucks with King & Seattle markets with FINI funding & some sweetened beverage tax funding.

2020. Variable for King County markets (ranged from \$10/day to unlimited) and unlimited for Seattle markets NOTES: SMM became a statewide program in 2020; City of Seattle used sweetened beverage tax funding to keep cap unlimited in Seattle markets; incentive funding for rest of the state was only supported by state funds. If markets chose to offer unlimited cap, they supplemented with other funding sources.

2021. \$40/day for King County markets and unlimited for Seattle markets. City of Seattle used sweetened beverage tax funding to keep cap unlimited in Seattle markets; incentive funding for rest of the state was supported by state funds and GusNIP. Source: DOH Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project

KING COUNTY

King County Farmers Markets	2021	2020	Difference	% change
Number of Farmers Markets Open	38	29	9	31%
Number of Farmers Markets Reporting	37	28	9	32%
% FMs reporting	97%	97%	1%	1%
Aggregated Number of Market Days	854	620	234	38%
# of Year-Round FMs (>40 weeks/year)	5	4	1	25%
Average # of Market Days	23	22	1	4%
# FMs reporting	37	28	9	32%

King County Farmers Markets Vendors	2021	2020	Difference	% change
Total Number of All Vendors Selling at FMs*	1,686	1,236	450	36%
Average # of Vendors per Farmers Market	47	44	3	6%
# FMs reporting	36	28	8	29%
Total Number of All Farms Vendors Selling at FMs*	713	695	18	3%
Average # of Farm Vendors per FM	19	25	-6	-22%
# FMs reporting	37	28	9	32%

* Not unique

King County Farmers Markets Vendor Sales	2021	2020	Difference	% change
Total Sales for All Vendors	\$27,472,374	\$15,482,976	\$11,989,398	77%
Average All Vendor Sales per FM	\$ 808,011	\$ 552,963	\$ 255,048	46%
Average All Vendor Sales per Market Day	\$ 32,169	\$ 24,973	\$ 7,197	29%
# FMs reporting	34	28	6	21%
Total Sales for All Farm Vendors	\$16,621,108	\$11,375,947	\$5,245,162	46%
Average Farm Sales per Farmers Market	\$ 503,670	\$ 421,331	\$ 82,339	20%
Average Farm Sales per Market Day	\$ 19,463	\$ 18,348	\$ 1,114	6%
# FMs reporting	33	27	6	22%
% of All Vendor Sales from All Farm Vendors	61%	73%	-13%	-18%

King County Farmers Markets Food Access	2021	2020	Difference	% change
Total SNAP EBT redeemed, including Pandemic EBT	\$ 589,734	\$289,155	\$300,579	104%
Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project				
Aggregated Total Number of Transactions	18,238	9,653	8,585	89%
Average SNAP EBT \$ per Transaction	\$32.34	\$ 29.95	\$ 2.38	8%
Average SNAP EBT per FM	\$ 19,658	\$13,143	\$ 6,514	50%
# FMs reporting (includes PPM)	30	22	8	36%
Total SNAP Market Match Redeemed	\$ 591,947	\$ 291,550	\$ 300,397	103%
Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project				
Average SNAP Market Match per FM	\$ 19,732	\$ 13,252	\$ 6,479	49%
# FMs reporting (includes PPM)	30	22	8	36%

King County Farmers Markets Food Access	2021	2020	Difference	% change
Farmers Market Nutrition Program: WIC & Senior. King County Farmers Markets Source: WS Dept of Health, Redemption by County	\$ 284,496	\$ 240,048	\$ 44,448	19%
Average FMNP per Farmers Market	\$ 7,903	\$ 8,573	\$ (670)	-8%
FMNP Women, Infants & Children	\$ 81,668	\$ 73,780	\$ 7,888	11%
FMNP Senior	\$ 202,828	\$ 166,268	\$ 36,560	22%
# FMs authorized (includes PPM)	36	28	8	29%
Farmers Market Nutrition Program: WIC & Senior. King County Growers Source: WS Dept of Health, Grower Redemption Report by County	\$ 43,536	\$ 45,252	\$ (1,716)	-4%
FMNP WIC	\$ 2,244	\$ 6,660	\$ (4,416)	-66%
FMNP Senior	\$ 41,292	\$ 38,592	\$ 2,700	7%
Total number of pounds of food donated by farmers market and vendors	79,494	48,808	30,686	63%
Average per Farmers Market	4,416	3,486	930	27%
# FMs reporting > 0 pounds of food	18	14	4	29%

King County Farmers Markets Shoppers	2021	2020	Difference	% change
Total Number of Shopper Visits for Season	1,665,119	752,896	912,223	121%
Average # of Annual Shopper Visits per Farmers Market*	45,003	26,889	18,114	67%
# FMs reporting	37	28	9	32%

King County Farmers Market Community	2021	2020	Difference	% change
% of Market Managers that were Paid (not volunteer)	95	89	6	7%
# FMs reporting	37	27	10	37%
Aggregated Number of Farmers Market Volunteers	708	577	131	23%
Average # of Volunteers per Farmers Market	19	21	(2)	-7%
# FMs reporting	37	28	9	32%

Seattle Farmers Markets

Farmers Market in City of Seattle	2021	2020	Difference	% change
Number of Farmers Markets Open	13	7	6	86%
Number of Farmers Markets Reporting	13	7	6	86%
% FMs reporting	100%	100%	0	0%
Aggregated Number of Market Days	349	235	114	49%
# of Year-Round FMs (>40 weeks/year)	4	3	1	33%
Average # of Market Days	29	34	-5	-14%
# FMs reporting	13	7	6	86%

Seattle Farmers Market Vendors	2021	2020	Difference	% change
Total Number of All Vendors Selling at FMs*	638	526	112	21%
Average # of Vendors per Farmers Market	49	75	-26	-35%
# FMs reporting	13	7	6	86%
Total Number of All Farms Vendors Selling at FMs*	356	369	-13	-4%
Average # of Farm Vendors per FM	27	53	-25	-48%
# FMs reporting	13	7	6	86%

* Not unique

Seattle Farmers Market Vendor Sales	2021	2020	Difference	% change
Total Sales for All Vendors	\$ 18,673,865	\$ 10,293,734	\$ 8,380,131	81%
Average All Vendor Sales per FM	\$ 1,436,451	\$ 1,470,533	\$ (34,082)	-2%
Average All Vendor Sales per Market Day	\$ 53,507	\$ 43,803	\$ 9,704	22%
# FMs reporting	13	7	6	86%
Total Sales for All Farm Vendors	\$ 12,246,794	\$ 8,124,325	\$ 4,122,469	51%
Average Farm Sales per Farmers Market	\$ 1,020,566	\$ 1,160,618	\$ (140,052)	-12%
Average Farm Sales per Market Day	\$ 35,091	\$ 34,572	\$ 520	2%
# FMs reporting	12	7	5	71%
% of All Vendor Sales from All Farm Vendors	66%	79%	-13%	-17%

Seattle Farmers Market Food Access	2021	2020	Difference	% change
Total SNAP EBT redeemed, including Pandemic EBT Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$ 414,382	\$ 207,943	\$ 206,439	99%
Aggregated Total Number of Transactions	11,625	6,511	5,114	79%
Average SNAP EBT \$ per Transaction	\$ 35.65	\$ 31.94	\$ 3.71	12%
Average SNAP EBT per FM	\$27,625	\$ 25,993	\$ 1,633	6%
# FMs reporting (includes PPM)	15	8	7	88%
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$ 413,508	\$ 211,262	\$ 202,246	96%
Average SNAP Market Match per FM	\$ 27,567	\$ 26,408	\$ 1,159	4%
# FMs reporting (includes PPM)	15	8	7	88%
Farmers Market Nutrition Program:WIC & Senior King County Farmers Markets Source: WS Dept of Health, Redemption by County	\$ 105,916	\$ 78,784	\$ 27,132	34%
Average FMNP per Farmers Market	\$ 7,061	\$ 9,848	\$ (2,787)	-28%
FMNP WIC	\$ 18,024	\$ 13,656	\$ 4,368	32%
FMNP Senior	\$ 87,892	\$ 65,128	\$ 22,764	35%
# FMs authorized (includes PPM)	15	8	7	88%
Total number of pounds of food donated by farmers market and vendors	61,043	31,603	29,440	93%
Average per Farmers Market	6,783	5,267	1,515	29%
# FMs reporting > 0 pounds of food	9	6	3	50%

Note: Farmers markets in the City of Seattle participate in an additional food assistance program called Fresh Bucks. Fresh Bucks data is not included in this report.

Seattle Farmers Market Shoppers	2021	2020	Difference	% change
Total Number of Shopper Visits for Season	1,013,749	405,570	608,179	150%
Average # of Annual Shopper Visits per Farmers Market*	77,981	57,939	20,042	35%
# FMs reporting	13	7	6	86%

Seattle Farmers Market Community	2021	2020	Difference	% change
% of Market Managers that were Paid (not volunteer)	100	100	0	0%
# FMs reporting	13	7	6	86%
Aggregated Number of Farmers Market Volunteers	238	193	45	23%
Average # of Volunteers per Farmers Market	18	28	(9)	-34%
# FMs reporting	13	7	6	86%

Farmers Markets in Other King County Cities, Excluding Seattle

Farmers Markets in Other King County Cities	2021	2020	Difference	% change
Number of Farmers Markets Open	25	22	3	14%
Number of Farmers Markets Reporting	24	21	3	14%
% FMs reporting	96%	95%	0	1%
Aggregated Number of Market Days	505	385	120	31%
# of Year-Round FMs (>40 weeks/year)	1	0	1	100%
Average # of Market Days	21	18	3	15%
# FMs reporting	24	21	3	14%

Other King County Farmers Markets Vendors	2021	2020	Difference	% change
Total Number of All Vendors Selling at FMs*	1,048	650	398	61%
Average # of Vendors per Farmers Market	46	31	15	47%
# FMs reporting	23	21	2	10%
Total Number of All Farms Vendors Selling at FMs*	357	326	31	10%
Average # of Farm Vendors per Farmers Market	15	16	-1	-4%
# FMs reporting	24	21	3	14%

Other King County Farmers Markets Sales	2021	2020	Difference	% change
Total Sales for All Vendors	\$8,799,002	\$5,189,242	\$3,609,761	70%
Average All Vendor Sales per Farmers Market	\$366,625	\$ 247,107	\$ 119,518	48%
Average All Vendor Sales per Market Day	\$17,424	\$ 13,479	\$3,945	29%
# FMs reporting	23	21	2	10%

Other King County Farmers Markets Sales	2021	2020	Difference	% change
Total Sales for All Farm Vendors	\$4,374,315	\$3,251,622	\$1,122,693	35%
Average Farm Sales per Farmers Market	\$190,188	\$ 162,581	\$ 27,607	17%
Average Farm Sales per Market Day	\$ 8,662	\$8,446	\$ 216	3%
# FMs reporting	23	20	3	15%
% of All Vendor Sales from All Farm Vendors	50%	63%	-13%	-21%

Other King County Farmers Markets Food Access	2021	2020	Difference	% change
Total SNAP EBT redeemed, including Pandemic EBT Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$175,352	\$ 81,212	\$ 94,140	116%
Aggregated Total Number of Transactions	6,613	3,142	\$3,471	110%
Average SNAP EBT \$ per Transaction	\$ 26.52	\$25.85	\$0.67	3%
Average SNAP EBT per FM	\$11,690	\$5,801	\$5,889	102%
# FMs reporting (includes PPM)	15	14	1	7%
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$178,439	\$ 80,288	\$ 98,151	122%
Average SNAP Market Match per FM	\$11,896	\$5,735	\$6,161	107%
# FMs reporting	15	14	1	7%
Farmers Market Nutrition Program:WIC & Senior King County Farmers Markets Source: WS Dept of Health, Redemption by County	\$ 178,580	\$ 161,264	\$ 17,316	11%
Average FMNP per Farmers Market	\$ 8,504	\$ 8,063	\$ 441	5%
FMNP WIC	\$ 63,644	\$ 60,124	\$ 3,520	6%
FMNP Senior	\$ 114,936	\$ 101,140	\$ 13,796	14%
# FMs authorized	21	20	1	5%
Total number of pounds of food donated by farmers market and vendors	18,451	17,205	1,246	7%
Average per Farmers Market	2,050	2,151	(101)	-5%
# FMs reporting >0#	9	8	1	13%

Other King County Farmers Markets Shoppers	2021	2020	Difference	% change
Total Number of Shopper Visits for Season	651,370	347,326	304,044	88%
Average # of Annual Shopper Visits per FM*	27,140	16,539	10,601	64%
# FMs reporting	24	21	3	14%

Other King County Farmers Markets Community	2021	2020	Difference	% change
% of Market Managers that were Paid	92	85	7	8%
# FMs reporting	24	20	4	20%
Aggregated Number of FM Volunteers	470	384	86	22%
Average # of Volunteers per Farmers Market	20	18	1	7%
# FMs reporting	24	21	3	14%

King County Farmers Markets

Farmers Market Organization	Farmers Market	2022	2021	2020
City of Auburn	1. Auburn International Farmers Market			
Seattle FM Association (SFMA)	2. Ballard Farmers Market^			
FM nonprofit	3. Bellevue Farmers Market			
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 & Dev.	9. 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 *			
City of Kenmore	16. Kenmore Farmers Market (2022)		n/a	n/a
Living Well Kent Collaborative	17. Kent East Hill Farmers Market			closed
FM nonprofit	18. Kirkland Wednesday Market			
Neighborhood FM (NFM)	19. Lake City Farmers Market^			closed
Third Place Commons	20. Lake Forest Park Farmers Market			
Seattle FM Association (SFMA)	21. Madrona Farmers Market^			
Neighborhood FM (NFM)	22. Magnolia Farmers Market^			closed
FM nonprofit	23. Maple Valley Farmers Market			
FM nonprofit	24. Mercer Island Farmers Market			
Mt Si Metro Parks	25. North Bend Farmers Market			
Neighborhood FM (NFM)	26. Phinney Farmers Market^		closed	closed
Pike Place Market PDA ⁺	Pike Place Market - City Hall Plaza^	closed		closed
Pike Place Market PDA	27. Pike Place Market - First Hill^			closed
Pike Place Market PDA	28. Pike Place Market - South Lake Union^			
FM nonprofit	29. Queen Anne Farmers Market^			
FM nonprofit	30. Redmond Saturday Market *			
City of Renton	31. Renton Farmers Market			
Chamber of Commerce	32. Sammamish Farmers Market			
FM nonprofit	33. Shoreline Farmers Market			
Food Innovation Network	34. Tukwila Village Farmers Market			
Neighborhood FM (NFM)	35. University District Farmers Market^			
Vashon Island Growers Assn	36. Vashon Island Farmers Market			closed
Seattle FM Association (SFMA)	37. Wallingford Farmers Market^			closed
Neighborhood FM (NFM)	38. West Seattle Farmers Market^			
FM nonprofit	39. Woodinville Farmers Market			closed

Must have season average of at least 5 farmers and at least 50% of sales from farmers to be classified as a farmers market.

^ FM is included in City of Seattle market data.

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

(2022) indicates a new farmers markets.

⁺ Pike Place Market day stalls are not included as they are classified as a Public Market.