

King County Farmers Markets: 2022

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Report available at www.wafarmersmarkets.org in “Farmers Market Data”

Overview of the 2022 Farmers Market Season

This report provides primary data on farmers markets in King County, Washington, quantifying their important roles in 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 currently members. All farmers markets are managed by independent organizations. Most farmers market organizations are nonprofit organizations, while others are run by Cities or other public entities and a small number are incorporated as for-profit entities. The data source is the Washington State Farmers Market Association unless otherwise noted.

In 2022, there were 39 farmers markets¹ in operation in King County. While restrictions from the COVID-19 pandemic had diminished, in 2022 farmers markets and vendors were continuing to recover from lingering impacts. As the year over year data shows, King County farmers markets made significant gains in almost every metric.

Highlights for King County Farmers Markets in 2022 compared to 2021:

- The number of Farmers Markets that were open in 2022 increased from 38 to 39, approximating the pre-COVID-19 (2019) total of 41 farmers markets operating in King County.
- The combined total number of aggregated Market Days increased 5% to 897, exceeding the 864 market days reported in 2019. All of this growth was due to increased Market Days of farmers markets in the City of Seattle.

¹ Farmers markets are defined as a unique location with an average of at least 5 farmers and over 50% of sales from farms and processors using agricultural products from WA.

- The Total Number of Vendors², for all vendor categories and all farmers markets, increased 22% to 2,053. Likewise, the Average Number of Vendors per Farmers Market increased 22% to 57. This growth was primary due to farmers markets in King County, but outside of Seattle.
- The Total Number of Farm Vendors³ at King County Farmers Markets increased 6% to 758. The 2022 total is still short of the 850 Farm Vendors reported at King County farmers markets in 2019. The Average Number of Farm Vendors per Farmers Market increased modestly from 19 to 20 in 2022. For Farm Vendors, the growth was due to increases in farmers markets in the City of Seattle.
- The combined Total Sales for All Vendors increased 25% to almost \$34.4 million. Likewise, the Average Total Vendor Sales per Farmers Market location increased 25% to over \$1 million for the first time. The Average Total Vendor Sales per Farmers Market Day increased 19% to over \$38K per Market Day. This growth was split between farmers markets in Seattle and in the rest of King County.
- The combined Total Sales for Farm Vendors increased 19% to just over \$19.8 million. Likewise, the Average Total Farm Vendor Sales per Farmers Market location increased 19% to over 600K. The Average Total Farm Vendor Sales per Farmers Market Day increased 14% to over 22K per Market Day. Mirroring the growth for All Vendors, Farm Vendor sales were split between farmers markets in Seattle and in the rest of King County.
- The percentage of All Vendor Sales from Farm Vendors was 58% in 2022, a decrease for the second year in a row. In 2021, Farm Vendor sales represented 61% of the Total Vendor Sales.
- The total amount of SNAP sales at farmers markets in King County decreased 3% to \$572,585 in 2022 after having more than doubled between 2020 and 2021. Pandemic-EBT continued through 2022⁴. This decrease was due to a decrease of 26% in SNAP sales at farmers markets outside of Seattle; SNAP sales at Seattle farmers markets actually increased 7% from 2021 to 2022.
- Likewise, the sales from SNAP Market Match in King County as a whole decreased to \$555,635 or 6% in 2022. The amount of the match varies by farmers markets; most matched SNAP up to \$40.00 in 2022; farmers markets in Seattle offered an unlimited match⁵. This decrease in SNAP Market Match was due to a decrease of 34% in SNAP sales at farmers markets outside of Seattle; as with SNAP, SNAP Market Match sales at farmers markets in Seattle actually increased 6% from 2021 to 2022.
- In contrast to SNAP, the WIC and Senior Farmers Market Nutrition Program sales more than doubled from 2021 to 2022 to \$613,340. This growth was split between Seattle farmers markets and those

² This data counts the total number of vendors at each farmers markets, representing the number of small business opportunities created. It is not the total of unique vendor businesses. Many vendors sell at multiple farmers markets.

³ A Farm Vendor raises agricultural products (i.e., fruits, vegetables, herbs, nursery, dairy, fiber, meat, eggs, and others) for direct-to-consumer sales on land they own, lease, or rent, in the State of Washington. A vendor is classified as a Farm Vendor if any value-added product(s) they sell are 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 most (but not all) P-EBT benefits ended in May 2023. More information is available at: <https://www.dshs.wa.gov/esa/community-services-offices/pandemic-ebt-p-ebt>

⁵ In 2022, the SNAP Market Match program offered shoppers using SNAP EBT a match of up to \$40.00 per day at most King County farmers markets. This program is funded by Washington state funding and a federal GusNIP grant. The match at Seattle farmers markets was unlimited due to additional funding from the City of Seattle’s sweetened beverage tax funding.

outside of Seattle. The Senior FMNP sales increased 147% from 2021 to 2022 and greatly exceed the WIC FMNP. In 2022, each Senior received \$80 in Senior FMNP, doubling what they received in 2021 (\$40). The WIC FMNP benefit remained the same as in 2021: \$28 per WIC participant and a maximum of \$84 per family. FMNP benefits are per season and must be spent between June 1 and October 31 at authorized farmers markets or farm stands. They can only be spent on fruits, vegetables, and herbs. Seniors can also buy honey. In 2022, King County represented over 35% of all FMNP sales at Washington state farmers markets.

- For specialty crop farmers in King County who are authorized to accept FMNP, the total sales also more than doubled to over 100K in 2022, with 95% of these sales attributed to the Senior FMNP program.
- Given how open farmers market settings are, the constant flow of shoppers, limited capacity, and variety of methods used at different farmers markets, aggregated shopper counts are only loosely reliable and valid. That said, while we should caution against precision, we can have relative confidence in the overall trends. The reported Total Number of Shoppers at King County farmers market for the 2022 season increased over 11% to over 1.8 million. While continuing to rebound year over year, the count in 2022 is still short of the over 2.2 million reported in 2019. Farmers markets in Seattle reported a 16% increase in shoppers for the 2022 season, compared to a 2% growth reported by other King County farmers markets.

Reported data is presented for King County as a whole and disaggregated for farmers markets in the City of Seattle and those that are in King County but outside of Seattle.

King County Farmers Markets

King County Farmers Markets	2022	2021	Difference	% change
Number of Farmers Markets Open	39	38	1	3%
Number of Farmers Markets Reporting	38	37	1	3%
% FMs reporting	97%	97%	0%	0%
Aggregated Number of Market Days	897	854	43	5%
# of Year-Round FMs (>40 weeks/year)	5	5	0	0%
Average # of Market Days	24	23	1	2%
# FMs reporting	38	37	1	3%

King County Farmers Markets Vendors	2022	2021	Difference	% change
Total Number of Vendors Selling at FMs*	2,053	1,686	367	22%
Average # of Vendors per Farmers Market	57	47	10	22%
# FMs reporting	36	36	0	0%
Total Number of Farm Vendors Selling at FMs*	758	713	45	6%
Average # of Farm Vendors per FM	20	19	1	6%
# FMs reporting	37	37	0	0%

* Not unique. A business is counted at each farmers market where they sell.

King County Farmers Markets Vendor Sales	2022	2021	Difference	% change
Total Sales for All Vendors (all FMs)	\$34,379,913	\$27,472,374	\$6,907,539	25%
Average Total Vendor Sales per FM	\$1,011,174	\$808,011	\$203,163	25%
Average Total Vendor Sales per Market Day	\$38,328	\$32,169	\$6,159	19%
# FMs reporting	34	34	0	0%
Total Sales for All Farm Vendors (all FMs)	\$19,830,969	\$16,621,108	\$3,209,861	19%
Average Farm Sales per Farmers Market	\$600,938	\$503,670	\$97,269	19%
Average Farm Sales per Market Day	\$22,108	\$19,463	\$2,645	14%
# FMs reporting	33	33	0	0%
% of All Vendor Sales from All Farm Vendors	58%	61%	-3%	-5%

King County Farmers Markets Food Access	2022	2021	Difference	% change
Total SNAP EBT redeemed, including Pandemic EBT Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$572,585	\$589,734	\$ -17,149	-3%
Aggregated Total Number of Transactions	16,916	18,238	- 1,322	-7%
Average SNAP EBT \$ per Transaction	\$33.85	\$32.34	\$1.51	5%
Average SNAP EBT per FM	\$19,086	\$19,658	\$ -572	-3%
# FMs reporting (includes PPM)	30	30	-	0%
Total SNAP Market Match Redeemed⁶ Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$555,635	\$591,947	\$ -36,312	-6%
Average SNAP Market Match per FM	\$18,521	\$19,732	\$ -1,210	-6%
# FMs reporting (includes PPM)	30	30	0	0%
Total WIC & Senior Farmers Market Nutrition Program Redeemed Source: WS Dept of Health, Redemption by County	\$613,340	\$284,496	\$328,844	116%
Average FMNP per Farmers Market	\$15,334	\$7,903	\$7,431	94%
FMNP Women, Infants & Children	\$112,044	\$81,668	\$30,376	37%
FMNP Senior	\$501,296	\$202,828	\$298,468	147%
# FMs authorized (includes PPM)	40	36	4	11%
Farmers Market Nutrition Program: WIC & Senior. King County Growers Source: WS Dept of Health, Grower Redemption Report by County	\$101,324	\$43,536	\$57,788	133%
FMNP WIC	\$5,348	\$2,244	\$3,104	138%
FMNP Senior	\$95,976	\$41,292	\$54,684	132%
Total number of pounds of food donated by farmers market and vendors	75,682	79,494	- 3,812	-5%
Average per Farmers Market	4,205	4,416	- 212	-5%
# FMs reporting > 0 pounds of food	18	18	0	0%

⁶ The maximum amount of SNAP Market Match that a shopper could receive per day in 2021 and 2022 was \$40.

King County Farmers Markets Shoppers	2022	2021	Difference	% change
Total Number of Shopper Visits for Season	1,842,991	1,665,119	177,872	11%
Average # of Annual Shopper Visits per Farmers Market*	48,500	45,003	3,497	8%
# FMs reporting	38	37	1	3%

King County Farmers Market Community	2022	2021	Difference	% change
% of Market Managers that were Paid (not volunteer)	95%	95%	0	-0%
# FMs reporting	38	37	1	3%
Aggregated Number of Farmers Market Volunteers	709	708	1	0%
Average # of Volunteers per Farmers Market	19	19	0	-2%
# FMs reporting	38	37	1	3%

Seattle Farmers Markets

Farmers Markets in City of Seattle	2022	2021	Difference	% change
Number of Farmers Markets Open	14	13	1	8%
Number of Farmers Markets Reporting	14	13	1	8%
% FMs reporting	100%	100%	0	0%
Aggregated Number of Market Days	400	349	51	15%
# of Year-Round FMs (>40 weeks/year)	4	4	0	0%
Average # of Market Days	29	27	2	6%
# FMs reporting	14	13	1	8%

Seattle Farmers Market Vendors	2022	2021	Difference	% change
Total Number of Vendors Selling at FMs*	726	638	88	14%
Average # of Vendors per Farmers Market	52	49	3	6%
# FMs reporting	14	13	1	8%
Total Number of All Farm Vendors Selling at FMs*	399	356	43	12%
Average # of Farm Vendors per FM	29	27	1	4%
# FMs reporting	14	13	1	8%

* Not unique. A business is counted at each farmers market where they sell.

Seattle Farmers Market Vendor Sales	2022	2021	Difference	% change
Total Sales for All Vendors	\$23,987,139	\$18,673,865	\$5,313,274	28%
Average All Vendor Sales per FM	\$1,713,367	\$1,436,451	\$276,916	19%
Average All Vendor Sales per Market Day	\$59,968	\$53,507	\$6,461	12%
# FMs reporting	14	13	1	8%
Total Sales for All Farm Vendors	\$14,992,626	\$12,246,794	\$2,745,832	22%
Average Farm Sales per Farmers Market	\$1,070,902	\$1,020,566	\$50,336	5%
Average Farm Sales per Market Day	\$37,482	\$35,091	\$2,390	7%
# FMs reporting	14	12	2	17%

Seattle Farmers Market Vendor Sales	2022	2021	Difference	% change
% of All Vendor Sales from All Farm Vendors	63%	66%	-3%	-5%

Seattle Farmers Market Food Access	2022	2021	Difference	% change
Total SNAP EBT redeemed, including Pandemic EBT Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$442,061	\$414,382	\$27,679	7%
Aggregated Total Number of Transactions	11,672	11,625	\$47	0%
Average SNAP EBT \$ per Transaction	\$37.87	\$35.65	\$2.23	6%
Average SNAP EBT per FM	\$29,471	\$27,625	\$1,845	7%
# FMs reporting (includes PPM)	15	15	0	0%
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$438,351	\$413,508	\$24,843	6%
Average SNAP Market Match per FM	\$29,223	\$27,567	\$1,656	6%
# FMs reporting (includes PPM)	15	15	0	0%
Total WIC & Senior Farmers Market Nutrition Program Redeemed Source: WS Dept of Health, Redemption by County	\$214,156	\$105,916	\$108,240	102%
Average FMNP per Farmers Market	\$15,297	\$7,061	\$8,236	117%
FMNP WIC	\$20,476	\$18,024	\$2,452	14%
FMNP Senior	\$193,680	\$87,892	\$105,788	120%
# FMs authorized (includes PPM)	14	15	-1	-7%
Total number of pounds of food donated by farmers market and vendors	62,132	61,043	1,089	2%
Average per Farmers Market	6,904	6,783	121	2%
# FMs reporting > 0 pounds of food	9	9	0	0%

Farmers markets in the City of Seattle participate in an additional food assistance program called “Fresh Bucks.” Fresh Bucks gives eligible and enrolled shoppers \$40 each month to spend at participating farmers markets, independent grocers, and supermarkets. Fresh Bucks is funded by the City of Seattle’s Sweetened Beverage Tax and administered by the Seattle Office of Sustainability & Environment.

Seattle Farmers Market Shoppers	2022	2021	Difference	% change
Total Number of Shopper Visits for Season	1,179,115	1,013,749	165,366	16%
Average # of Annual Shopper Visits per Farmers Market*	84,223	77,981	6,242	8%
# FMs reporting	14	13	1	8%

Seattle Farmers Market Community	2022	2021	Difference	% change
% of Market Managers that were Paid	100%	100%	0	0%
# FMs reporting	14	13	1	8%
Total Number of Farmers Market Volunteers	281	238	43	18%
Average # of Volunteers per Farmers Market	20	18	2	10%
# FMs reporting	14	13	1	8%

Farmers Markets in Other King County Cities (Excluding Seattle)

Farmers Markets in Other King County Cities	2022	2021	Difference	% change
Number of Farmers Markets Open	25	25	0	0%
Number of Farmers Markets Reporting	24	24	0	0%
% FMs reporting	96%	96%	0	0%
Aggregated Number of Market Days	497	505	-8	-2%
# of Year-Round FMs (>40 weeks/year)	1	1	0	0%
Average # of Market Days	21	21	0	0%
# FMs reporting	24	24	0	0%

Other King County Farmers Markets Vendors	2022	2021	Difference	% change
Total Number of Vendors Selling at FMs*	1,327	1,048	279	27%
Average # of Vendors per Farmers Market	55	46	10	21%
# FMs reporting	24	23	1	4%
Total Number of Farm Vendors Selling at FMs*	359	357	2	1%
Average # of Farm Vendors per Farmers Market	15	15	0	1%
# FMs reporting	24	24	0	0%

* Not unique. A business is counted at each of the farmers markets where they sell.

Other King County Farmers Markets Sales	2022	2021	Difference	% change
Total Sales for All Vendors	\$10,392,774	\$8,799,002	\$1,593,772	18%
Average All Vendor Sales per Farmers Market	\$433,032	\$382,565	\$50,467	13%
Average All Vendor Sales per Market Day	\$20,911	\$17,424	\$3,487	20%
# FMs reporting	24	23	1	4%
Total Sales for All Farm Vendors	\$4,838,343	\$4,374,315	\$464,028	11%
Average Farm Sales per Farmers Market	\$201,598	\$190,188	\$11,410	6%
Average Farm Sales per Market Day	\$9,735	\$8,662	\$1,073	12%
# FMs reporting	24	23	1	4%
% of All Vendor Sales from All Farm Vendors	47%	50%	-3%	-6%

Other King County Farmers Markets Food Access	2022	2021	Difference	% change
Total SNAP EBT redeemed, including Pandemic EBT	\$130,524	\$175,352	\$ - 44,828	-26%
Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project				
Aggregated Total Number of Transactions	5,244	6,613	\$ - 1,369	-21%
Average SNAP EBT \$ per Transaction	\$24.89	\$26.52	\$ - 1.63	-6%
Average SNAP EBT per FM	\$8,702	\$11,690	\$ - 2,989	-26%
# FMs reporting (includes PPM)	15	15	0	0%

Other King County Farmers Markets Food Access	2022	2021	Difference	% change
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$117,284	\$178,439	\$ - 61,155	-34%
Average SNAP Market Match per FM	\$7,819	\$11,896	\$ - 4,077	-34%
# FMs reporting	15	15	0	0%

Other King County Farmers Markets Food Access	2022	2021	Difference	% change
Farmers Market Nutrition Program:WIC & Senior King County Farmers Markets Source: WS Dept of Health, Redemption by County	\$399,184	\$178,580	\$220,604	124%
Average FMNP per Farmers Market	\$15,353	\$8,504	\$6,849	81%
FMNP WIC	\$91,568	\$63,644	\$27,924	44%
FMNP Senior	\$307,616	\$114,936	\$192,680	168%
# FMs authorized	26	21	5	24%
Total number of pounds of food donated by farmers market and vendors	13,550	18,451	- 4,901	-27%
Average per Farmers Market	1,506	2,050	- 545	-27%
# FMs reporting >0#	9	9	0	0%

Other King County Farmers Markets Shoppers	2022	2021	Difference	% change
Total Number of Shopper Visits for Season	663,876	651,370	12,506	2%
Average # of Annual Shopper Visits per FM*	27,662	27,140	521	2%
# FMs reporting	24	24	0	0%

Other King County Farmers Markets Community	2022	2021	Difference	% change
% of Market Managers that were Paid	92%	92%	0	0%
# FMs reporting	24	24	0	0%
Aggregated Number of FM Volunteers	428	470	-42	-9%
Average # of Volunteers per Farmers Market	18	20	-2	-9%
# FMs reporting	24	24	0	0%

King County Farmers Markets, 2021-2023

Farmers Market Organization	Farmers Market	2023	2022	2021
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^			
FM nonprofit	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^*			
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			n/a
Living Well Kent Collaborative, Kent Lions Club	17. Kent Farmers Market			
FM nonprofit	18. Kirkland Wednesday Market			
Neighborhood FM (NFM)	19. Lake City Farmers Market^			
Third Place Commons	20. Lake Forest Park Farmers Market			
Seattle FM Association (SFMA)	21. Madrona Farmers Market^			
Neighborhood FM (NFM)	22. Magnolia Farmers Market^			
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
Pike Place Market PDA ⁺	27. Pike Place Market - City Hall Plaza^		closed	
Pike Place Market PDA	28. Pike Place Market - First Hill^			
Pike Place Market PDA	29. Pike Place Market - South Lake Union^			
FM nonprofit	30. Queen Anne Farmers Market^			
FM nonprofit	31. Redmond Saturday Market *			
City of Renton	32. Renton Farmers Market			
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			
Seattle FM Association (SFMA)	38. Wallingford Farmers Market^			
Neighborhood FM (NFM)	39. West Seattle Farmers Market^			
FM nonprofit	40. Woodinville Farmers Market			

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.

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