



# WASHINGTON FARMERS MARKETS VITAL STATISTICS: 2023 & 2022

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<https://wafarmersmarkets.org/farmers-market-support/farmers-market-data/>

Data is provided by the WSFMA unless otherwise noted. Individual farmers market organizations provide prior year data by farmers market to the WSFMA with their annual application. Reported data is then cleaned and aggregated by the WSFMA. In 2024, 96% of member markets reported prior year data (n = 111). Note: FM = Farmers Market.

## FARMERS MARKET METRICS YEAR OVER YEAR

|  | 2023 | 2022 | Y/Y % change |
|--|------|------|--------------|
| Number of WSFMA Member Farmers Markets | 111  | 115  | -3%          |
| Number of Farmers Markets Reporting    | 107  | 111  | -4%          |
| % FMs reporting                        | 96%  | 97%  | 0%           |

| Farmers Market Size | Average # of Vendors at FM during Peak Season | 2023 | 2022 | Y/Y % change |
|---------------------|---|------|------|--------------|
| Very Small          | 10 of less                                    | 11%  | 10%  | 9%           |
| Small               | 11 to 30                                      | 43%  | 48%  | -12%         |
| Medium              | 31 to 50                                      | 30%  | 26%  | 14%          |
| Large               | 51 to 100                                     | 13%  | 15%  | -13%         |
| Very Large          | Over 100                                      | 3%   | 2%   | 50%          |

|                                      | 2023  | 2022  | Y/Y % change |
|--------------------------------------|-------|-------|--------------|
| Aggregated Number of Market Days     | 2,757 | 2,710 | 2%           |
| # of Year-Round FMs (>40 weeks/year) | 14    | 13    | 8%           |
| Average # of Market Days             | 26    | 25    | 4%           |

|  | 2023  | 2022  | Y/Y % change |
|--|-------|-------|--------------|
| Total Number of All Vendors Selling at FMs*      | 6,154 | 5,878 | 5%           |
| Average # of Vendors per Farmers Market          | 58    | 54    | 7%           |
| Total Number of All Farm Vendors Selling at FMs* | 2,089 | 1,969 | 6%           |
| Average # of Farm Vendors per Farmers Market     | 20    | 18    | 7%           |

\* Aggregated, not unique

## Vendor Sales

|   | 2023          | 2022          | Y/Y % change |
|---|---------------|---------------|--------------|
| <b>Total Sales for All Vendors</b>            | \$ 80,922,771 | \$ 73,786,802 | 10%          |
| Median Total Vendor Sales                     | \$ 337,608    | \$ 313,387    | 8%           |
| Average Total Vendor Sales per Farmers Market | \$ 756,288    | \$ 658,811    | 15%          |
| Average Total Vendor Sales per Market Day     | \$ 29,352     | \$ 27,228     | 8%           |

|  | 2023          | 2022         | Y/Y % change |
|--|---------------|--------------|--------------|
| <b>Total Sales for All Farm Vendors</b>          | \$ 40,545,551 | \$36,951,186 | 10%          |
| Median Total Farm Vendor Sales                   | \$ 155,847    | \$ 127,289   | 22%          |
| Average Total Farm Sales per Farmers Market      | \$ 378,930    | \$ 339,002   | 12%          |
| Average Total Farm Sales per Market Day          | \$ 14,706     | \$ 13,635    | 8%           |
| <b>% of Total Vendor Sales from Farm Vendors</b> | 50.1%         | 50.1%        | 0%           |

|   | 2023         | 2022         | Y/Y % change |
|---|--------------|--------------|--------------|
| <b>Total Sales for All Reseller Vendors</b>     | \$ 1,040,366 | \$ 1,189,058 | -13%         |
| Average Total Reseller Sales per Farmers Market | \$ 52,018    | \$ 49,544    | 5%           |
| # FMs reporting                                 | 20           | 24           | -17%         |

|  | 2023          | 2022          | Y/Y % change |
|--|---------------|---------------|--------------|
| <b>Total Sales for All Processor Vendors</b>     | \$ 17,844,457 | \$ 16,860,329 | 6%           |
| Average Total Processor Sales per Farmers Market | \$ 185,880    | \$ 168,603    | 10%          |
| # FMs reporting                                  | 96            | 100           | -4%          |

|  | 2023          | 2022          | Y/Y % change |
|--|---------------|---------------|--------------|
| <b>Total Sales for All Prepared Food Vendors</b>     | \$ 12,789,872 | \$ 10,685,992 | 20%          |
| Average Total Prepared Food Sales per Farmers Market | \$ 127,899    | \$ 105,802    | 21%          |
| # FMs reporting                                      | 100           | 101           | -1%          |

|  | 2023         | 2022         | Y/Y % change |
|--|--------------|--------------|--------------|
| <b>Total Sales for All Artisan Vendors</b>     | \$ 8,464,633 | \$ 7,916,229 | 7%           |
| Average Total Artisan Sales per Farmers Market | \$ 94,051    | \$ 85,121    | 10%          |
| # FMs reporting                                | 90           | 93           | -3%          |

## Food Access Programs

|  | 2023         | 2022         | Y/Y % change |
|--|--------------|--------------|--------------|
| <b>Total SNAP EBT Redeemed at WSFMA FMs</b>          | \$ 1,155,206 | \$ 1,474,740 | -22%         |
| Average SNAP EBT per Farmers Market                  | \$ 12,836    | \$ 16,386    | -22%         |
| # FMs reporting                                      | 90           | 90           | 0%           |
| <b>Total SNAP Market Match Redeemed at WSFMA FMs</b> | \$ 1,109,554 | \$ 1,297,644 | -14%         |
| Average SNAP Market Match per Farmers Market         | \$ 12,060    | \$ 15,266    | -21%         |
| # FMs reporting                                      | 92           | 85           | 8%           |

|   | 2023         | 2022         | Y/Y % change |
|---|--------------|--------------|--------------|
| <b>Total SNAP Market Match Redeemed at FM and Farm Stands</b><br>Source: WS Dept of Health, Fruit & Vegetable Incentive Project, "Data by County- January to December 2023," DOH 340-412 April 2024 and "Data by County- January to December 2023," DOH 340-412 April 2023. | \$ 1,190,248 | \$ 1,470,401 | -19%         |
| # FMs reporting (includes non-WSFMA FMs)  | 111          | 105          | 6%           |

|  | 2023         | 2022         | Y/Y % change |
|--|--------------|--------------|--------------|
| <b>WIC &amp; Senior Farmers Market Nutrition Program</b><br>Source: WS Dept of Health, Redemption by County; Dec 2023 Food Access Forum presentation.; Washington State WIC CVB, WIC and Senior Farmers Market Nutrition Programs Farmers Markets and Farm Stores Redemption by County for 2023 (DOH 964-011). Note(s): Includes one FM in Idaho. Does not include redemptions at farm stands. | \$ 1,958,785 | \$ 1,719,212 | 14%          |
| Average FMNP per Farmers Market  | \$ 14,403    | \$ 12,735    | 13%          |
| Total Senior FMNP Redemptions  | \$ 1,568,283 | \$ 1,352,756 | 16%          |
| Total WIC FMNP Redemptions   | \$ 390,502   | \$ 366,456   | 7%           |
| WIC Fruit & Vegetable Benefits   | \$ 39,033    | N/A          |              |
| Senior FMNP Benefit Amount   | \$ 80        | \$ 80        | 0%           |
| WIC FMNP Benefit Amount  | \$ 28        | \$ 28        | 0%           |
| # FMs reporting (includes non-WSFMA FMs)   | 136          | 135          | 1%           |

|  | 2023         | 2022         | Y/Y % change |
|--|--------------|--------------|--------------|
| <b>WIC &amp; Senior Farmers Market Nutrition Program: Grower Sales</b><br>Source: Washington State WIC CVB, WIC and Senior Farmers Market Nutrition Programs Grower Redemption by County for 2023 (DOH 960-008). Note: includes sales from farm stands and includes Idaho, Oregon, Montana | \$ 2,361,817 | \$ 2,074,924 | 14%          |
| Senior FMNP Redemptions  | \$ 1,867,540 | \$ 1,634,848 | 14%          |
| WIC FMNP Redemptions   | \$ 446,966   | \$ 440,076   | 2%           |
| WIC Fruit & Vegetable Benefits   | \$ 47,312    | N/A          |              |
| Number of Growers Authorized to Accept FMNP  | 479          | 573          | -16%         |

|   | 2023    | 2022    | Y/Y % change |
|---|---------|---------|--------------|
| <b>Total number of pounds of food donated to food banks or pantries by farmers market and vendors</b> | 137,027 | 115,196 | 19%          |
| Average per Farmers Market  | 3,263   | 3,388   | -4%          |
| # FMs reporting   | 42      | 34      | 24%          |

Note: Many farmers markets did not track donations or their farmers donated directly. Data reflects only farmers markets that were able to report annual pounds donated.

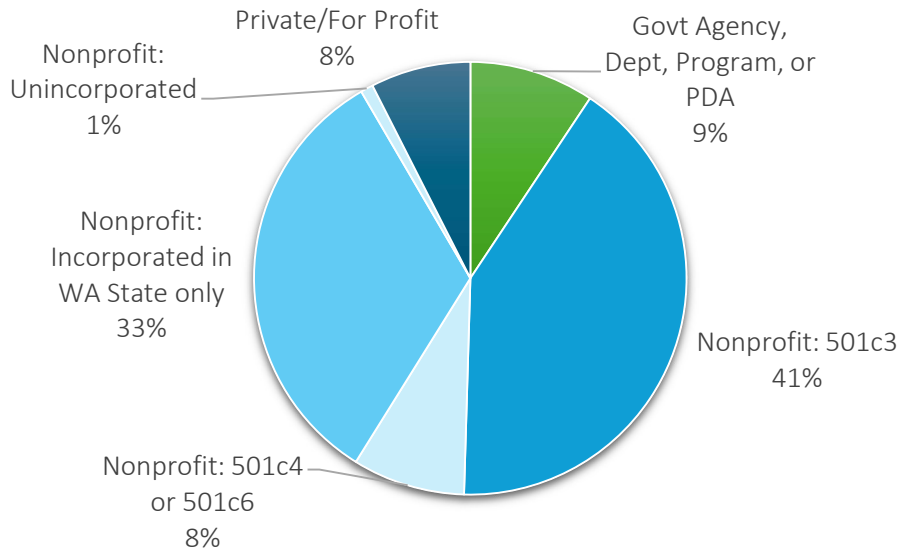
### Estimated Shoppers

|  | 2023      | 2022      | Y/Y % change |
|--|-----------|-----------|--------------|
| <b>Total Number of Total Shopper Visits for Season</b><br>Note: Reported annual shopper counts are rough estimates with a low degree of reliability. | 4,332,186 | 4,019,403 | 8%           |
| Average # of Annual Shopper Visits per Farmers Market  | 41,656    | 38,280    | 9%           |
| # FMs reporting  | 104       | 105       | -1%          |

## FARMERS MARKET ORGANIZATIONS

Behind every farmers market is a nonprofit organization, City or municipality, or private business that sets policy, raises money, hires a market manager and seasonal staff, recruits volunteers, ensures compliance with food safety, insurance, and other financial responsibilities, as well as administering food access programs, planning farmers market promotions, managing vendors, and ensuring the smooth market day operations.

### Farmers Market by Organizational Incorporation (n = 107)



|  | 2023 | 2022 | Y/Y % change |
|--|------|------|--------------|
| <b>% of Market Managers that were Paid (not volunteer)</b> | 93%  | 88%  | 5%           |
| # FMs reporting  | 107  | 112  | -4%          |

|  | 2023  | 2022  | Y/Y % change |
|--|-------|-------|--------------|
| <b>Total Number of Farmers Market Volunteers</b> | 2,000 | 1,492 | 34%          |
| Average # of Volunteers per Farmers Market       | 19    | 14    | 37%          |
| # FMs reporting                                  | 104   | 106   | -2%          |

|   | 2023  | 2022  | Y/Y % change |
|---|-------|-------|--------------|
| <b>Total Number of Community or Nonprofit Booths at Farmers Markets</b> | 1,153 | 1,037 | 11%          |
| Average # of Community Booths per Farmers Market                        | 12    | 10    | 17%          |
| # FMs reporting   | 100   | 105   | -5%          |