



WASHINGTON FARMERS MARKETS VITAL STATISTICS REPORT for 2024 / 2023

Colleen Donovan and Bear Martin, WSFMA

August 31, 2025

Contact: info@wafarmersmarkets.org or (206) 706-5198

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

Farmers markets are essential partners in creating market opportunities for farmers and fostering local food economies; engaging communities as shoppers and volunteers; activating downtowns, educating the public about food, agriculture, and healthy eating, as well as addressing food insecurity in Washington State. This report summarizes the statewide “vital statistics” for farmers markets by year.

Data is from the WSFMA unless otherwise noted. Individual farmers market organizations (FMO) provide prior year data by farmers market (FM) to the WSFMA with their annual membership application. Reported data is then cleaned and aggregated by the WSFMA. In 2025, 97% of member markets reported prior year data (n = 104).

Thank you to each and every farmers market for diligently collecting and reporting vendor sales and other vital market information. This work directly helps to inform policy makers, funders, partners, and others about the economic and community impacts of Washington State farmers markets.

Farmers Markets, Days & Vendors

	2024	2023	Y/Y % change
Number of WSFMA Member Farmers Markets	103	105	-2%
Number of Farmers Markets Reporting 2024 data	100	107	-7%
% FMs reporting	97%	102%	-5%

	2024	2023	Y/Y % change
Aggregated Number of Market Days	2,644	2,757	-4%
# of Year-Round FMs (>40 weeks/year)	11	10	10%
Average # of Market Days	26	26	0%

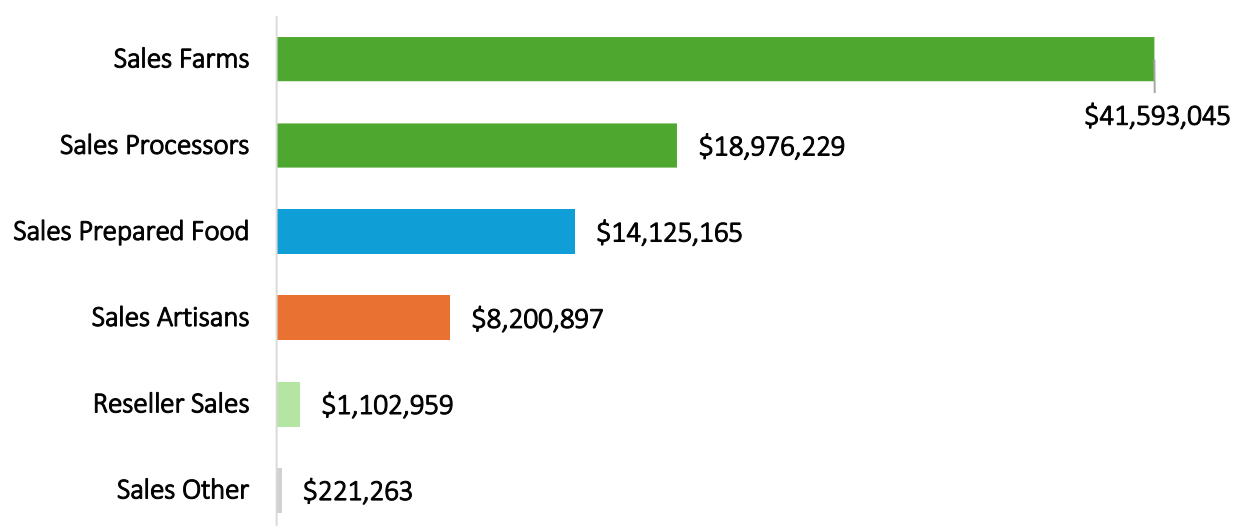
	2024	2023	Y/Y % change
Total Number of All Vendors Selling at FMs*	6,421	6,154	4%
Average # of Vendors per Farmers Market	64	58	10%
Total Number of All Farm Vendors Selling at FMs*	2,036	2,089	-3%
Average # of Farm Vendors per Farmers Market	20	19.5	2%

* Aggregated number of all market vendors at all markets; this is not the number of unique vendor businesses.

Vendor Sales

	2024	2023	Y/Y % change
Total Sales for All Vendors	\$ 84,223,257	\$ 80,922,771	4%
Average Total Vendor Sales per Farmers Market	\$ 842,233	\$ 756,288	11%
Average Total Vendor Sales per Market Day	\$ 31,854	\$ 29,352	9%

FIGURE 1. Total Sales by Vendor Category at WSFMA Member Farmers Markets, 2024 (n=100)



	2024	2023	Y/Y % change
Total Sales for All Farm Vendors*	\$ 41,593,045	\$ 40,545,551	3%
Average Farm Sales per Farmers Market	\$ 415,930	\$ 378,930	10%
Average Farm Sales per Market Day	\$ 15,731	\$ 14,706	7%
% of Total Vendor Sales from Farm Vendors	49.4%	50.1%	-1%

* Farm vendors are those that grow, raise, and harvest what they sell; AND those that process value added products with ingredients that they grow, raise, and harvest. Source: WSFMA "Roots Guidelines."

	2024	2023	Y/Y % change
Total Sales for All Reseller Vendors	\$ 1,102,959	\$ 1,040,366	6%
Average Reseller Sales per Farmers Market (with Resellers)	\$ 33,423	\$ 52,018	-36%
# FMs reporting	33	20	65%

	2024	2023	Y/Y % change
Total Sales for All Processor Vendors	\$ 18,976,229	\$ 17,844,457	6%
Average Processor Sales per Farmers Market	\$ 197,669	\$ 185,880	6%
# FMs reporting	96	96	0%

* Processors vendors are those that process value added products with ingredients that they purchase from external sources. Source: WSFMA "Roots Guidelines."

	2024	2023	Y/Y % change
Total Sales for All Prepared Food Vendors	\$ 14,125,165	\$ 12,789,872	10%
Average Prepared Food Sales per Farmers Market	\$ 142,678	\$ 127,899	12%
# FMs reporting	99	100	-1%

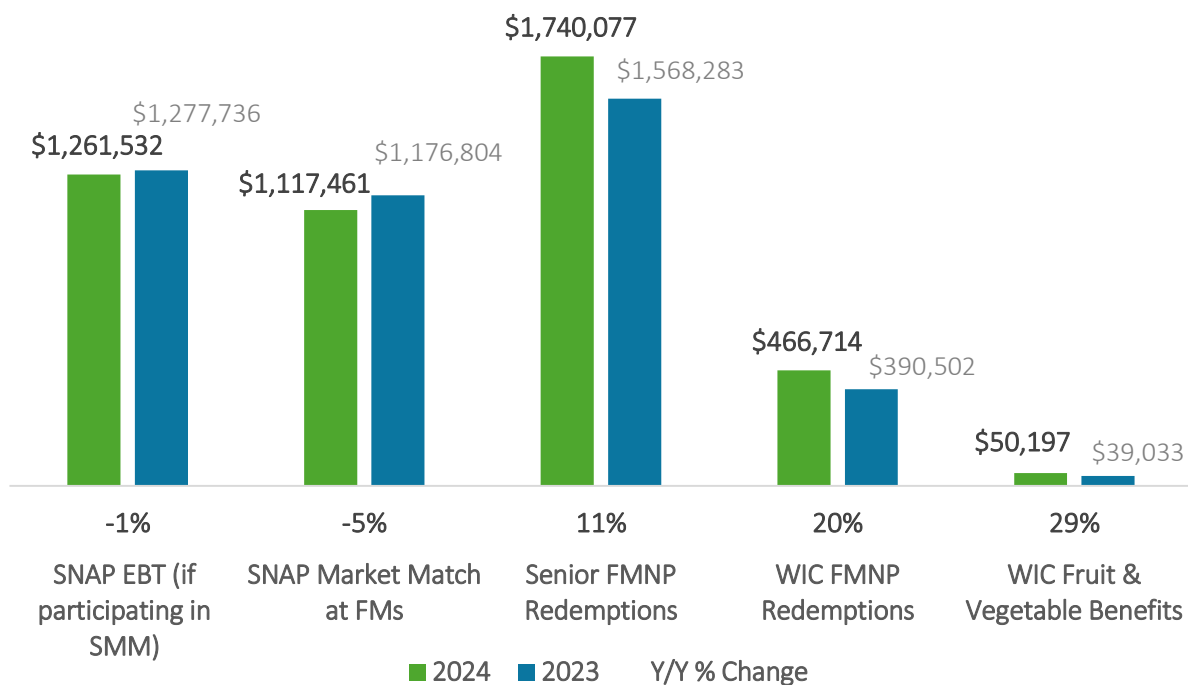
	2024	2023	Y/Y % change
Total Sales for All Artisan Vendors	\$ 8,200,897	\$ 8,464,633	-3%
Average Artisan Sales per Farmers Market	\$ 93,192	\$ 94,051	-1%
# FMs reporting	88	90	-2%

Food Access Programs

In 2024, families spent a reported \$4,778,889 in food access benefits at farmers markets to buy fruits, vegetables, and other foods directly from Washington farmers and food businesses¹. This represents approximately 5.6% of all reported vendor sales at farmers markets for the year.

While Supplemental Nutrition Assistance Program (SNAP) is the most frequently recognized public food assistance program able to be used at farmers markets, the Farmers Market Nutrition Program (FMNP) is the largest. FMNP is also only able to be used for five months a year, from June to October. Mirroring national trends, SNAP spending at farmers market has declined year over year, along with its companion incentive program called SNAP Market Match². Please see the WSFMA website for more information: <https://wafarmersmarkets.org/shopper-info/>

FIGURE 2. Redemptions in Food Access Programs at Washington Farmers Markets, 2023 and 2024, and Year Over Year Percentage Change



¹ This total includes the \$142,908 of Fresh Bucks redeemed at 14 farmers markets in Seattle in 2024.

² Data for the redemptions of SUN Bucks or Summer EBT at farmers market were unavailable.

	2024	2023	Y/Y % change
Total SNAP Redeemed at All Markets participating in SNAP Market Match* Source: WS Dept of Health, Fruit & Vegetable Incentive Project, personal communication (12/17/2024, 8/7/2025, 8/11/2025).	\$ 1,261,532	\$ 1,277,736	-1%
Average SNAP Redeemed per Farmers Market	\$ 11,264	\$ 11,511	-2%
# FMs reporting (includes non-WSFMA FMs)	112	111	1%

* Notes: In 2024, there were 6 farmers markets that accepted SNAP EBT, but did not participate in the SNAP Market Match program. Their data is not available.

Data is also not available for the amount of SUN Bucks (or Summer EBT) redeemed at farmers markets.

	2024	2023	Y/Y % change
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Project, "Data by County- January to December 2023" (DOH 340-412 April 2024); "Data by County- January to December 2024" (DOH 340-412 June 2025).	\$ 1,126,010	\$ 1,190,248	-5%
Total SNAP Market Match Redeemed at FMs Source: WS Dept of Health, Fruit & Vegetable Incentive Project, personal communication (4/30/2024, 8/7/2025, 8/11/2025).	\$ 1,117,461	\$ 1,176,804	-5%
Total Transactions	47,957	49,376	-3%
Number of Unique Shoppers	18,446	17,235	7%
Average SNAP Market Match Redeemed per Market	\$ 9,977	\$ 10,602	-6%
Average SNAP Market Match Received per Transaction	\$ 23.30	\$ 23.83	-2%
Average SNAP Market Match Received per Unique Shopper	\$ 60.58	\$ 68.28	-11%
Maximum amount of SNAP Market Match available to shoppers per day at most farmers markets*	\$ 25.00	\$ 25.00	0%
# FMs reporting (includes non-WSFMA FMs)	112	111	1%

* FMs in Seattle and 11 FMs in other WA cities offer unlimited SNAP Market Match by raising funds on their own.

	2024	2023	Y/Y % change
WIC & Senior Farmers Market Nutrition Program at FMs Source: WS Dept of Health, Washington State WIC CVB, WIC and Senior Farmers Market Nutrition Programs Farmers Markets and Farm Stores Redemption by County for 2023 (DOH 964-011); for 2024 (DOH 964-011).	\$ 2,256,988	\$ 1,997,819	13%
Average WIC & Senior FMNP per Farmers Market	\$ 17,496	\$ 14,690	19%
Total Senior FMNP Redemptions	\$ 1,740,077	\$ 1,568,283	11%
Total WIC FMNP Redemptions	\$ 466,714	\$ 390,502	20%
WIC Fruit & Vegetable Benefit Redemptions	\$ 50,197	\$ 39,033	29%
Senior FMNP Benefit Amount	\$ 80.00	\$ 80.00	0%
WIC FMNP Benefit Amount	\$ 30.00	\$ 28.00	7%
# FMs reporting (includes non-WSFMA FMs)	129	136	-5%

	2024	2023	Y/Y % change
Farmers Market Nutrition Program: Grower Sales Source: Washington State WIC CVB, WIC and Senior Farmers Market Nutrition Programs Grower Redemption by County for 2023 (DOH 960-008), for 2024 (DOH 960-008). Note: includes sales from farm stands and includes Idaho, Oregon, Montana	\$ 2,695,329	\$ 2,361,817	14%
Senior FMNP Redemptions	\$ 2,016,429	\$ 1,867,540	8%
WIC FMNP Redemptions	\$ 534,977	\$ 446,966	20%
WIC Fruit & Vegetable Benefits	\$ 61,727	\$ 47,312	30%
Number of Growers with FMNP >\$0 in Redemptions (personal communication)	439	433	1%

Estimated Shoppers

	2024	2023	Y/Y % change
Total Number of Shopper Visits for Season Note: Reported annual shopper counts are rough estimates with a low degree of reliability.	4,332,575	4,332,186	0%
Average # of Annual Shopper Visits per Farmers Market	45,131	41,656	8%
# FMs reporting	96	104	-8%

FARMERS MARKET ORGANIZATIONS

Farmers market organizations are incorporated in a variety of ways. They are responsible for setting policy, raising money, hiring a market manager and seasonal staff, recruiting volunteers, ensuring compliance with food safety, insurance, and other financial responsibilities, as well as administering food access programs, planning promotions, managing vendors, and ensuring the smooth market day operations.

FIGURE 3. Farmers Markets by Organizational Incorporation (n=103)

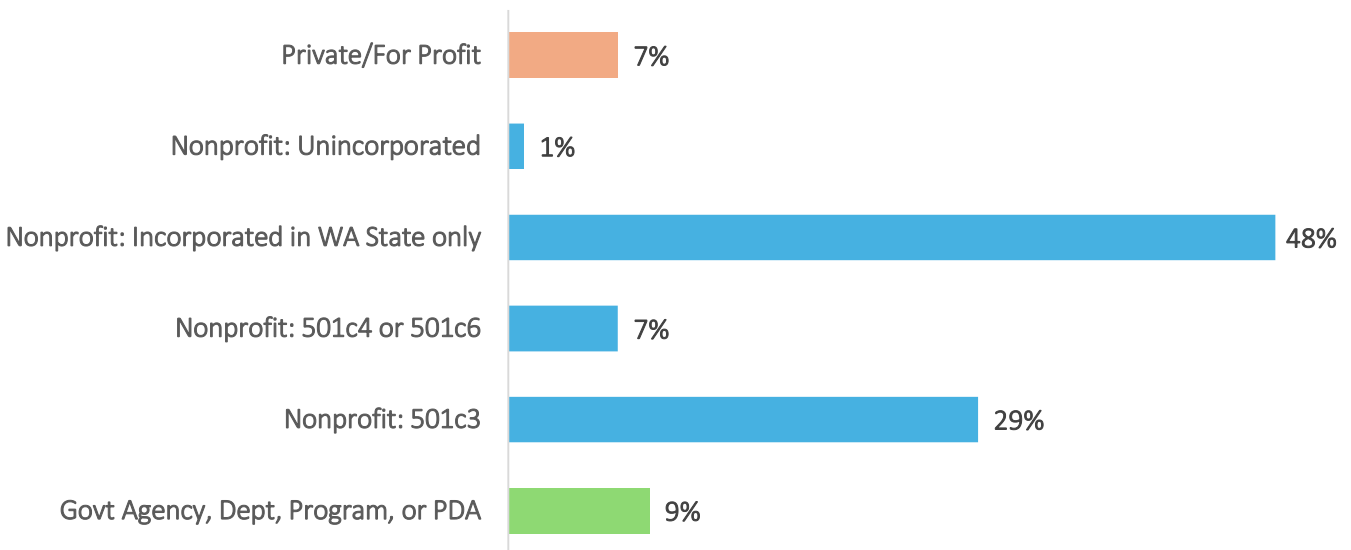
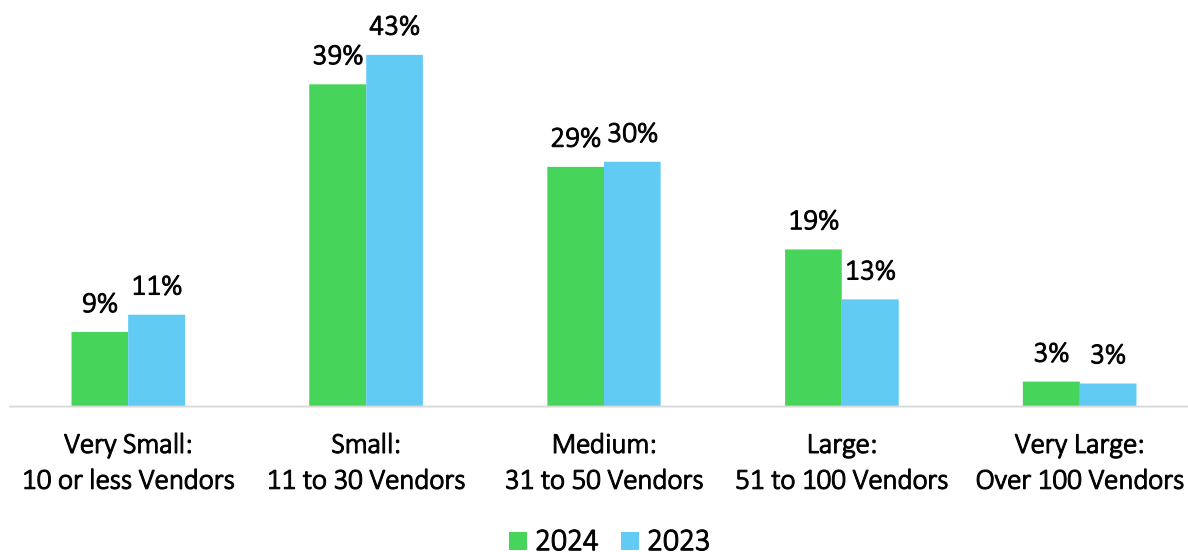


FIGURE 4. Farmers Markets by Market Size. (Based on Average Number of Vendors during Peak Season) (n=99)



	2024	2023	Y/Y % change
% of Market Managers that were Paid (not volunteer)	92%	93%	0%
# FMs reporting	103	107	-4%

	2024	2023	Y/Y % change
Total Number of Farmers Market Volunteers	1,661	2,000	-17%
Average # of Volunteers per Farmers Market	18	19	-7%
# FMs reporting	93	104	-11%

	2024	2023	Y/Y % change
Total Number of Community Booths at Farmers Markets	1,398	1,153	21%
Average # of Community Booths per Farmers Market	15	12	32%
# FMs reporting	92	100	-8%

Find a Farmers Market



Search the [Find A Market](#) online directory and search by County, Market Day, Months Open, and Food Access Programs.

Pick up a statewide [Washington Farmers Market Directory](#) at WSFMA farmers markets' Information Booth, local visitor center, Extension office, Chamber of Commerce, or email the WSFMA.

Pick up a [Regional Farmers Market Directory](#) at local WIC clinics, Senior centers, food banks, or your farmers market's Information Booth. Free and available in English, Spanish, Vietnamese, and Russian. Farmers markets are listed by County and indicate if they accept WIC & Senior FMNP, SNAP, SNAP Market Match, and in Seattle only, Fresh Bucks.