

King County Farmers Markets: 2024/2023

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This report and other farmers market data is available at <https://wafarmersmarkets.org/farmers-market-support/farmers-market-data/>

Farmers Markets Overview



Carnation Farmers Market



Shoreline Farmers Market



Produce on Pike



Queen Anne Farmers Market



Tukwila Village Farmers Market

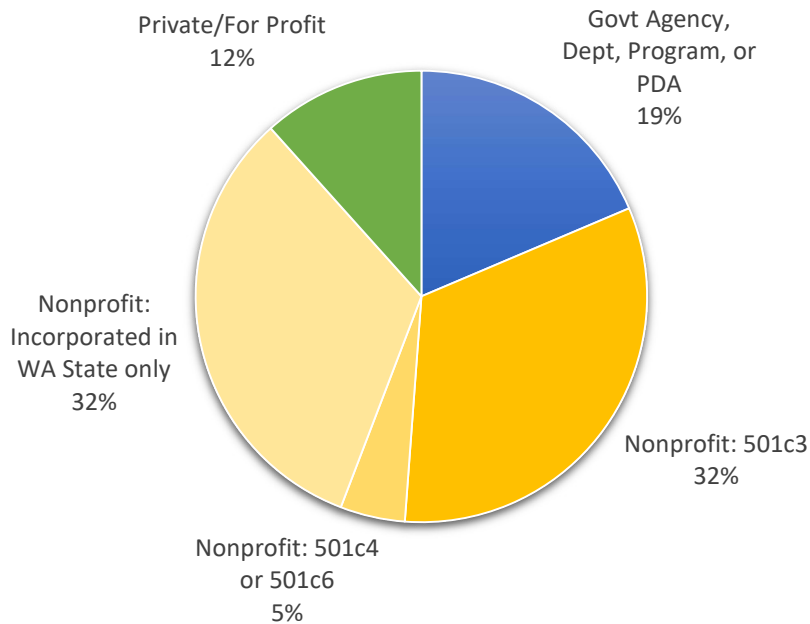
This report provides primary data on farmers markets in King County, Washington, quantifying their important roles in local food economies, community life, and as a key partner in food access programs. Data is collected by the Washington State Farmers Market Association (WSFMA) through an annual membership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

Number of Farmers Markets. In 2024, there were 41 farmers markets in operation in King County and there are 44 in 2025, an increase of 3 (Appendix 1). A farmers market is defined as a temporary event at a unique location with an average of at least 5 farm vendors over the season. Keeping the focus on agriculture, most of the aggregated vendor sales at a farmers market should be from farms and processors using agricultural ingredients grown/harvested in WA¹. Currently, 84% of farmers markets in King County are members of the Washington State Farmers Market Association (www.FindAMarket.org).

¹ Informed by the WSFMA's [Roots Guidelines](#), this definition aligns with the Farmers Market Nutrition Program WAC and the Washington State Liquor and Cannabis Board RCWs.

Farmers Market Organizations. The 44 farmers markets in King County are managed by 25 independent organizations or municipalities; 70% are nonprofit organizations, while 19% are run by a government agency such as a city or Public Development Authority, and a smaller proportion (12%) are for-profit entities (Figure 1). How a farmers market is incorporated has a direct relationship to its mission, its capacity for staffing, physical infrastructure, and ways in which operational funds are raised.

Figure 1. King County Farmers Markets by Type of Organization, 2025 (n=43)



Farmers Market Sizes. Farmers markets have a wide range of market days per year, numbers of vendors, and number of shoppers. To compare market size, the “number of vendors on a typical market day during peak season” is used and serves as a proxy for the market footprint and management needs. King County has a range of farmers market sizes, from “very small” with 10 or less vendors, to “large” with 51 to 100 vendors and “very large” with over 101 vendors on a typical day during peak season. The size of a farmers market has a direct relationship to the management structures and complexity it needs, as well as its ability to recruit and retain vendors.

Market Days. In King County, farmers markets were open, on average, 24 days a year. There are five year-round farmers markets in King County which is highly unusual for Washington State. More and more farmers markets are adding on pre-season, Harvest or Holiday Farmers Markets to their regular season. All but one farmers market operated one day a week; the Capitol Hill Farmers Market operated on both Tuesday and Sundays².

² Pike Place Market operates 7 days a week; however, it is classified as a Public Market instead of a farmers market.

King County Farmers Markets Keep Growing

In 2024, King County farmers markets collectively reported a record of over \$41.6 million in total vendor sales, an increase of 3% from the prior year. These are aggregated sales from all vendors and represent direct, retail sales for hundreds of independent, small businesses. Farmers markets in Seattle reported over \$28 million in total vendor sales, an increase of 3%. Farmers markets in King County, and outside of Seattle, reported total vendor sales of \$13.6 million.

The total sales of farm vendors (businesses that raise or grow everything they sell or make into value-added products) at King County farmers markets was \$22.6 million in 2024, an increase of 2%. Farm vendors at farmers markets in Seattle reported \$16.9 million in sales, an increase of 2%. Farmers markets in King County, and outside of Seattle, reported total farm vendor sales of over \$5.6million.

In 2024, King County farmers markets reported record number of market days. The combined number of market days totaled 954, an increase of 5%. Each farmers market day is an opportunity for shoppers to buy directly from vendors, and for vendors to connect one-on-one with shoppers and create real-time, retail sales. More and more farmers markets are adding a harvest, holiday, or winter market to extend their seasonal schedule. While difficult to reliably estimate, King County farmers markets collectively reported over 2.1 million shoppers in 2024.

King County Farmers Markets are Vital to the Local Food Economies

Farm vendors collectively represent the largest portion of King County farmers market sales (54%). The total reported number of farm vendors selling at King County farmers markets in 2024 was 865, with an average of 21 farm vendors per farmers market. This represents the number of direct sales opportunities for farm businesses created by farmers markets.

For many of the over 2 million shoppers, their only real contact with farmers is at their farmers market. Farmers markets are on the frontlines of teaching people, one by one, where their food comes from and helping them to create personal connections to farmers and specific places. Farmers markets help people care about food, farming, and agriculture.

Farmers markets help launch beginning farmers who are learning to manage food production, marketing, and running a business. New farmers get direct feedback from their customers (their “blacktop R&D department”) every week about what they like, how much they will pay, and how to set up the best presentation in the booth. Farmers market managers and other vendors also offer a built-in network to share resources, problem-solve issues, and offer help when life intervenes as well as celebrating the season’s victories.

As with other forms of direct marketing, farmers markets allow farmers to decide for themselves which varieties of crops to grow or livestock breeds to raise, helping to keep heirloom varieties and heritage breeds in production and in the marketplace. At farmers markets, shoppers can still find their favorite varieties and try varieties that are not available in grocery stores.

King County Farmers Markets Support Small Businesses & Entrepreneurship

Farmers markets range widely in terms of the number of small businesses they serve. The total reported number of all vendors selling at King County farmers markets in 2024 was 2,614, a 13% increase from 2023. This represents the aggregate number of direct sales opportunities for small businesses created by farmers markets and the scale of impact that they are making.

Farmers markets are low-risk ways for farmers, who have their resources spread thin, to launch a new business. With a booth and minimal infrastructure, farmers and other entrepreneurs learn about food safety, risk management, signage requirements, weights and measures, food access programs, and payment options. The farmers market's organizers do the back-end work to attract shoppers, secure the location, provide public safety, and create a fun atmosphere.

King County Farmers Markets are Essential Food Access Partners

Farmers markets do much of the back-end work so that farmers can participate in SNAP, SNAP Market Match, and the WIC and Senior Farmers Market Nutrition Program (FMNP). Farmers markets in the City of Seattle also participate in the Fresh Bucks food access program. Farmers markets' work includes training, promotions, following USDA regulations, vendor education, and a lot of accounting.

In 2024, statewide, WA families used over \$4.6 million in food access benefits to buy fresh fruits, vegetables, and other staples directly from farmers and food businesses at farmers markets. This is a win-win-win for local families, businesses, and markets.

King County typically reports the highest total redemptions in the state for the Women Infants and Children (WIC) and Senior Farmers Market Nutrition Program. Since 2023, when FMNP transitioned to an electronic benefit, the Washington State Department of Health has been unable to report the total FMNP sales at farmers markets by city or county. The only data currently available is for King County produce and honey farmers who were authorized to accept FMNP at farmers markets or farm stands; grower sales were \$140,259 in 2024, a decrease of 5% from 2023.

The Supplemental Nutrition Assistance Program (SNAP) was accepted at 29 King County farmers markets and Pike Place Market in 2024. The total SNAP redeemed at farmers markets in 2024 was over \$476,000, a decline of 7%. The SNAP Market Match program in King County declined 7% in 2024 to \$463,697. SNAP Market Match gives shoppers up to \$25 per day at participating farmers markets and farm stands; in the City of Seattle, the SNAP Market Match is unlimited. Shoppers with SNAP Market Match can buy fresh fruits, vegetables, cut herbs, mushrooms, and food-producing plant starts at farmers markets.

The City of Seattle runs an additional food access program called "Fresh Bucks". Farmers markets in Seattle accept Fresh Bucks, along with other retail partners such as farm stands, independent grocers, and supermarkets. In 2024, vendors at 14 Seattle farmers markets redeemed \$142,908 in Fresh Bucks. Please see <https://www.seattlefreshbucks.org/> for more information.

In addition, many farmers markets and vendors give generously to their local food banks or pantries. The total number of pounds donated in 2024 increased 4% to nearly 142,000 pounds from 19 farmers

markets. This does not include markets that did not track donations, partnered with gleaning organizations, or if donations were made by vendors directly to the food bank or pantry.

King County Farmers Markets Bring Communities Together

Most (70%) of farmers markets are run by community-based nonprofit organizations. The market manager, seasonal staff, and volunteers ensure 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. In 2024, King County farmers markets reported a total of 789 volunteers, representing a decrease of 31%. Volunteers show both the need for continued support and the dedication of community members to contribute to their farmers market.

King County Farmers Markets Data

Number of Farmers Markets	2024	2023	Difference	% change
Number of Farmers Markets Open	42	39	3	8%
Number of Farmers Markets Reporting	40	39	1	3%
% FMs reporting	95%	100%	-5%	-5%

Farmers Markets' Days	2024	2023	Difference	% change
Aggregated Number of Market Days	954	945	48	5%
# of Year-Round FMs (>40 weeks/year)	5	5	0	0%
Average # of Market Days	24	24	0	0%
# FMs reporting	40	39	1	3%

Farmers Markets' Vendors	2024	2023	Difference	% change
Total of All Vendors Selling at FMs	2614	2,323	291	13%
Average # of Vendors per Farmers Market	65	60	6	10%
# FMs reporting	40	39	1	3%
Total of All Farms Vendors Selling at FMs	865	839	26	3%
Average # of Farm Vendors per FM	21	21	0	0%
# FMs reporting	40	39	1	3%

Farmers Markets' Sales	2024	2023	Difference	% change
Total Sales for All Vendors	\$41,655,408	\$40,428,973	\$1,226,435	3%
Average All Vendor Sales per Farmers Market	\$1,096,195	\$1,063,920	\$32,275	3%
Average All Vendor Sales per Market Day	\$43,664	\$42,782	\$882	2%
# FMs reporting	38	38	0	0%
Total Sales for All Farm Vendors	\$22,601,094	\$22,230,431	\$370,663	2%
Average Farm Sales per Farmers Market	\$610,840	\$585,011	\$25,829	4%
Average Farm Sales per Market Day	\$23,691	\$23,524	\$167	1%
# FMs reporting	37	38	-1	-3%
% of All Vendor Sales from All Farm Vendors	54%	55%	-1%	-1%

Farmers Markets' Food Access	2024	2023	Difference	% change
Total SNAP EBT redeemed at FMs participating in SNAP Market Match Source: WS Dept of Health, Fruit and Vegetables Incentives Program/GusNIP Project	\$476,406	\$511,269	\$(34,863)	-7%
Aggregated Total Number of Transactions	16,401	17,862	(1,461)	-8%
Average SNAP EBT \$ per Transaction	\$29	\$29	0	0%
Average SNAP EBT per FM	\$16,428	\$15,977	451	3%
# FMs reporting (includes Pike Place Market)	29	32	-3	-9%
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$463,697	\$498,998	\$(35,301)	-7%
Average SNAP Market Match per Farmers Market	\$15,990	\$15,594	\$396	3%
# FMs reporting (includes Pike Place Market)	29	32	-3	-9%
Farmers Market Nutrition Program: WIC & Senior King County Growers Source: WS Dept of Health, Grower Redemption Report by County	\$140,259	\$148,105	\$(7,846)	-5%
FMNP WIC	\$8,206	\$9,408	\$(1,202)	-13%
WIC Fruit & Vegetable Benefit (CVB)	\$2,193	\$1,889	\$304	16%
FMNP Senior	\$129,660	\$136,808	\$(7,148)	-5%
Total number of pounds of food donated by farmers market and vendors	141,738	136,055	5683	4%
Average per Farmers Market	7460	8003	-543	-7%
# FMs reporting >0#	19	17	2	12%

Farmers Markets' Shoppers	2024	2023	Difference	% change
Total Number of Shopper Visits for Season	2,140,663	2,002,617	138046	7%
Average # of Annual Shopper Visits per Farmers Market (not unique)	56,333	55,628	705	1%
# FMs reporting	38	36	2	6%

Farmers Markets' Human Resources	2024	2023	Difference	% change
% of Market Managers that were Paid (not Volunteers)	98%	100%	-3%	-3%
# FMs reporting	40	39	1	3%
Aggregated Number of Farmers Market Volunteers	789	1,151	-362	-31%
Average # of Volunteers per Farmers Market	23	35	-12	-33%
# FMs reporting at least 1 volunteer	34	33	1	3%

Seattle Farmers Markets Data

Farmers Markets Open	2024	2023	Difference	% change
Number of Farmers Markets Open	15	14	1	7%
Number of Farmers Markets Reporting	15	14	1	7%
% FMs reporting	100%	100%	0%	0%

Farmers Markets' Days	2024	2023	Difference	% change
Aggregated Number of Market Days	441	427	14	3%
# of Year-Round FMs (>40 weeks/year)	4	4	0	0%
Average # of Market Days	29	31	-1	-4%
# FMs reporting	15	14	1	7%

Farmers Markets' Vendors	2024	2023	Difference	% change
Total of All Vendors Selling at FMs (not unique)	874	783	91	12%
Average # of Vendors per Farmers Market	58	56	2	4%
# FMs reporting	15	14	1	7%
Total of All Farms Vendors Selling at FMs (not unique)	443	407	36	9%
Average # of Farm Vendors per Farmers Market	29.53	29.07	0.46	2%
# FMs reporting	15	14	1	7%

Farmers Markets' Sales	2024	2023	Difference	% change
Total Sales for All Vendors	\$28,020,420	\$27,295,703	\$724,717	3%
Average All Vendor Sales per Farmers Market	\$1,868,028	\$1,949,693	\$(81,665)	-4%
Average All Vendor Sales per Market Day	\$63,538	\$63,924	\$(386)	-1%
# FMs reporting	15	14	1	7%
Total Sales for All Farm Vendors	\$16,930,630	\$16,670,130	\$260,500	2%
Average Farm Sales per Farmers Market	\$1,209,331	\$1,190,724	\$18,607	2%
Average Farm Sales per Market Day	\$38,391	\$39,040	\$(649)	-2%
# FMs reporting	14	14	0	0%
% of All Vendor Sales from All Farm Vendors	60%	61%	-1%	-1%

Farmers Markets' Food Access	2024	2023	Difference	% change
Total SNAP EBT redeemed at FMs participating in SNAP Market Match Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$370,645	\$395,887	-25242	-6%
Aggregated Total Number of Transactions	10,766	12,828	-2062	-16%
Average SNAP EBT \$ per Transaction	\$34.43	\$30.86	4	12%
Average SNAP EBT per FM	\$26,475	\$24,743	1732	7%
# FMs reporting (includes Pike Place Market)	14	16	-2	-13%

Farmers Markets' Food Access	2024	2023	Difference	% change
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$356,678	\$397,483	\$(40,805)	-10%
Average SNAP Market Match per Farmers Market	\$25,477	\$24,843	\$634	3%
# FMs reporting (includes Pike Place Market)	14	16	-2	-13%
Total Fresh Bucks Redeemed	\$142,908			
# FMs reporting	14			
Total number of pounds of food donated by farmers market and vendors	116,541	99,004	17537	18%
Average per Farmers Market	9,712	11,000	-1289	-12%
# FMs reporting >0#	12	9	3	33%

Farmers Markets' Shoppers	2024	2023	Difference	% change
Total Number of Shopper Visits for Season	1,406,062	1,289,103	116,959	9%
Average # of Annual Shopper Visits per Farmers Market*	93,737	92,079	1,659	2%
# FMs reporting	15	14	1	7%

Farmers Markets' Human Resources	2024	2023	Difference	% change
% of Market Managers that were Paid (not volunteers)	100%	100%	0%	0%
# FMs reporting	15	14	1	7%
Aggregated Number of Farmers Market Volunteers	186	242	-56	-23%
Average # of Volunteers per Farmers Market	16	24	-9	-36%
# FMs reporting at least 1 volunteer	12	10	2	20%

Data for Farmers Markets in Other King County Cities (Excluding Seattle)

Farmers Markets Open	2024	2023	Difference	% change
Number of Farmers Markets Open	27	25	2	8%
Number of Farmers Markets Reporting	25	25	0	0%
% FMs reporting	93%	100%	-7%	-7%

Farmers Markets' Days	2024	2023	Difference	% change
Aggregated Number of Market Days	513	518	-5	-1%
# of Year-Round FMs (>40 weeks/year)	1	1	0	0%
Average # of Market Days	21	21	0	0%
# FMs reporting	25	25	0	0%

Farmers Markets' Vendors	2024	2023	Difference	% change
Total of All Vendors Selling at FMs	1740	1,540	200	13%
Average # of Vendors per Farmers Market	70	62	8	13%
# FMs reporting	25	25	0	0%
Total of All Farms Vendors Selling at FMs*	422	432	-10	-2%
Average # of Farm Vendors per FM	17	17	0	0%
# FMs reporting	25	25	0	0%

Farmers Markets' Sales	2024	2023	Difference	% change
Total Sales for All Vendors	\$13,634,988	\$13,133,270	501718	4%
Average All Vendor Sales per Farmers Market	\$592,826	\$547,220	45606	8%
Average All Vendor Sales per Market Day	\$26,579	\$25,354	1225	5%
# FMs reporting	23	24	-1	-4%
Total Sales for All Farm Vendors	\$5,670,465	\$5,560,301	110164	2%
Average Farm Sales per Farmers Market	\$246,542	\$231,679	14863	6%
Average Farm Sales per Market Day	\$11,054	\$10,734	319	3%
# FMs reporting	23	24	-1	-4%
% of All Vendor Sales from All Farm Vendors	42%	42%	0%	0%

Farmers Markets' Food Access	2024	2023	Difference	% change
Total SNAP EBT redeemed at FMs participating in SNAP Market Match Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$105,761	\$115,382	\$(9,621)	-8%
Aggregated Total Number of Transactions	5,635	5,034	\$601	12%
Average SNAP EBT \$ per Transaction	\$18.77	\$22.92	\$(4)	-18%
Average SNAP EBT per FM	\$7,051	\$7,211	\$(161)	-2%
# FMs reporting (includes Pike Place Market)	15	16	-1	-6%
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$107,019	\$101,515	\$5,504	5%
Average SNAP Market Match per Farmers Market	\$7,135	\$6,345	\$790	12%
# FMs reporting (includes Pike Place Market)	15	16	-1	-6%
Total number of pounds of food donated by farmers market and vendors	25,197	37,051	-11854	-32%
Average per Farmers Market	3,600	4,631	-1032	-22%
# FMs reporting >0#	7	8	-1	-13%

Farmers Markets' Shoppers	2024	2023	Difference	% change
Total Number of Shopper Visits for Season	734,601	713,514	21087	3%
Average # of Annual Shopper Visits per Farmers Market*	31,939	32,432	-493	-2%
# FMs reporting	23	22	1	5%

Farmers Markets' Human Resources	2024	2023	Difference	% change
% of Market Managers that were Paid	96%	100%	-4%	-4%
# FMs reporting	25	25	0	0%
Aggregated Number of Farmers Market Volunteers	603	909	-306	-34%
Average # of Volunteers per Farmers Market	27	40	-12	-31%
# FMs reporting at least 1 volunteer	22	23	-1	-4%

Appendix 1. King County Farmers Markets, 2025-2023

Farmers Market	Farmers Market Organization	2025	2024	2023
1. Auburn International Farmers Market	City of Auburn			
2. Ballard Farmers Market^	Seattle FM Association (SFMA)			
3. Bellevue Farmers Market	FM nonprofit			
4. Burien Farmers Market	Discover Burien			
5. Capitol Hill Farmers Market^	Neighborhood FM (NFM)			
6. Carnation Farmers Market	FM nonprofit			
7. Columbia City Farmers Market^	Neighborhood FM (NFM)			
8. Crossroads Farmers Market (Bellevue) *	Crossroads Bellevue			
9. Delridge Farmers Market^*	African Community Housing & Dev.			
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 Federal Way			
14. Georgetown Farmers Market (Seattle)*	Georgetown Business Association	trial	--	--
15. Issaquah Farmers Market	City of Issaquah			
16. Juanita Friday Market *	City of Kirkland			
17. Kenmore Farmers Market	Northshore Farmers Markets			
18. Kent Farmers Market	Living Well Kent			
19. Kirkland Wednesday Market	FM nonprofit			
20. Lake City Farmers Market^	Neighborhood FM (NFM)			
21. Lake Forest Park Farmers Market	Third Place Commons			
22. Madison Park Farmers Market^	Seattle FM Association (SFMA)	new	--	--
23. Madrona/Central District Farmers Market^	Seattle FM Association (SFMA)			
24. Magnolia Farmers Market^	Neighborhood FM (NFM)			
25. Maple Valley Farmers Market*	FM nonprofit			
26. Mercer Island Farmers Market	FM nonprofit			
27. Normandy Park Farmers Market*	FM nonprofit		new	--
28. North Bend Farmers Market	Mt Si Metro Parks			
29. Phinney Farmers Market^	Neighborhood FM (NFM)			
Pike Place Market - City Hall Plaza^	Pike Place Market PDA^	closed	closed	
30. Pike Place Market - First Hill^	Pike Place Market PDA			
31. Pike Place Market - South Lake Union^	Pike Place Market PDA			
32. Produce on Pike^	Pike Place Market PDA	new	pilot	--
33. Queen Anne Farmers Market^	FM nonprofit			
34. Redmond Saturday Market *	FM nonprofit			
35. Renton Farmers Market	City of Renton			
36. Sammamish Farmers Market	Chamber of Commerce			
37. SeaTac Farmers Market*	African Community Housing & Dev.	new	new	--
38. Shoreline Farmers Market	FM nonprofit			
39. Tukwila Farmers Market	City of Tukwila	new	--	--
40. Tukwila Village Farmers Market	New Roots/IRC (2025)			
41. University District Farmers Market^	Neighborhood FM (NFM)			
42. Vashon Island Farmers Market	Vashon Island Growers Assn			
43. Wallingford Farmers Market^	Seattle FM Association (SFMA)			
44. West Seattle Farmers Market^	Neighborhood FM (NFM)			
45. Woodinville Farmers Market	Northshore Farmers Markets			

^ Farmers market is included in City of Seattle market data. * Indicates that farmers market is not a member of WSFMA in 2025.