



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION



2025 VENDOR  
SURVEY

# What do Vendors think of Farmers Markets?



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

Est. 1979

**Colleen Donovan**

2026 WSFMA Conference  
February 20-21, 2026  
Kitsap Conference Center  
Bremerton, WA

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[www.wafarmersmarkets.org](http://www.wafarmersmarkets.org)



**LAY'S® | Last Harvest | Super Bowl LX Commercial**

## 204 Comments

☰ Sort by

 Add a comment...

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@Hannah-wd8pu 8 days ago

Ok, well now I'm sobbing over a potato chip commercial.

 169  Reply

9 replies 



@msuhajda85 5 days ago

What a beautiful ad. I didn't expect to tear up from a chip commercial. Whomever was behind this ad deserves a raise.

 54  Reply

2 replies 



@kenwalters216 5 days ago

Best commercial of the Super Bowl this year

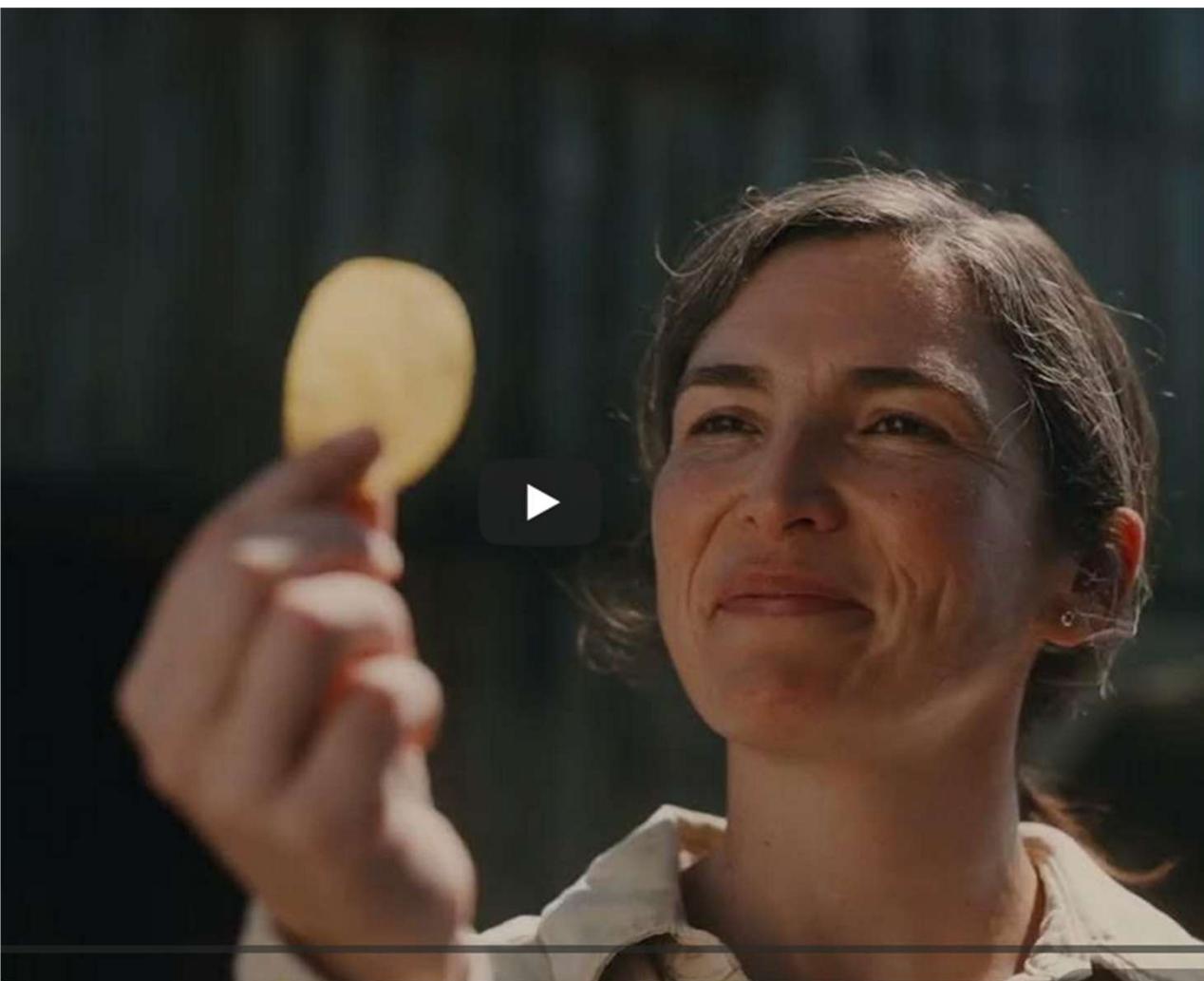
 19  Reply



@cyclonerulzzz5818 6 days ago

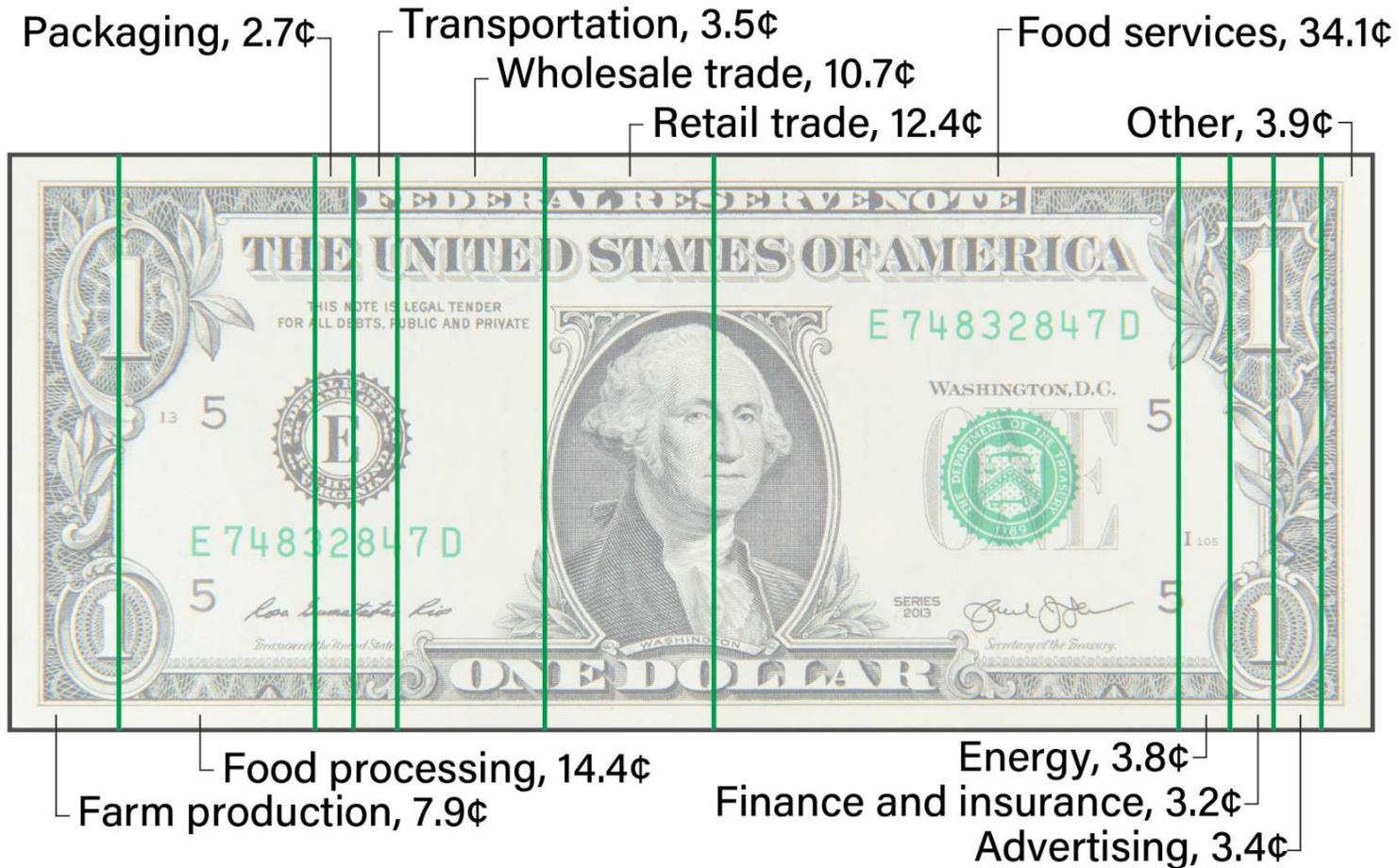
This type of ad will always have me balling and I don't even have kids.

  Reply



# Farm production receives fifth largest share of U.S. food dollar among industries along supply chain

2022 Food Dollar Series: Industry group series



Note: These food dollar estimates reflect shares of each nominal, or unadjusted for inflation, dollar spent on domestically produced food in a year. **Other** includes two industry groups: Agribusiness (2.1 cents) and Legal and accounting (1.8 cents). Agribusiness includes establishments producing farm supplies (except those described in other industry groups) such as seed, fertilizer, and farm machinery.

Source: USDA, Economic Research Service, Food Dollar Series.

LAYS CHEESE &  
CREAMY DIPS

4.99 ea



10-15.75 0

Non-Member Price 5.49 ea  
Unit Price 36.6¢ PER OUNCE

SAVE 50¢

33.09  
PER OUNCE

09013911 338

Thru Tue, Feb. 17

NO COLORS  
from  
ARTIFICIAL SOURCES

-EST-  
1938

Lay's

CLASSIC

MADE WITH  
REAL POTATOES

GUARANTEED  
UNTIL PRINTED  
21 APR 2020  
4 48 1 0154  
083 07-55

Lay's

CLASSIC

MADE WITH  
REAL POTATOES

GUARANTEED  
UNTIL PRINTED

Lay's

CLASSIC

MADE WITH  
REAL POTATOES

Earn  
**4x**  
POINTS\*

CLIP OFFER IN THE APP

Member  
Price!

LAYS CHIPS

Must Buy Multiples of 4

**4/1000**

Mix & Match  
SAVE \$7.16 on 4



09011184 338

80Z  
Non-Member Price 4.29 ea  
Unit Price 53.7¢ PER OUNCE

Thru Tue, Feb. 17

31.3¢  
PER OUNCE

Doritos  
BRAND

NO COLORS  
from  
ARTIFICIAL SOURCES

-EST-  
1938

NO  
ARTIFICIAL  
Flavors

Gluten  
Free



**LAY'S® | Last Harvest | Super Bowl LX Commercial**

# FARMERS WE KNOW



# **Who counts as “farmers”?**

**STAND UP FOR  
FARMERS MARKET WEEK  
AUG 3 - 9, 2025**



# STATEWIDE, EMPIRICAL



- April to June 2025
- Sent survey to 675 FMNP Growers
- + FM Outreach
- Online and paper
- English and Spanish



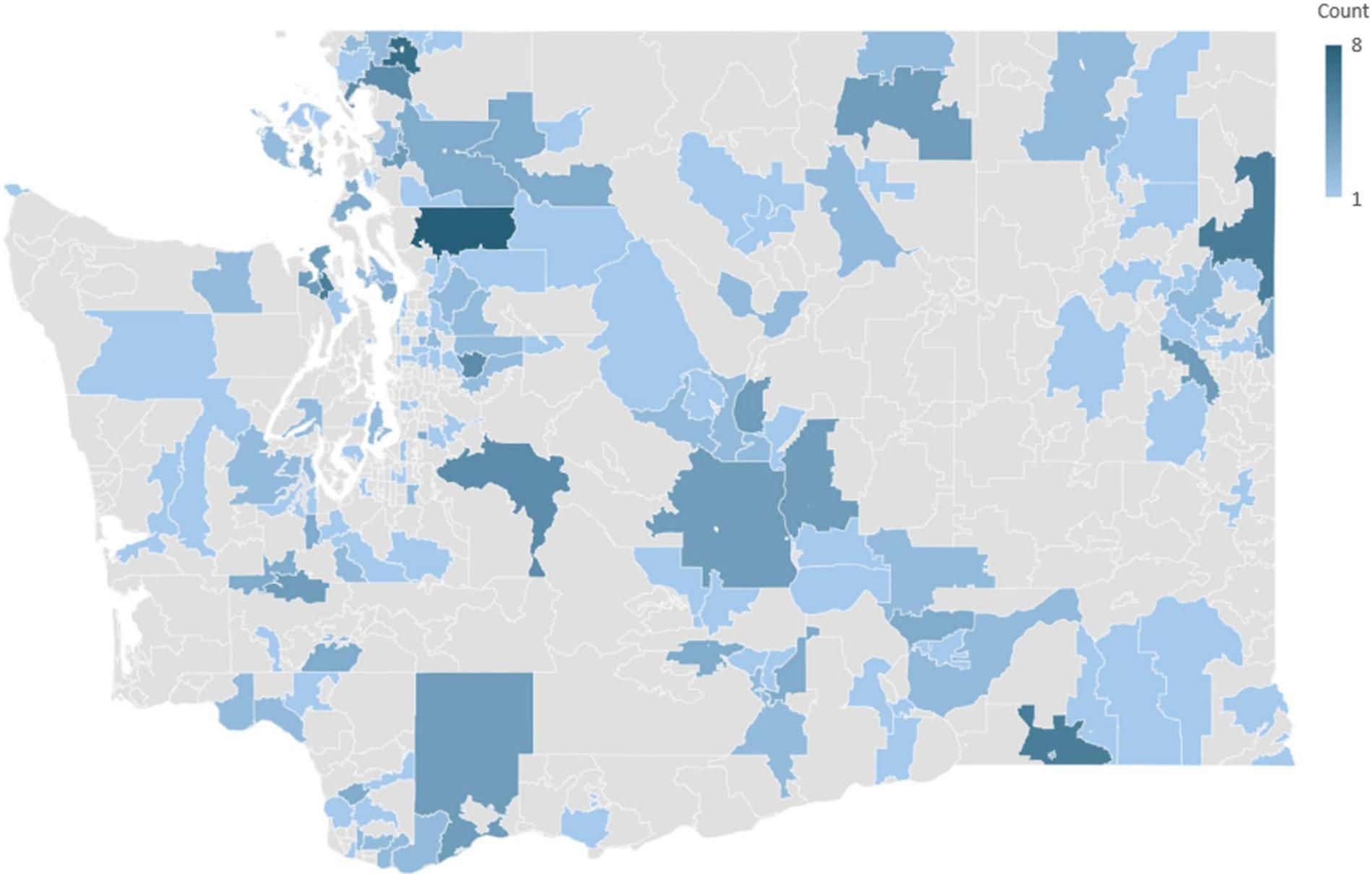
WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

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Arrowleaf  
Consulting

**FIGURE 1** | Distribution of survey participants across Washington by zip code





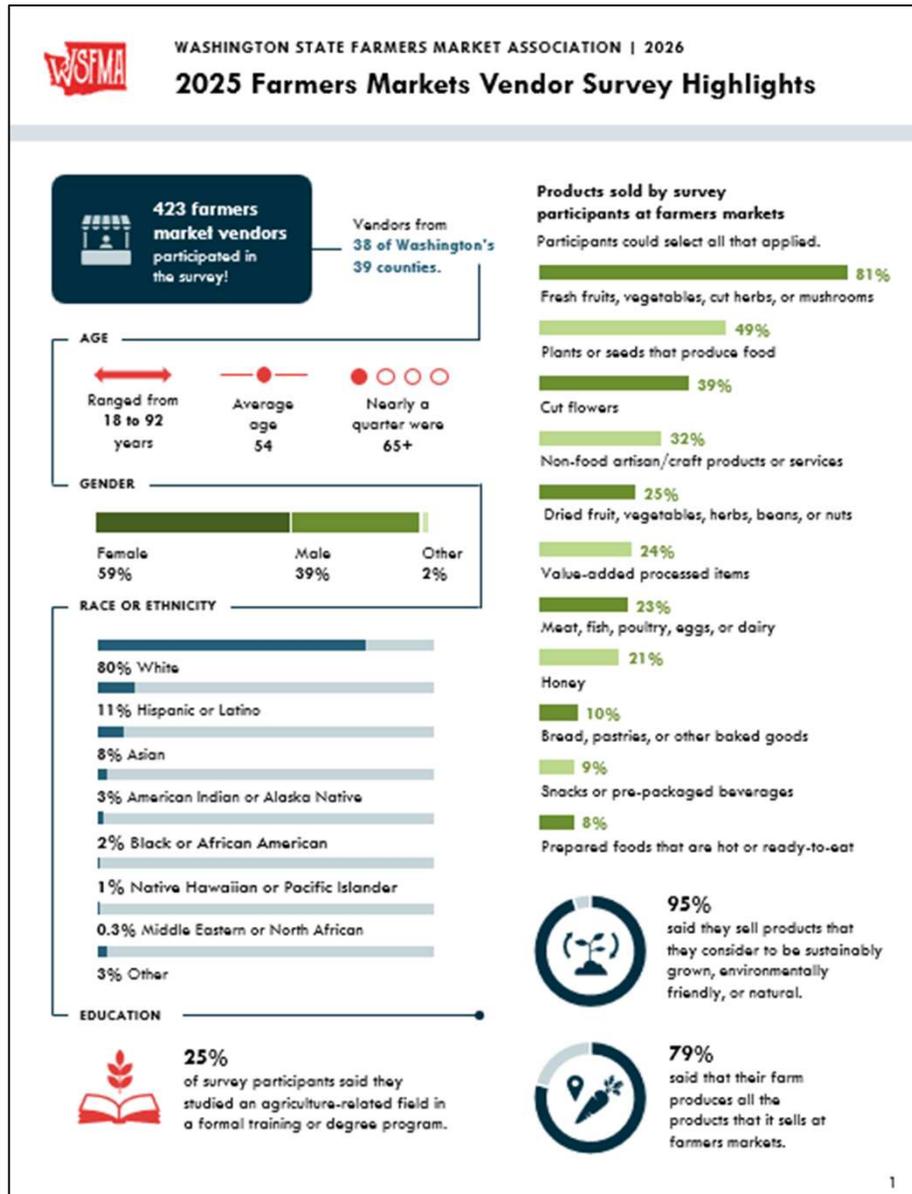


WASHINGTON STATE FARMERS MARKET ASSOCIATION | JANUARY 2026

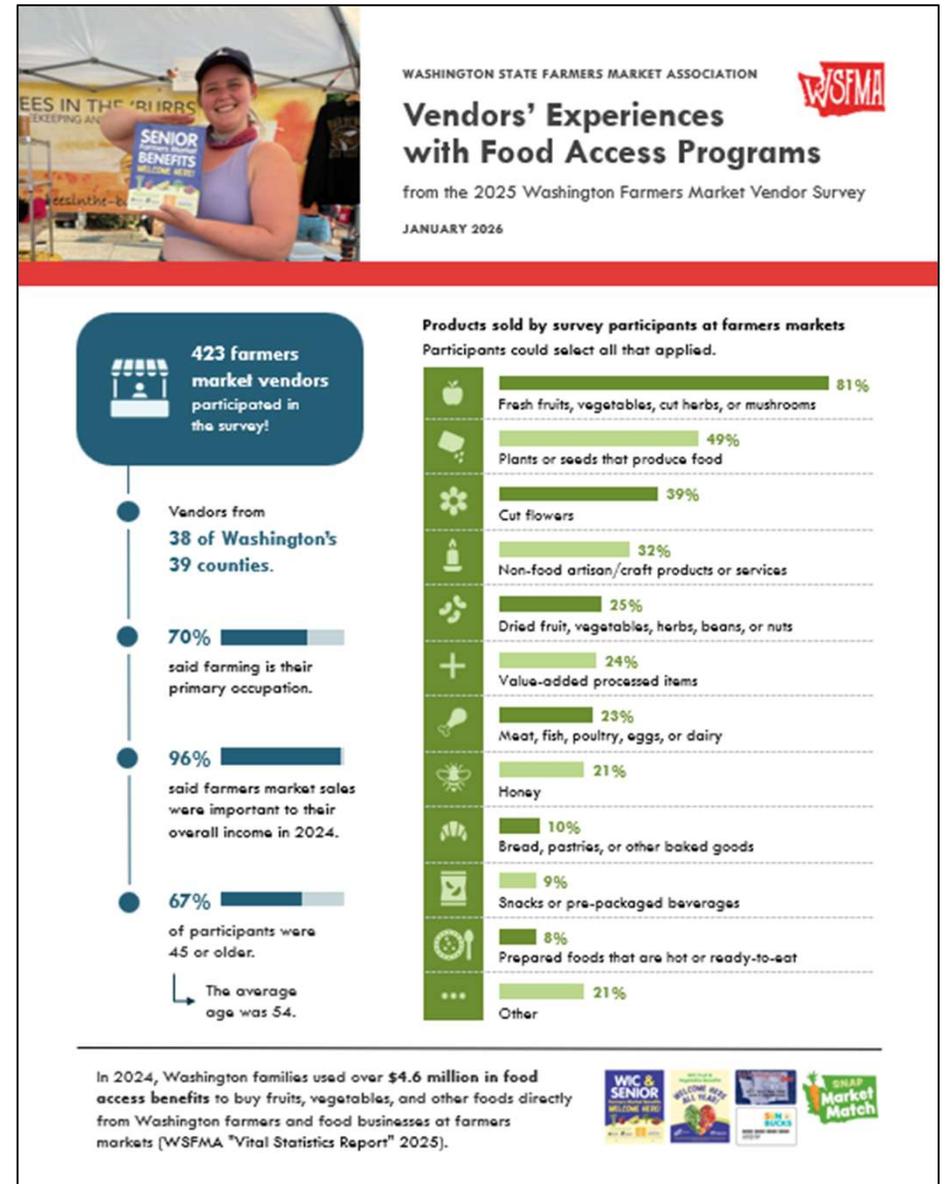
# Washington Farmers Market Vendor Survey Report



# GENERAL SUMMARY



# FOOD ACCESS FOCUS





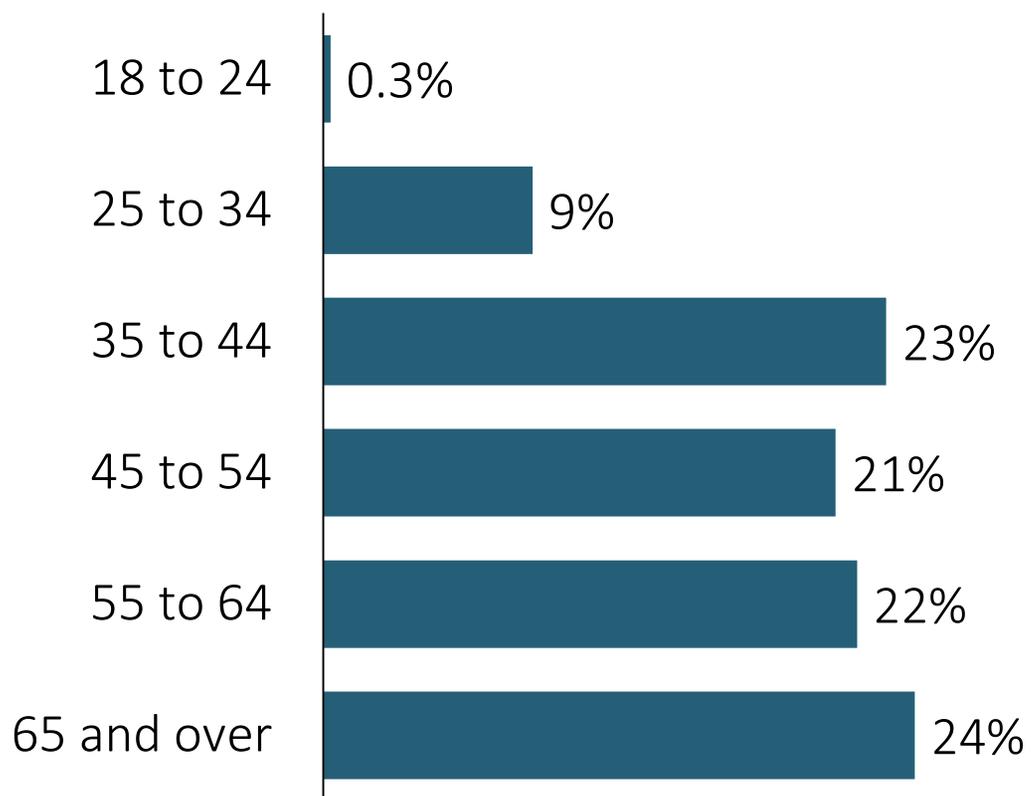
# Partner Preview on Oct 6

# 1. Heterogeneity of Vendors

- GEOGRAPHY
- AGE
- RACE OR ETHNICITY
- GENDER
- EDUCATION
- PRIMARY OCCUPATION

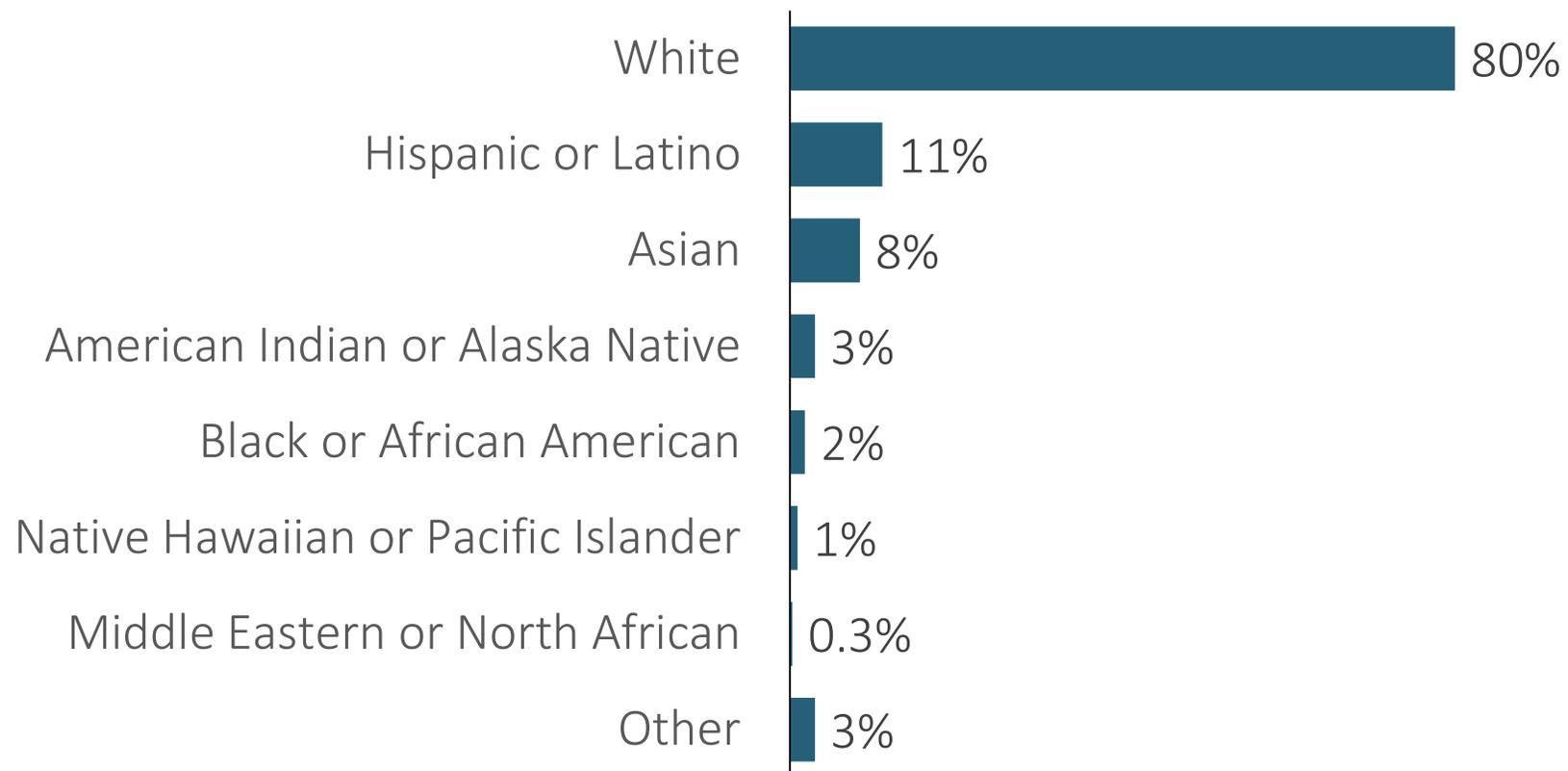
# AGE

**FIGURE 2** | Age of survey participants (n=335)



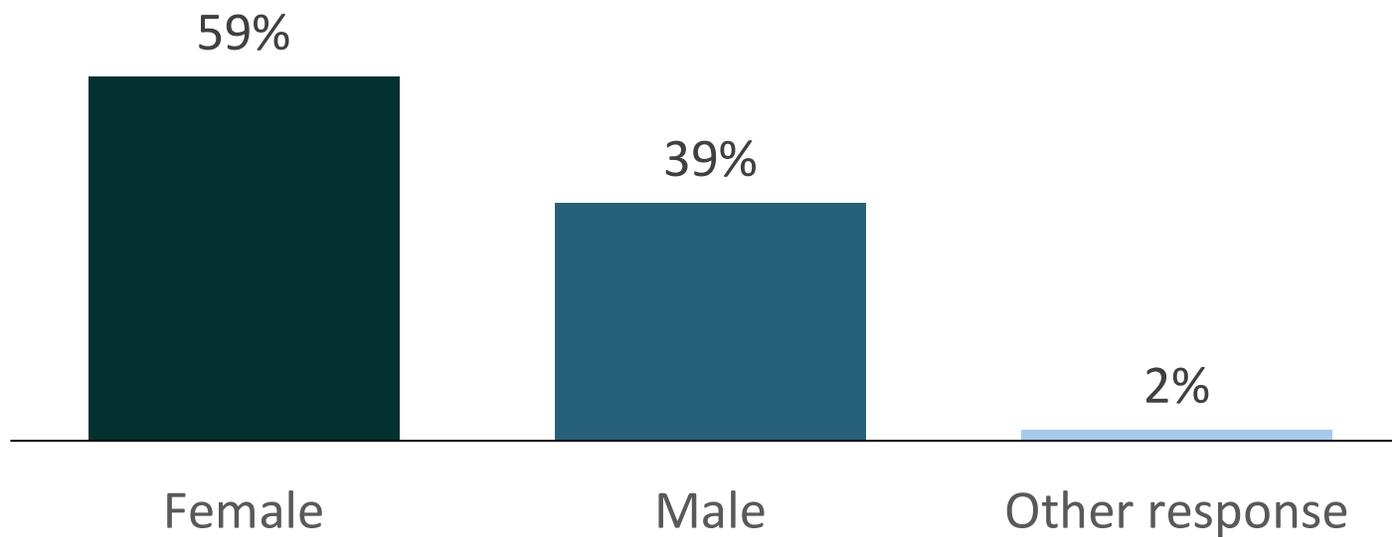
# RACE OR ETHNICITY

**FIGURE 3** | Race or ethnicity of survey participants (they could select all that applied)  
(n=334)



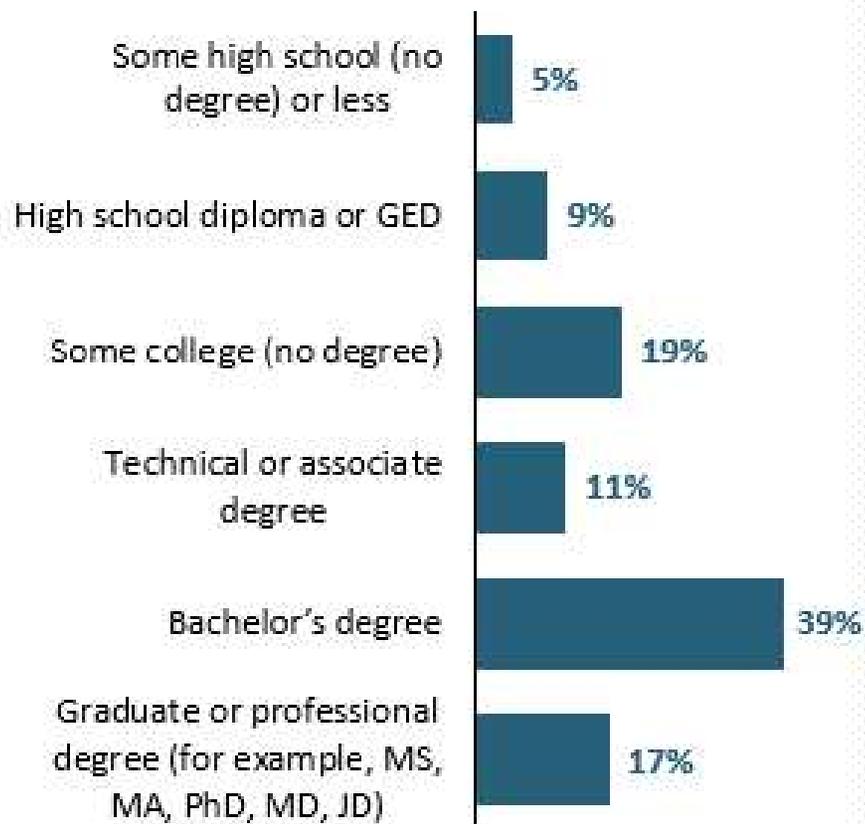
# GENDER

**FIGURE 4** | Gender of survey participants (n=330)

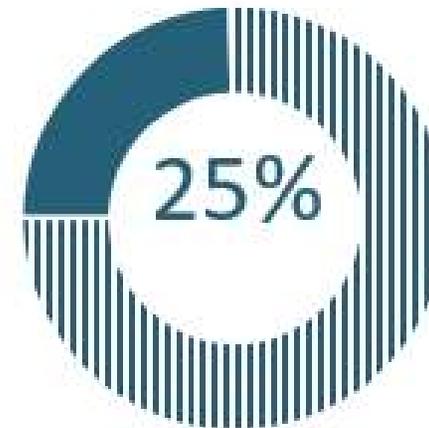


# EDUCATION

**FIGURE 5** | Highest degree or level of education completed by survey participants (n=349)

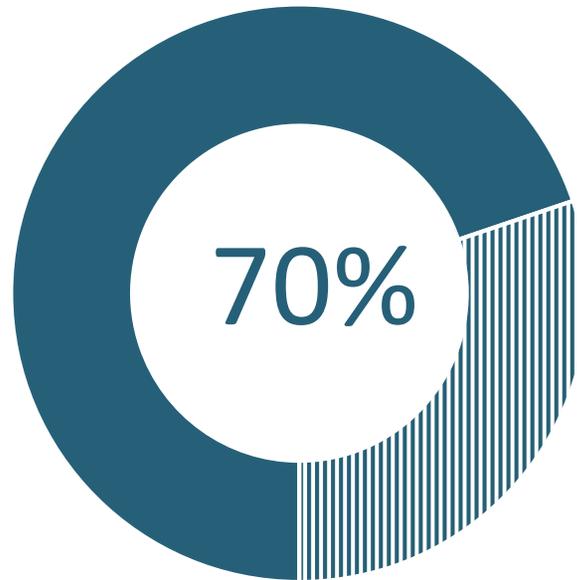


**FIGURE 6** | Twenty-five percent of survey participants said they **studied an agriculture-related field** in a formal training or degree program (n=345)



# PRIMARY OCCUPATION

**FIGURE 9** | Seventy percent of survey participants said that farming is their **primary occupation** (n=348)

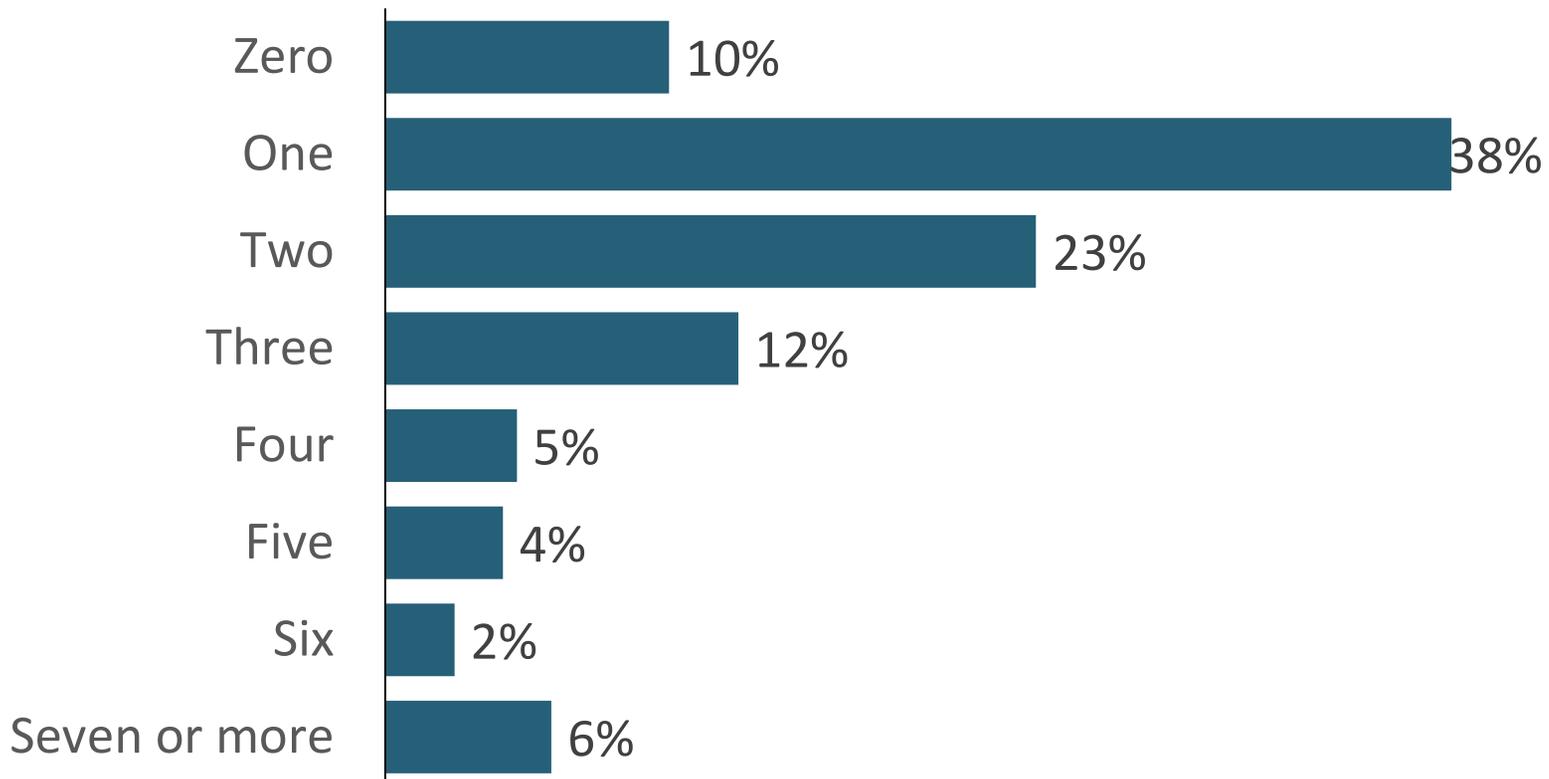


# 2. Varied Engagement in FMs

- NUMBER OF FARMERS MKTS
- YEARS SELLING
- FM PLANS
- WHY FARMERS MARKETS IN GENERAL?
- WHY SPECIFIC FARMERS MARKETS?
- PRODUCTS

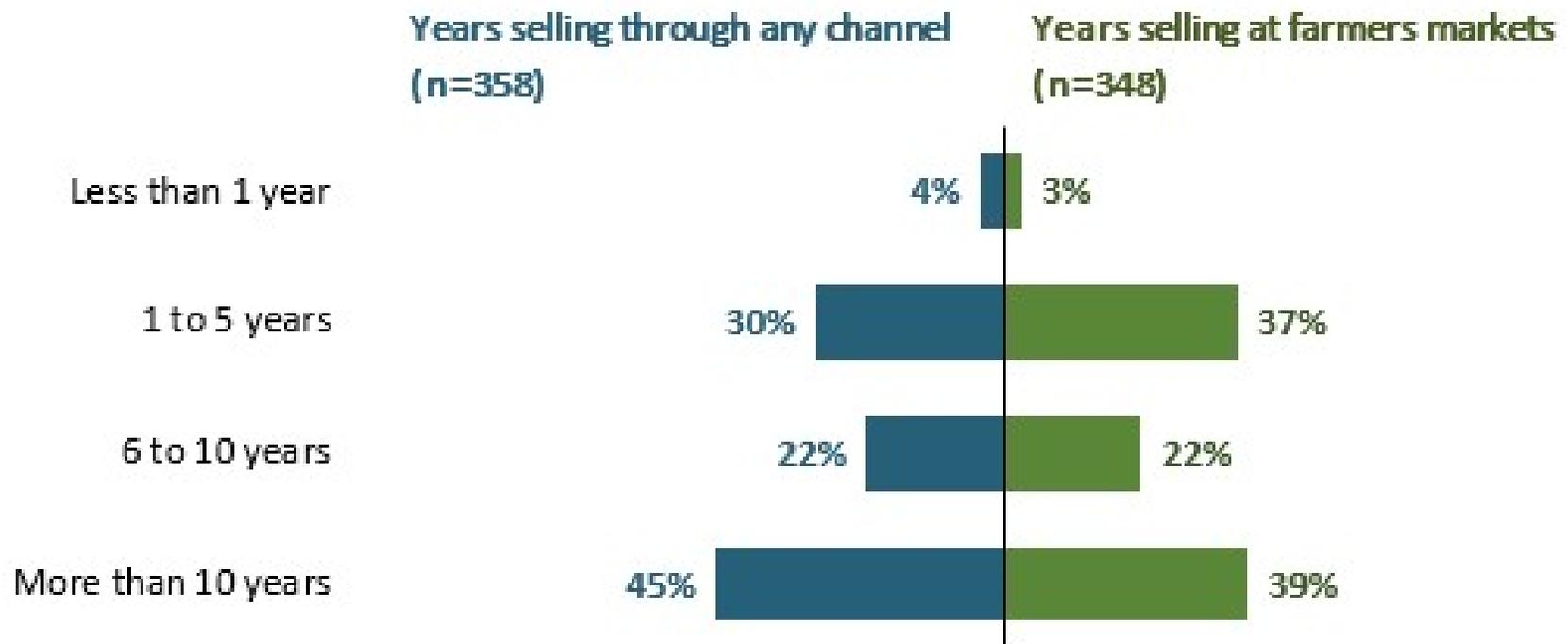
# NUMBER OF FM<sub>s</sub>

**FIGURE 14** | Number of different farmers market locations survey participants sold at in 2024 (n=410)



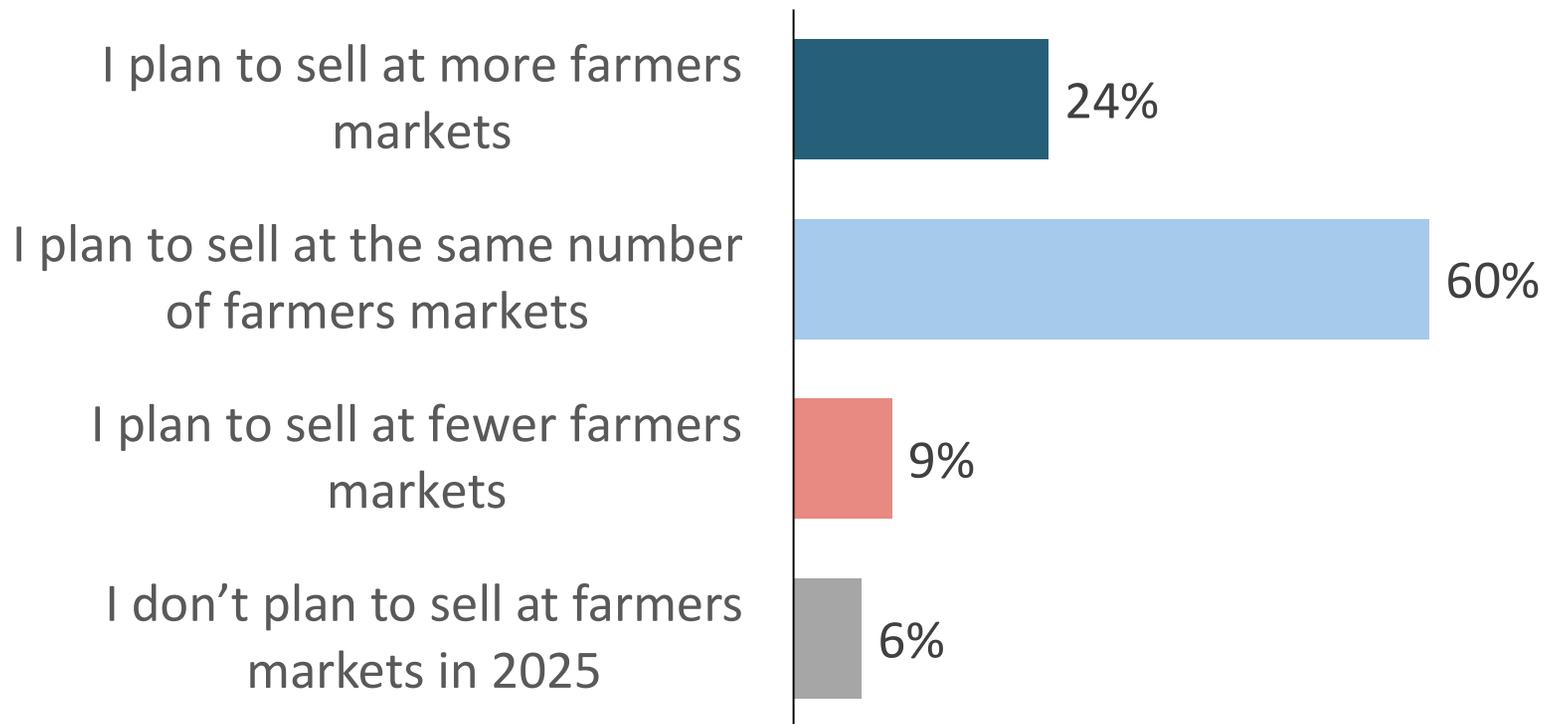
# YEARS SELLING

**FIGURE 10** | How many years survey participants have been selling farm products through any sales channel compared to selling at farmers markets specifically

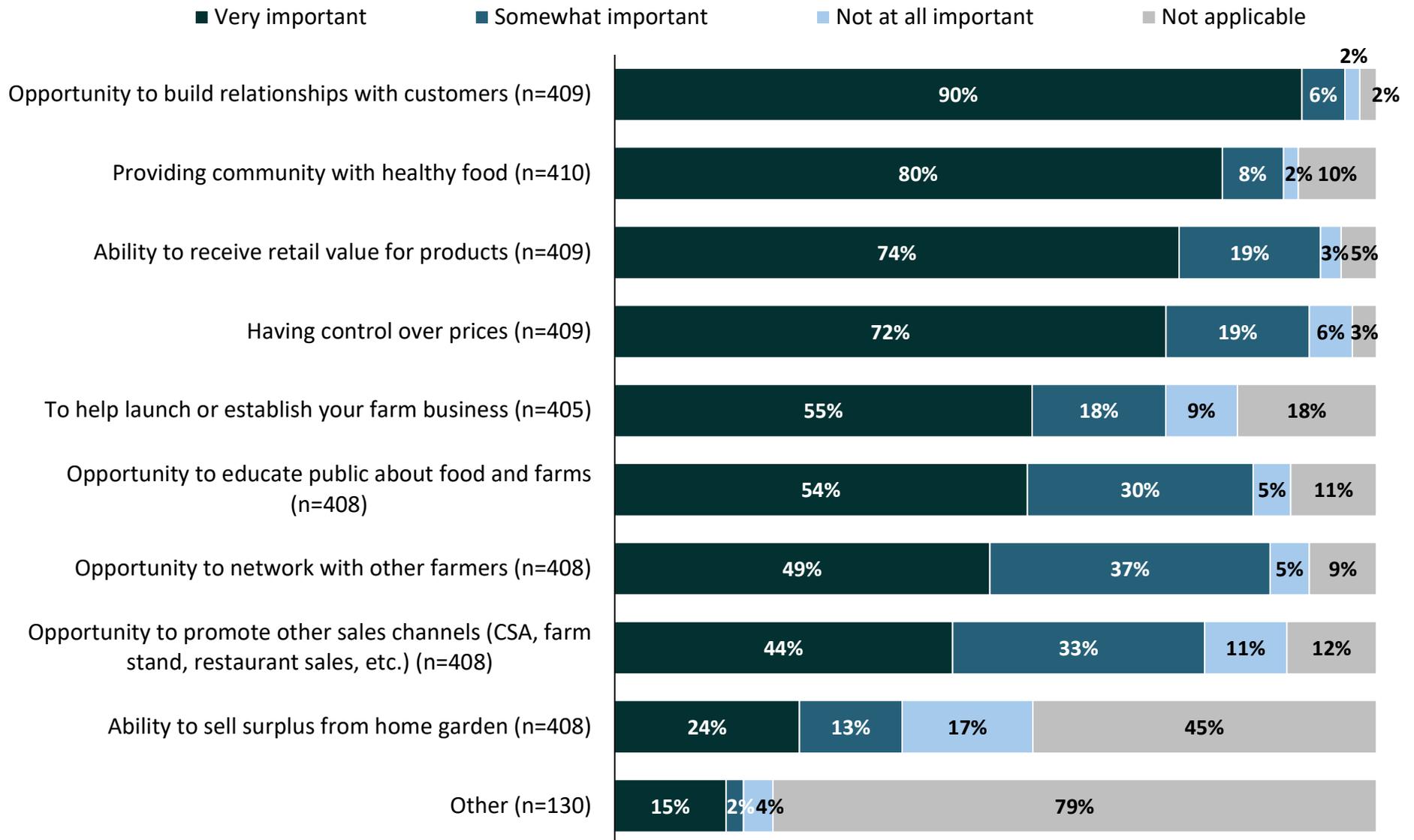


# FM PLANS

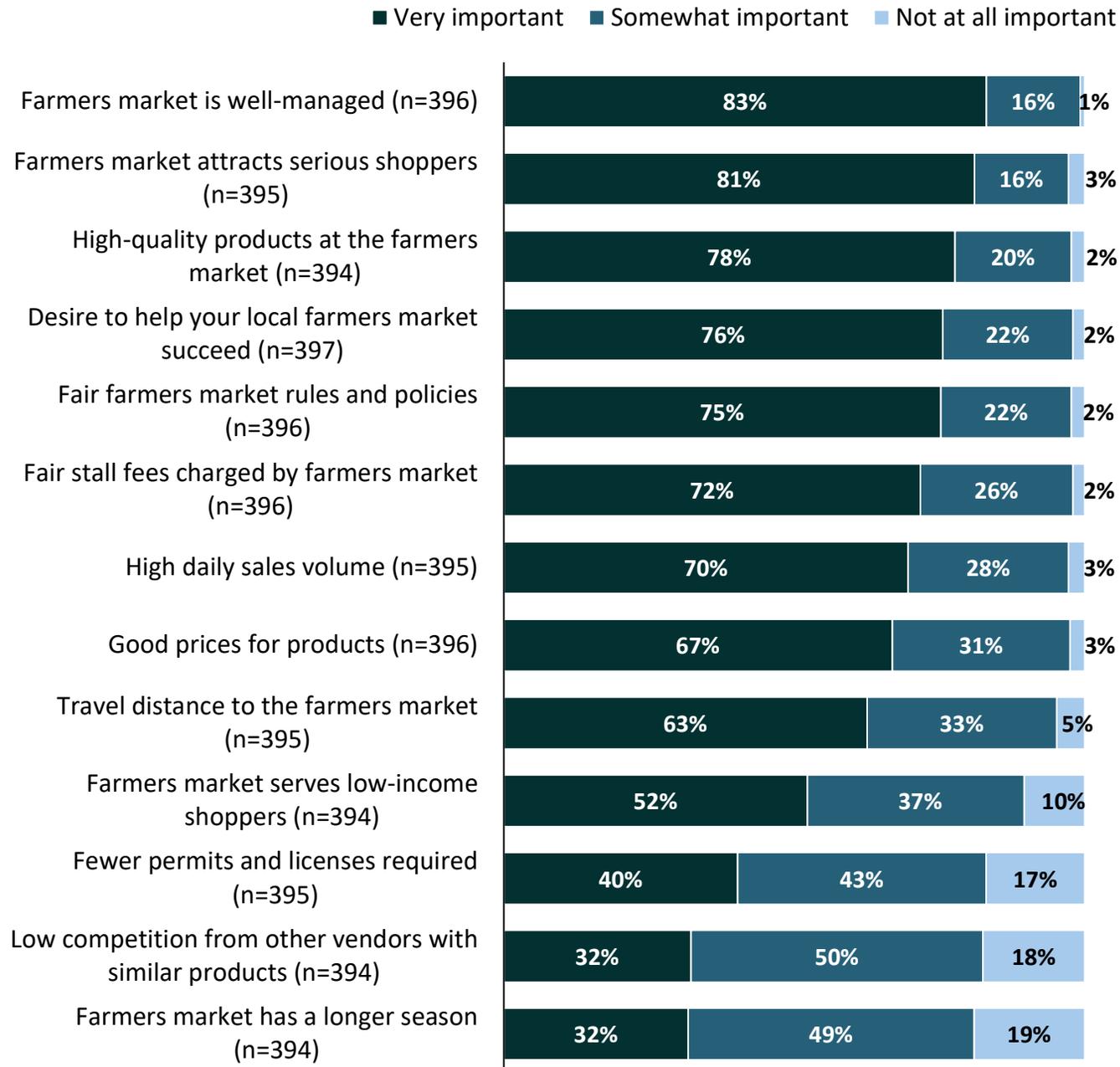
**FIGURE 16** | Whether survey participants plan to sell at fewer, the same number, or more farmers markets in 2025 compared to 2024 (n=419)



# FM<sub>s</sub> IN GENERAL?



# WHY SPECIFIC FM<sub>s</sub>?

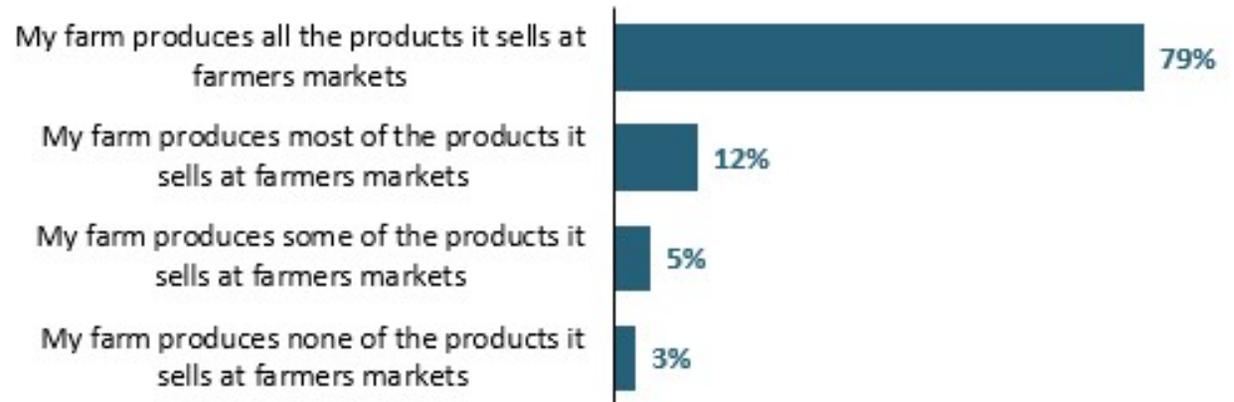


# PRODUCTS

**FIGURE 12** | Ninety-five percent of survey participants said they sell products that they consider to be sustainably grown, environmentally friendly, or natural (n=360)



**FIGURE 13** | Which of the following best describes the products your farm sells at farmers markets? (n=356)

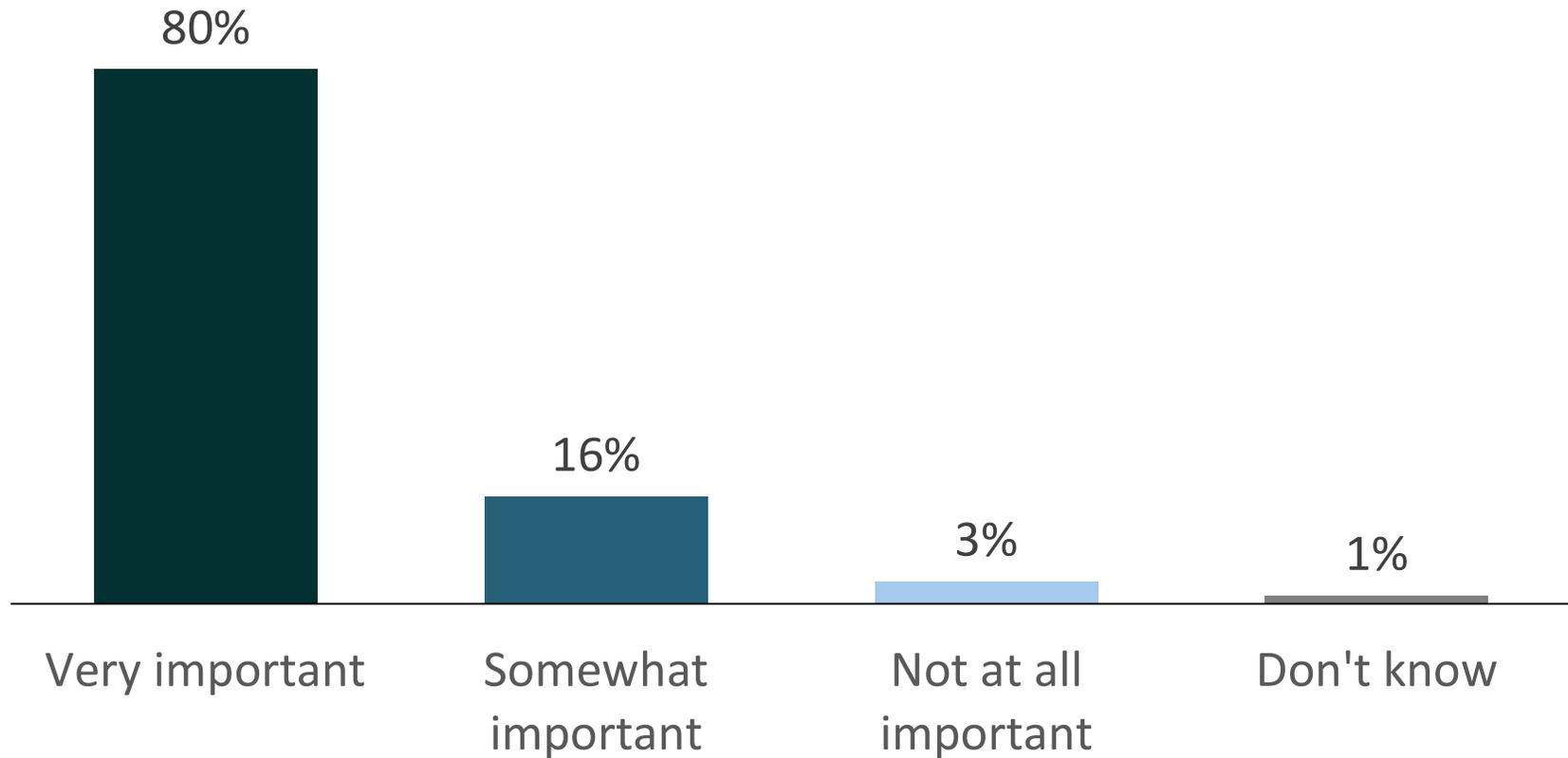


# 3. Sales + Connections

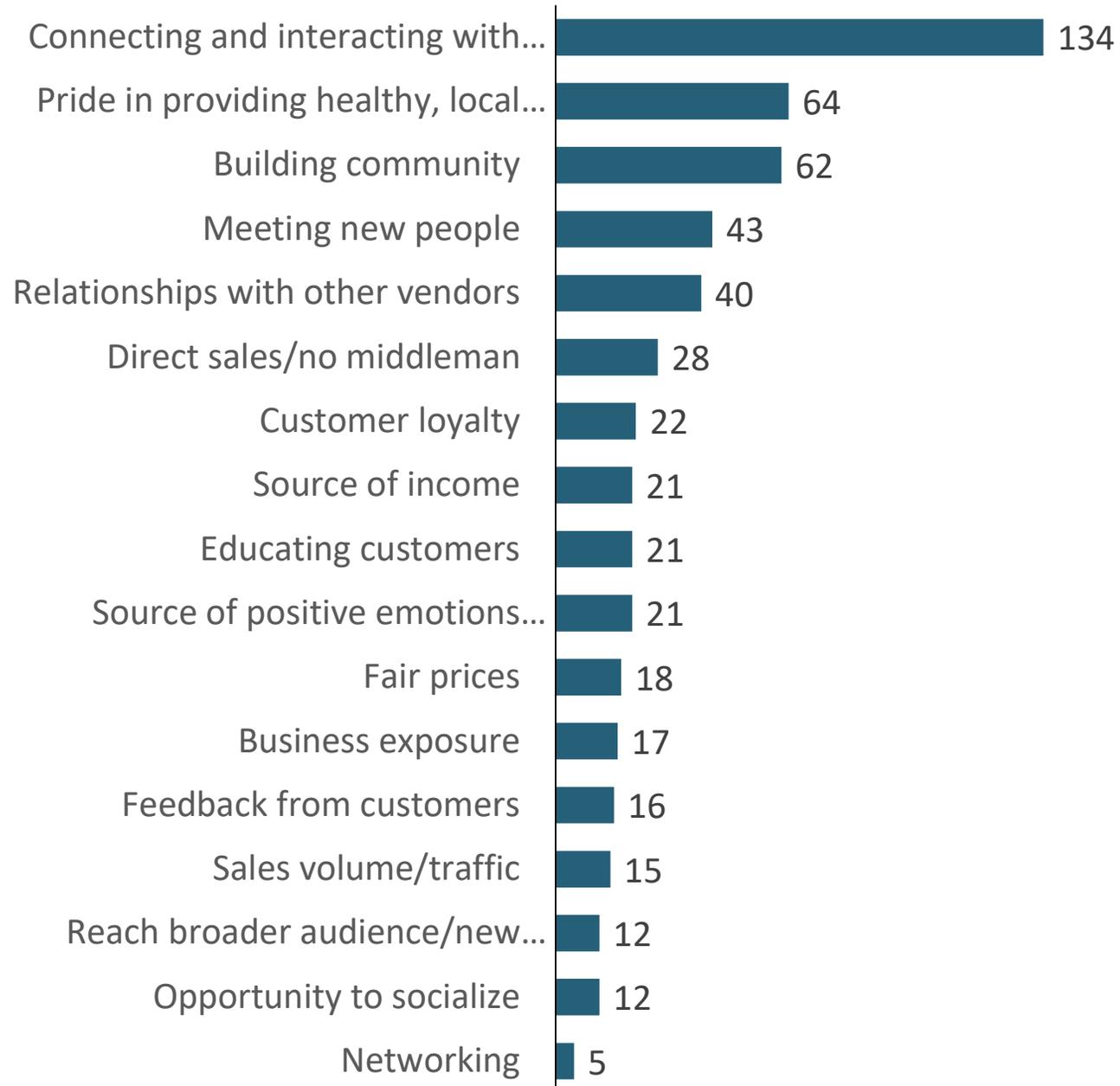
- IMPORTANCE TO INCOME
- BEST PART SELLING AT FMS?
- CHALLENGES TO SELLING AT FMS?
- WHERE GET INFO?

# IMPORTANCE TO INCOME

**FIGURE 15** | How important survey participants said farmers market sales were to their overall income in 2024 (n=332)

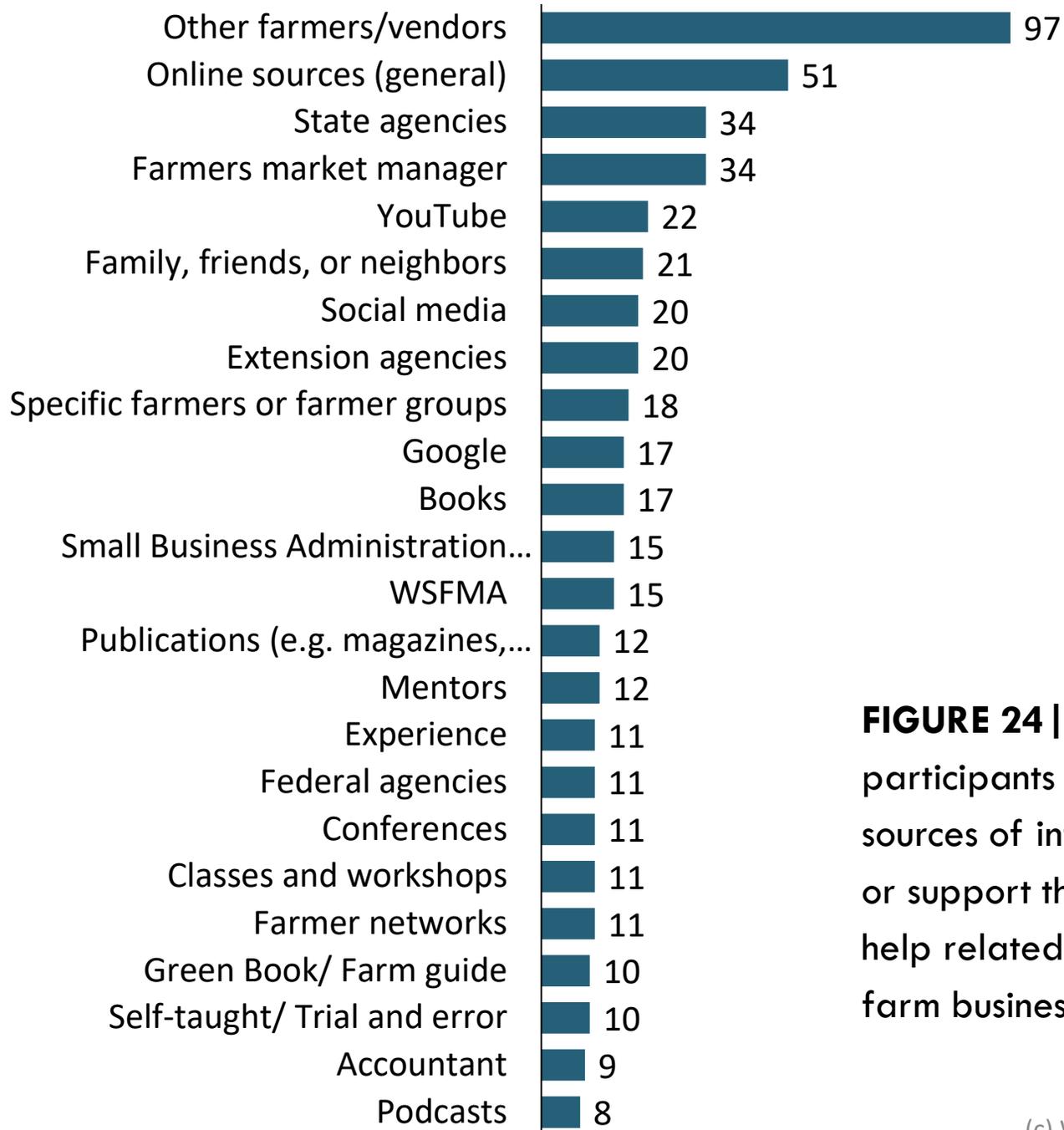


**FIGURE 21 |** Themes on the best part of selling at farmers markets by number of participants (n=370)



**FIGURE 22 |** Themes related to the most challenging part of selling at farmers markets by number of participants (n=360). For example, 66 participants' responses included mention of setting up/taking down.

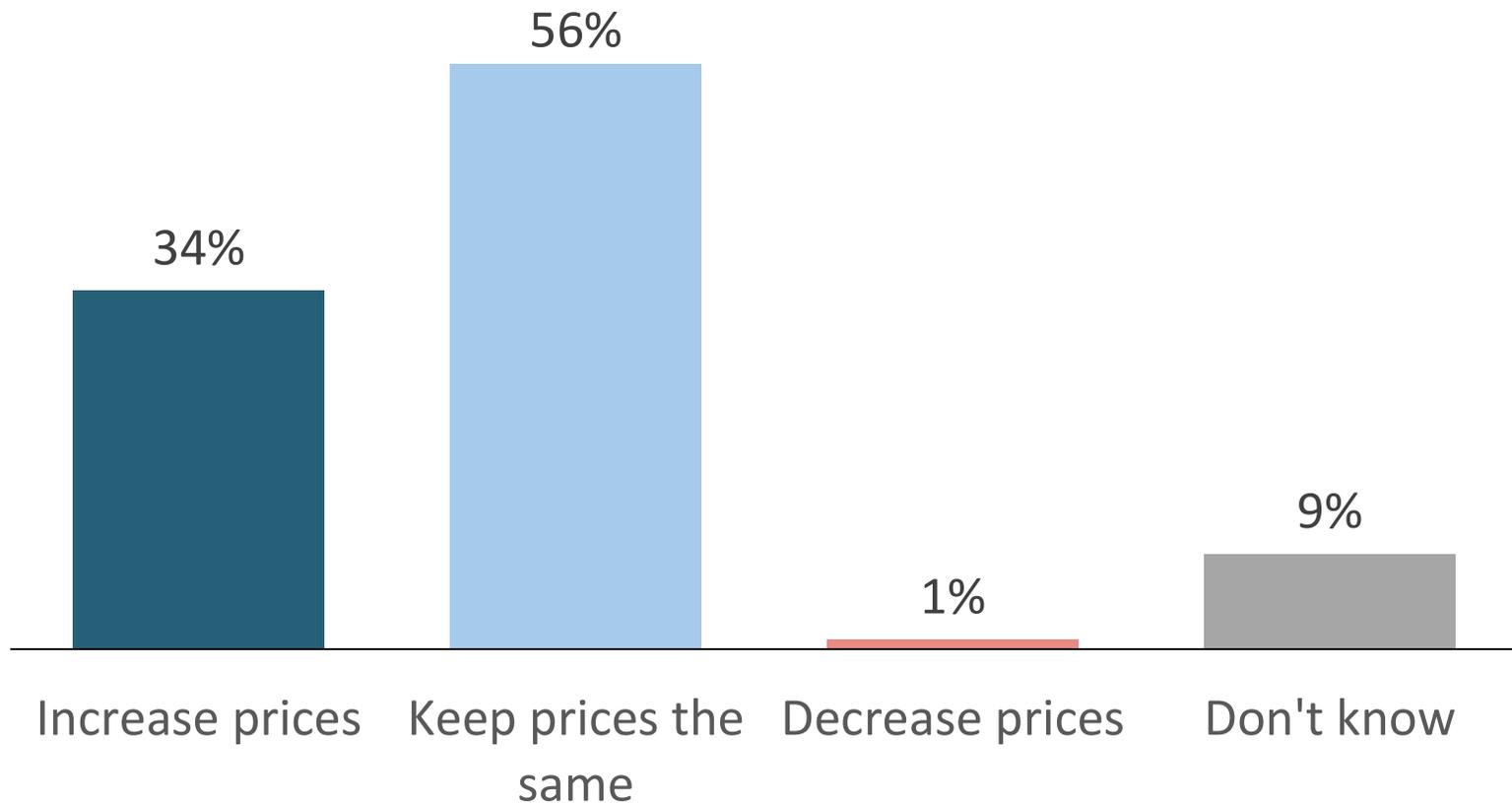




**FIGURE 24 | Survey** participants listed the top three sources of information, training, or support that they go to for help related to running their farm business. (n=237).

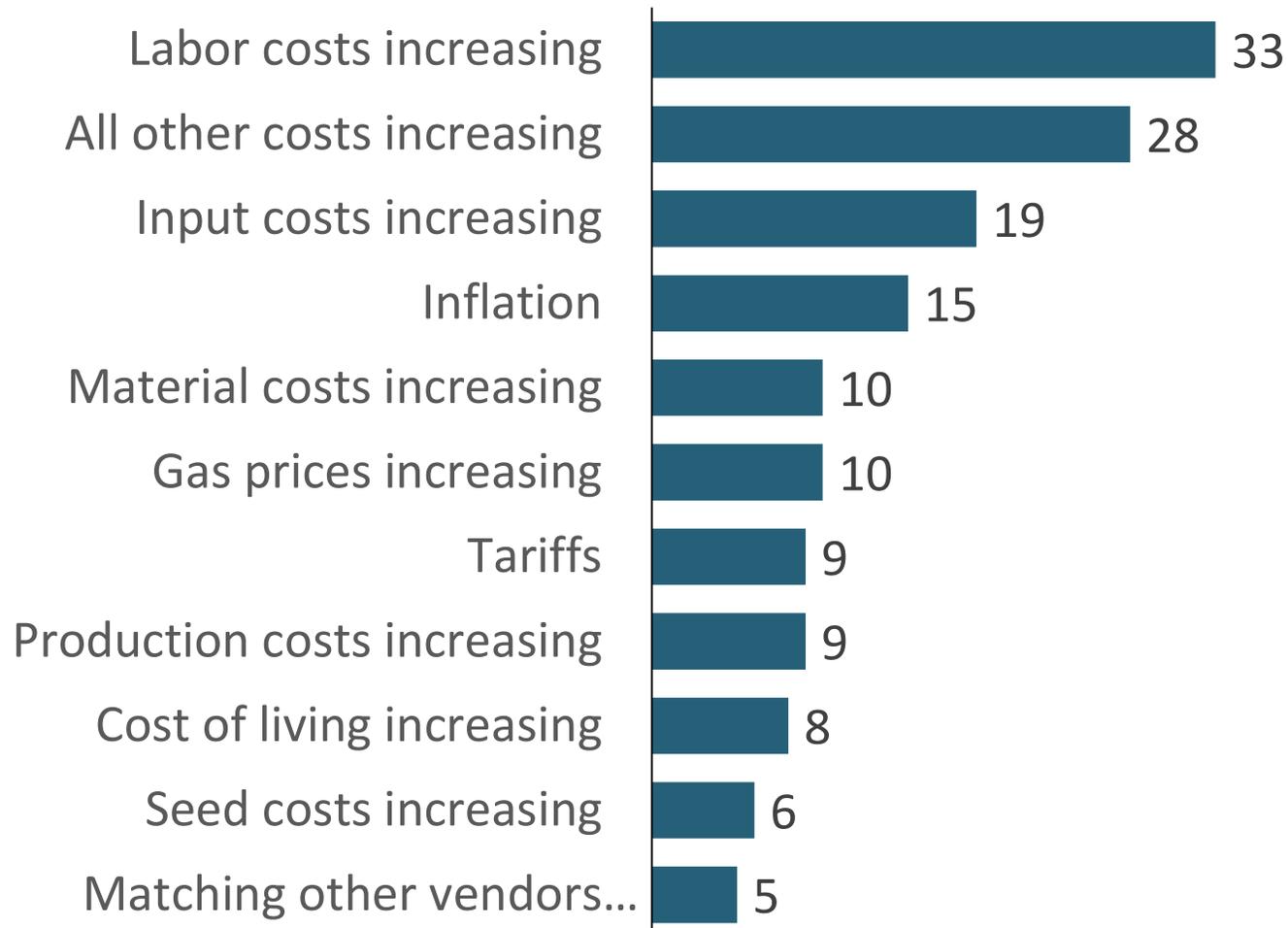
# 4. Costs up, Prices same

**FIGURE 17** | Whether survey participants planned to increase their prices, keep their prices the same, or decrease their prices at farmers markets in 2025 compared to 2024 prices (n=342)



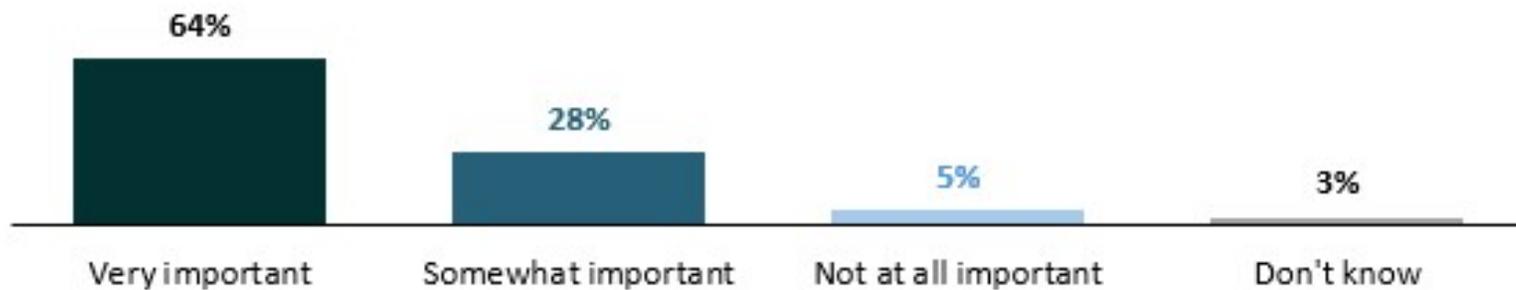
# FACTORS RE PRICE INCREASE

**FIGURE 17** | Themes related to factors contributing to vendors' decision to increase prices in 2025 by number of participants (n=103). For example, 33 participants' responses included mention of labor costs

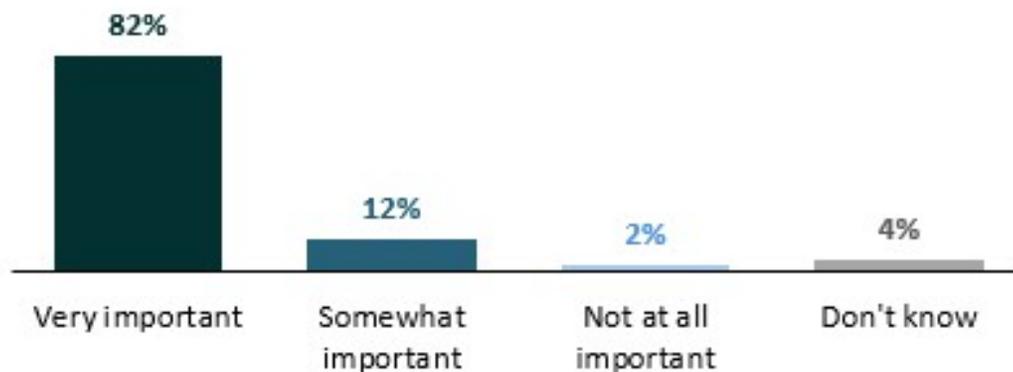


# 5. Food Access: Sales +

**FIGURE 42** | How important survey participants said shoppers' payments from SNAP, SNAP Market Match, and/or WIC and Senior FMNP are to their farmers market sales (n=343)



**FIGURE 43** | How important it is to survey participants that programs like SNAP, SNAP Market Match, and/or WIC and Senior FMNP enable people with low incomes to shop at farmers markets (n=375)



# FARMERS WHO COUNT!



(c) WSEFM 2026, Donovan C

CERTIFIED ORGANIC

# NEXT STEPS

- SHARE SUMMARY REPORTS
  - CONFIRM/REFINE FINDINGS
  - REGROUP PARTNERS TO DISCUSS
  - PUBLISH FULL REPORT
  - WORK ON THE 'SO WHAT'?
  - GET IN HANDS OF KEY PEOPLE
- + SHARE AT VENDOR MEETINGS??



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# Thank You!



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