



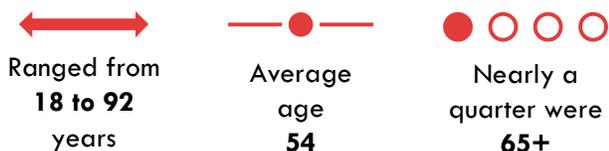
2025 Farmers Markets Vendor Survey Highlights



423 farmers market vendors participated in the survey!

Vendors from **38 of Washington's 39 counties.**

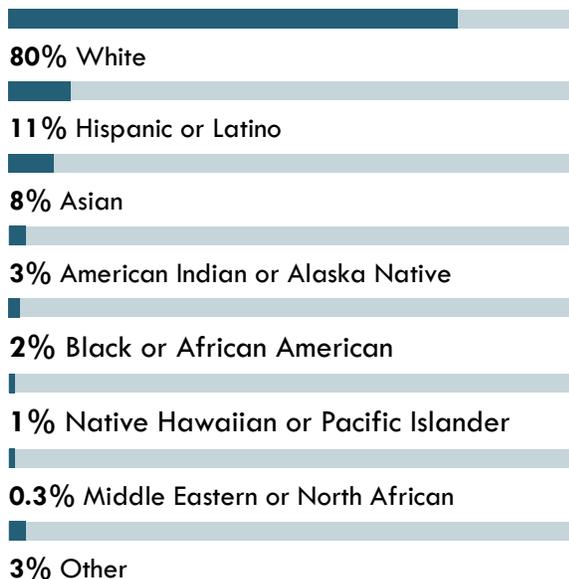
AGE



GENDER



RACE OR ETHNICITY



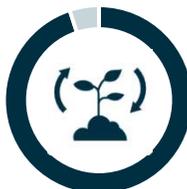
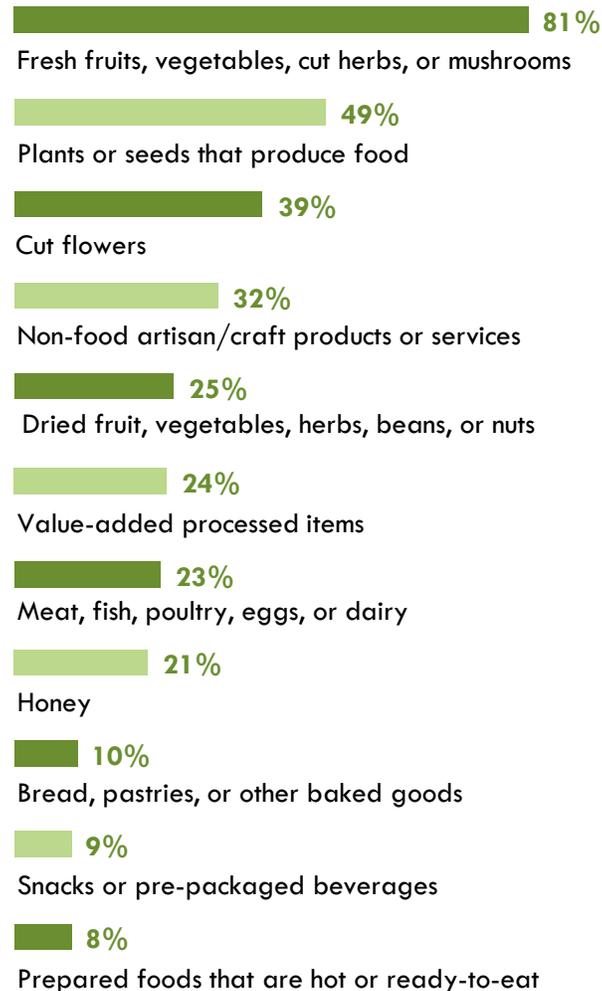
EDUCATION



25% of survey participants said they studied an agriculture-related field in a formal training or degree program.

Products sold by survey participants at farmers markets

Participants could select all that applied.



95% said they sell products that they consider to be sustainably grown, environmentally friendly, or natural.



79% said that their farm produces all the products that it sells at farmers markets.

VENDOR BUSINESSES



said farmers market sales were important to their overall income in 2024.



70% said farming is their primary occupation.



57% of vendor businesses had more than one owner.

MOST ARE VERY BUSY!

The majority play multiple roles in their business, including management, field work, and attending farmers markets themselves.

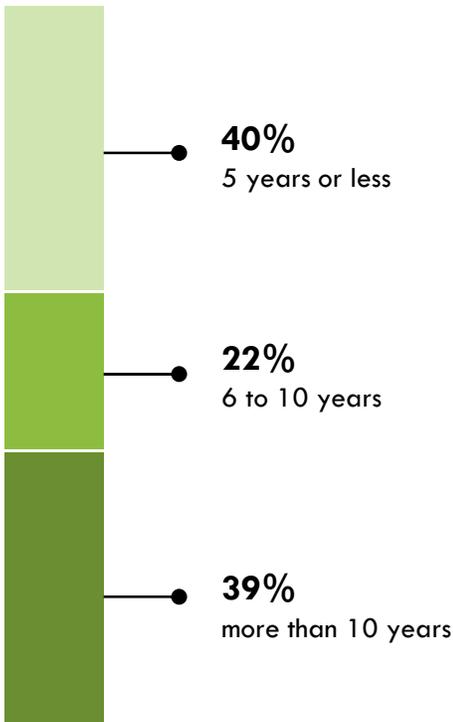
VENDORS PLANS FOR PRICES IN 2025



“Cost of labor and production goes up each year.”
– Survey participant

ENGAGEMENT IN FARMERS MARKETS

How long participants have been selling products at farmers markets

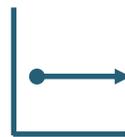


IN 2024

61% of participants sold at 1 to 2 different farmers market locations.



12% sold at 5 or more farmers markets.



60% said they planned to sell at the same number of farmers markets in 2025 compared to 2024.



24% had plans to sell at more markets than they did in 2024.

CHOOSING FARMERS MARKETS

Top factors that vendors said are “very important” in their decision to sell at farmers markets **in general**:



90%
opportunity to build relationships with customers



80%
provide the community with healthy food



74%
ability to receive retail value for products



72%
having control over prices



55%
to help launch or establish a farm business

Top factors that vendors said are “very important” when deciding which **specific** farmers markets to sell at:



83%
farmers market is well-managed



81%
farmers market attracts serious shoppers



78%
high-quality products at the farmers market



76%
desire to help their local farmers market succeed



75%
fair farmers market rules and policies

Best part of selling at farmers markets for vendors

TOP FIVE

- Connecting and interacting with customers
- Pride in providing healthy, local food
- Building community
- Meeting new people
- Relationships with other vendors



The interaction with the customers and the relationships we build with them is the most important part of selling at the market for us.” – *Survey participant*



“The satisfaction received by producing and providing a good product as well as connecting with our happy customers.” – *Survey participant*



“Love meeting people that are passionate out our food and art. We love meeting new farmers and people happy to buy our produce.” – *Survey participant*

CHALLENGES TO SELLING AT FARMERS MARKETS

The “most challenging part” about selling at farmers markets cited by the largest number of participants included		
	Physical demands of setting up and taking down booths	“Dealing with set-up and tear down, especially on hot summer days.” – Survey participant
	Weather	“Sales are subject to the weather” – Survey participant
	Long days and drives	“Long day, often with a lot of traffic during travel times.” – Survey participant
	Competition	“Competing products due to other vendor selling the same or similar product lead to lower sales.” – Survey participant
	Low or unpredictable sales	

HOW VENDORS GET INFORMATION



Participants most commonly said they reach out to individuals, including other farmers/vendors, market managers, family, friends, neighbors, mentors, and professional service providers.



Searching online via YouTube, Google, social media, and podcasts was the second most common source of information listed.



Specific organizations and agencies were also listed, including state agencies, university extension programs, WSFMA, and federal agencies.



Conferences, classes, and workshops were among the themes but less frequently listed.



THE FULL “WASHINGTON FARMERS MARKET VENDOR SURVEY REPORT”

is available on the WSFMA website: wafarmersmarkets.org. For more information about this project, please call (206) 706-5198 or email info@wafarmersmarkets.org.



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