

King County Farmers Markets: 2025/2024

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Washington State Farmers Market Association

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This report is available on the WSFMA website under Market Support:

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

Farmers Markets Overview

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

With nearly \$48 million in sales and 2,696 vendors, farmers markets are one of the largest and most popular ways that farmers and other food businesses sell directly to the end consumer in King County. In 2025, 27 farmers market organizations operated 45 farmers markets in King County, an increase of 7%. Please see Appendix 1 for a list of farmers markets and organizations for 2025-2023. Most farmers market organizations (64%) are nonprofit; cities or other government entities run 22% of farmers markets; and 13% are managed privately in King County (WSFMA).

Regardless of how the farmers market is organized, organizers fulfil several vital functions:

1. They secure permits and work with neighbors to design a temporary event that complies with food safety, public safety, fire, and other city agencies.
2. They help participating commercial farmers and other vendors comply with basic business licensing, food safety regulations, and other permits and often help through training and guidance.
3. They invest in marketing to attract customers to the farmers market throughout the season and promote farmers and other vendors, as well as seasonal crops through social media.
4. They provide affordable retail space in high density areas which would be expensive and cumbersome for individual farmers and other vendors to access on their own.

5. They create a festive and engaging atmosphere for customers, usually with music, colorful signage, and special events such as cooking demos and kids activities. In 2025, 35 King County farmers markets hosted 547 community booths (WSFMA).
6. They partner with state and local partners so that the local community can use their food benefits to buy delicious foods directly from farmers and learn about nutrition. Farmers markets attend trainings, secure funding, comply with data collection, promote programs, and support vendors.

In contrast to a craft fair, food court, flea market, night market, pop ups, or other temporary event, a farmers market has a minimum number of Washington farmers who set up booths to sell and most of the vendor sales should be from agricultural products. In King County (KCC 21A.06.044), agriculture is defined as “the use of land for commercial purposes for either the raising of crops or livestock or the production of agricultural products, or both. (Ord. 18626 § 9, 2017). In Washington, farmers markets are defined by the Washington State Farmers Market Association’s “Roots Guidelines” and codified in law for alcohol sales (RCW 66.24.170) and code for the Farmers Market Nutrition Program (WAC 246-780-010). Currently, 86% of farmers markets in King County are members of the Washington State Farmers Market Association (WSFMA).

Farmers markets are a great fit for farmers and other food producers who have quality products and want to concentrate retail sales on set market days. Direct interaction with customers gives vendors real-time feedback on products, helps them to learn the business, and enables them to accept food benefits. Vendors value the networking opportunities, community, and access to resources at farmers markets (WSFMA). Farmers markets also require excellent communication and customer service; long days to set up, sell, and load out on each market day; travel time; and working outside in every sort of weather.

2025 Data Highlights

In 2025, King County farmers markets collectively reported nearly \$48 million in total vendor sales, an increase of 15% 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 \$32.6 million in total vendor sales, an increase of 16%. Farmers markets in King County, and outside of Seattle, reported total vendor sales of \$15.2 million, an increase of 12%.

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 \$26.6 million in 2025, an increase of 18%. Farm vendors at farmers markets in Seattle reported \$19.9 million in sales, an increase of 16%. Farmers markets in King County, and outside of Seattle, reported total farm vendor sales of over \$6.7 million, an increase of 18%.

In 2025, King County farmers markets reported a record number of market days. The combined number of market days totaled 1,014, an increase of 6%. 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.

For many of the estimated 2.4 million shoppers in 2025, their only direct 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.

Farm vendors collectively represent the largest portion of King County farmers market sales (56%). The total reported number of farm vendors selling at King County farmers markets in 2025 was 854, a slight decrease, with an average of 20 farm vendors per farmers market, also a decrease.

The total reported number of total vendors selling at King County farmers markets in 2025 was 2,696, a 3% increase from 2024. 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.

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 the 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 \$137,726 in 2025, a decrease of 2% from 2024.

The Supplemental Nutrition Assistance Program (SNAP) was accepted at 36 King County farmers markets and Pike Place Market in 2025. The total SNAP redeemed at farmers markets in 2025 was over \$476,524, the same as in 2024. The SNAP Market Match program in King County increased 1% in 2025 to \$468,921. SNAP Market Match provides shoppers with a “match” that they can use to buy fresh fruits, vegetables, cut herbs, mushrooms, and food-producing plant starts at farmers markets. The amount of the SNAP Market Match varies by farmers markets from \$10, to \$25 to \$40 to unlimited.

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 2025, vendors at 16 Seattle farmers markets redeemed \$134,681 in Fresh Bucks, a decline of 6%. 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 2025 increased 9% to over 155,000 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.

In 2025, 39 King County farmers markets reported a total of 1,069 volunteers, representing an increase of 35%. Volunteers show both the need for continued support and the dedication of community members to contribute to their farmers market’s success.

King County Farmers Markets Data

Number of Farmers Markets	2025	2024	Difference	% change
Number of Farmers Markets Open	45	42	3	7%
Number of Farmers Markets Reporting	44	40	4	10%
% FMs reporting	98%	95%	100%	97%

Farmers Markets' Days	2025	2024	Difference	% change
Aggregated Number of Market Days	1,014	954	60	6%
# of Year(Round FMs (>40 weeks/year))	5	5	0	0%
Average # of Market Days	23	24	(1)	(3%)
# FMs reporting	44	40	4	10%

Farmers Markets' Vendors	2025	2024	Difference	% change
Total of All Vendors Selling at FMs	2,696	2,614	82	3%
Average # of Vendors per Farmers Market	63	65	(3)	(4%)
# FMs reporting	43	40	3	8%
Total of All Farms Vendors Selling at FMs	854	865	(11)	(1%)
Average # of Farm Vendors per FM	20	22	(2)	(8%)
# FMs reporting	43	40	3	8%

Farmers Markets' Sales	2025	2024	Difference	% change
Total Sales for All Vendors	\$47,842,342	\$41,655,408	\$6,186,934	15%
Average All Vendor Sales per Farmers Market	\$1,112,613	\$1,096,195	\$16,418	1%
Average All Vendor Sales per Market Day	\$47,182	\$43,664	\$3,518	8%
# FMs reporting	43	38	5	13%
Total Sales for All Farm Vendors	\$26,630,915	\$22,601,094	\$4,029,821	18%
Average Farm Sales per Farmers Market	\$619,324	\$610,840	\$8,483	1%
Average Farm Sales per Market Day	\$26,263	\$23,691	\$2,572	11%
# FMs reporting	43	37	6	16%
% of All Vendor Sales from All Farm Vendors	56%	54%	1%	3%

Farmers Markets' Food Access	2025	2024	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	\$476,524	\$476,406	\$118	0%
Aggregated Total Number of Transactions	14,243	16,401	\$(2,158)	(13%)
Average SNAP EBT \$ per Transaction	\$33.46	\$29.05	\$4	15%
Average SNAP EBT per FM	\$13,237	\$16,428	\$(3,191)	(19%)
# FMs reporting (includes Pike Place Market)	36	29	7	24%

Farmers Markets' Food Access	2025	2024	Difference	% change
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$468,921	\$463,697	\$5,224	1%
Average SNAP Market Match per Farmers Market	\$13,026	\$15,990	\$(2,964)	(19%)
# FMs reporting (includes Pike Place Market)	36	29	7	24%
Farmers Market Nutrition Program: WIC & Senior <i>King County Growers</i> Source: WS Dept of Health, Grower Redemption Report by County	\$137,726	\$140,259	\$(2,533)	(2%)
FMNP WIC	\$10,540	\$8,206	\$2,334	28%
WIC Fruit & Vegetable Benefit (CVB)	\$2,989	\$2,193	\$796	36%
FMNP Senior	\$124,196	\$129,660	\$(5,463)	(4%)
Total number of pounds of food donated by farmers market and vendors	155,082	141,738	13,344	9%
Average per Farmers Market	8162	7460	702	9%
# FMs reporting >0#	19	19	0	0%

Farmers Markets' Shoppers	2025	2024	Difference	% change
Total Number of Shopper Visits for Season	2,472,601	2,140,663	331,938	16%
Average # of Annual Shopper Visits per Farmers Market (not unique)	56,195	56,333	(138)	0%
# FMs reporting	44	38	6	16%

Farmers Markets' Human Resources	2025	2024	Difference	% change
% of Market Managers that were Paid (not Volunteers)	98%	98%	0	0%
# FMs reporting	44	40	4	10%
Aggregated Number of Farmers Market Volunteers	1,069	789	280	35%
Average # of Volunteers per Farmers Market	27	23	4	18%
# FMs reporting at least 1 volunteer	39	34	5	15%

Seattle Farmers Markets Data

Farmers Markets Open	2025	2024	Difference	% change
Number of Farmers Markets Open	17	15	2	13%
Number of Farmers Markets Reporting	17	15	2	13%
% FMs reporting	100%	100%	0%	0%

Farmers Markets' Days	2025	2024	Difference	% change
Aggregated Number of Market Days	466	441	25	6%
# of Year(Round FMs (>40 weeks/year))	4	4	0	0%
Average # of Market Days	27	29	(2)	(7%)
# FMs reporting	17	15	2	13%

Farmers Markets' Vendors	2025	2024	Difference	% change
Total of All Vendors Selling at FMs (not number of unique businesses)	875	874	1	0%
Average # of Vendors per Farmers Market	51	58	(7)	(12%)
# FMs reporting	17	15	2	13%
Total of All Farms Vendors Selling at FMs (not number of unique businesses)	447	443	4	1%
Average # of Farm Vendors per Farmers Market	26	30	(3)	(11%)
# FMs reporting	17	15	2	13%

Farmers Markets' Sales	2025	2024	Difference	% change
Total Sales for All Vendors				16%
	\$32,631,663	\$28,020,420	\$4,611,242.9	
Average All Vendor Sales per Farmers Market	\$2,039,479	\$1,868,028	\$171,450.9	9%
Average All Vendor Sales per Market Day	\$70,025	\$63,538	\$6,486.7	10%
# FMs reporting	16	15	1	7%
Total Sales for All Farm Vendors			\$2,998,260	18%
	\$19,928,890	\$16,930,630		
Average Farm Sales per Farmers Market	\$1,245,556	\$1,209,331	\$36,225	3%
Average Farm Sales per Market Day	\$42,766	\$38,391	\$4,374	11%
# FMs reporting	16	14	2	14%
% of All Vendor Sales from All Farm Vendors	61%	60%	1%	1%

Farmers Markets' Food Access	2025	2024	Difference	% change
Total SNAP EBT redeemed at FMs participating in SNAP Market Match Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$362,709	\$370,645	\$(7,936)	(2%)
Aggregated Total Number of Transactions	8,474	10,766	(2,292)	(21%)
Average SNAP EBT \$ per Transaction	\$42.80	\$34.43	\$8.38	24%
Average SNAP EBT per FM	\$22,669	\$26,475	\$(3,805)	(14%)
# FMs reporting (includes Pike Place Market)	16	14	2	14%
Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$351,097	\$356,678	\$(5,581)	(2%)
Average SNAP Market Match per Farmers Market	\$21,944	\$25,477	\$(3,533)	(14%)
# FMs reporting (includes Pike Place Market)	16	14	2	14%
Total Fresh Bucks Redeemed Source: City of Seattle (August 2026)	\$134,681	\$143,082	\$(8,401)	(6%)
# FMs reporting	16	14	2	14%
Total number of pounds of food donated by farmers market and vendors	104,350	116,541	(12,191)	(10%)
Average per Farmers Market	8,027	9,712	(1,685)	(17%)
# FMs reporting >0#	13	12	(12,191)	(10%)

Farmers Markets' Shoppers	2025	2024	Difference	% change
Total Number of Shopper Visits for Season	1,534,651	1,406,062	128,589	9%
Average # of Annual Shopper Visits per Farmers Market*	90,274	93,737	(3,464)	(4%)
# FMs reporting	17	15	2	13%

Farmers Markets' Human Resources	2025	2024	Difference	% change
% of Market Managers that were Paid (not volunteers)	100%	100%	0	0%
# FMs reporting	17	15	2	13%
Aggregated Number of Farmers Market Volunteers	184	186	(2)	(1%)
Average # of Volunteers per Farmers Market	13	16	(2)	(15%)
# FMs reporting at least 1 volunteer	14	12	2	17%

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

Farmers Markets Open	2025	2024	Difference	% change
Number of Farmers Markets Open	28	27	1	4%
Number of Farmers Markets Reporting	27	25	2	8%
% FMs reporting	96%	93%	4%	4%

Farmers Markets' Days	2025	2024	Difference	% change
Aggregated Number of Market Days	548	513	35	7%
# of Year(Round FMs (>40 weeks/year))	1	1	0	0%
Average # of Market Days	20	21	1	(1%)
# FMs reporting	27	25	2	8%

Farmers Markets' Vendors	2025	2024	Difference	% change
Total of All Vendors Selling at FMs	1821	1740	81	5%
Average # of Vendors per Farmers Market	70	70	0	0%
# FMs reporting	26	25	1	4%
Total of All Farms Vendors Selling at FMs*	407	422	(15)	(4%)
Average # of Farm Vendors per FM	16	17	(1)	(7%)
# FMs reporting	26	25	1	4%
Farmers Markets' Sales	2025	2024	Difference	% change
Total Sales for All Vendors				12%
	\$15,210,680	\$13,634,988	\$1,575,691	
Average All Vendor Sales per Farmers Market	\$563,359	\$592,826	\$(29,467)	(5%)
Average All Vendor Sales per Market Day	\$27,757	\$26,579	\$1,178	4%
# FMs reporting	27	23	4	17%
Total Sales for All Farm Vendors	\$6,702,025	\$5,670,465	\$1,031,561	18%
Average Farm Sales per Farmers Market	\$248,223	\$246,542	\$1,681	1%
Average Farm Sales per Market Day	\$12,230	\$11,054	\$1,176	11%
# FMs reporting	27	23	4	17%
% of All Vendor Sales from All Farm Vendors	44%	42%	2%	6%

Farmers Markets' Food Access	2025	2024	Difference	% change
Total SNAP EBT redeemed at FMs participating in SNAP Market Match	\$113,815	\$105,761	\$8,054	8%
Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)				
Aggregated Total Number of Transactions	5,769	5,635	134	2%
Average SNAP EBT \$ per Transaction	\$19.73	\$18.77	\$1	5%
Average SNAP EBT per FM	\$5,691	\$7,051	\$(1,360)	(19%)
# FMs reporting (includes Pike Place Market)	20	15	5	33%

Total SNAP Market Match Redeemed Source: WS Dept of Health, Fruit & Vegetable Incentive Program (July 2025)	\$117,824	\$107,019	\$10,805	10%
Average SNAP Market Match per Farmers Market	\$5,891	\$7,135	\$(1,243)	(17%)
# FMs reporting (includes Pike Place Market)	20	15	5	33%
Total number of pounds of food donated by farmers market and vendors	50,732	25,197	25535	101%
Average per Farmers Market	7,247	3,600	3648	101%
# FMs reporting >0#	7	7	0	0%

Farmers Markets' Shoppers	2025	2024	Difference	% change
Total Number of Shopper Visits for Season	937950	734,601	203,349	28%
Average # of Annual Shopper Visits per Farmers Market*	34,739	31,939	2,800	9%
# FMs reporting	27	23	4	17%

Farmers Markets' Human Resources	2025	2024	Difference	% change
% of Market Managers that were Paid	96%	96%	0	0%
# FMs reporting	27	25	2	8%
Aggregated Number of Farmers Market Volunteers	885	603	282	47%
Average # of Volunteers per Farmers Market	35	27	8	29%
# FMs reporting at least 1 volunteer	25	22	3	14%

Appendix 1. King County Farmers Markets, 2026-2024

Data	Farmers Market	Farmers Market Organization	2026	2025	2024
Other KC	Auburn Farmers Market	City of Auburn			
Seattle	Ballard Farmers Market	Seattle FM Association (SFMA)			
Other KC	Bellevue Farmers Market	FM nonprofit			
Other KC	Burien Farmers Market	Discover Burien			
Seattle	Capitol Hill Farmers Market	Neighborhood FM (NFM)			
Other KC	Carnation Farmers Market	FM nonprofit			
Seattle	Central District Farmers Market ¹	Seattle FM Association (SFMA)			
Other KC	Columbia City Farmers Market [^]	Neighborhood FM (NFM)			
Other KC	Crossroads Farmers Market (Bellevue)	Crossroads Bellevue			
Other KC	Delridge Farmers Market ^{^*}	African Community Housing & Dev.			
Other KC	Des Moines Waterfront Farmers Market	FM nonprofit			
Other KC	Duvall Farmers Market	FM nonprofit			
Other KC	Enumclaw Plateau Farmers' Market	FM nonprofit			
Other KC	Federal Way Farmers Market	City of Federal Way			
Seattle	Georgetown Farmers Market	Georgetown Business Association		pilot	--
Other KC	Issaquah Farmers Market	City of Issaquah			
Other KC	Juanita Friday Market (Kirkland)*	City of Kirkland			
Other KC	Kenmore Farmers Market	Northshore Farmers Markets			
Other KC	Kent Farmers Market	Living Well Kent			
Other KC	Kirkland Wednesday Market	FM nonprofit			
Seattle	Lake City Farmers Market	Neighborhood FM (NFM)			
Other KC	Lake Forest Park Farmers Market	Third Place Commons			
Seattle	Madison Park Farmers Market	Seattle FM Association (SFMA)		new	--
Seattle	Magnolia Farmers Market	Neighborhood FM (NFM)			
Other KC	Maple Valley Farmers Market*	FM nonprofit			
Other KC	Mercer Island Farmers Market	FM nonprofit			
Other KC	Normandy Park Farmers Market*	FM nonprofit			new

¹ The Madrona Farmers Market's changed its name to the Central District Farmers Market in 2025.

Data	Farmers Market	Farmers Market Organization	2026	2025	2024
Other KC	North Bend Farmers Market	Mt Si Metro Parks			
Seattle	Phinney Farmers Market	Neighborhood FM (NFM)			
Seattle	Pike Place Market - First Hill	Pike Place Market PDA			
Seattle	Pike Place Market - South Lake Union	Pike Place Market PDA			
Seattle	Pike Place Market - Produce on Pike	Pike Place Market PDA		new	pilot
Seattle	Queen Anne Farmers Market	FM nonprofit			
Other KC	Redmond Saturday Market *	FM nonprofit			
Other KC	Renton Farmers Market	City of Renton			
Other KC	Sammamish Farmers Market*	Chamber of Commerce			
Other KC	SeaTac Farmers Market*	African Community Housing & Dev.			new
Other KC	Shoreline Farmers Market	FM nonprofit			
Seattle	South Lake Union Farmers Market	Seattle FM Association (SFMA)	new	--	--
Other KC	Tukwila Farmers Market	City of Tukwila		new	--
Other KC	Tukwila Village Farmers Market	New Roots/IRC			
Seattle	University District Farmers Market	Neighborhood FM (NFM)			
Other KC	Vashon Island Farmers Market	Vashon Island Growers Assn			
Seattle	Wallingford Farmers Market	Seattle FM Association (SFMA)			
Seattle	West Seattle Farmers Market	Neighborhood FM (NFM)			
Other KC	Woodinville Farmers Market	Northshore Farmers Markets			

* Indicates that farmers market is not a member of WSFMA in 2026.