

Farmers Market Research and Data for Washington State

Chapter 3: Markets Count! Collecting, Managing, & Deploying Your Data

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Finding up-to-date data to help you plan, manage, and promote your market can be a challenge. Below are a few leading resources.

Oregon State University

Our neighbors to the south have a bounty of Technical Reports on farmers markets that every manager should know about: <http://smallfarms.oregonstate.edu/oregon-small-farms-technical-reports>

Washington State University Farmers Market Research

In partnership with a statewide “Farmers Market Action Team,” the WSU Small Farms Program has coordinated various farmers markets research projects, including 14 Rapid Market Assessments, a statewide survey of farmers markets managers and farm vendors. All reports are posted on the Small Farms Team website:

<http://smallfarms.wsu.edu/marketing/>.

In addition, a WSU Wireless Technology Project researched the impacts of EBT and credit/debit programs at farmers markets with support from the WSDA Specialty Crop program. Data from this project are included in “Accepted Here! Food Access Programs at Washington State Farmers Markets.” (Also posted on the Small Farms Team website.)

Past market research supported by a 2003 USDA grant called “Northwest Direct” is also available online and includes past RMA reports: <http://nwdirect.wsu.edu/markets/>.

Washington State Farmers Market Association

The WSFMA tracks a variety of data that is voluntarily reported by member markets. The aggregate sales data and total number of member markets are shared during Farmers Market Week. Additional analyses may be available to members upon request.

Farmers Market Nutrition Program (FMNP)

The Washington State Department of Health creates an annual report for FMNP sales, usually by county and legislative district. In 2016, this data was posted online. Look in

the “Data and Statistical Reports” section under “Health Behaviors” and look for WIC:
<http://www.doh.wa.gov/DataandStatisticalReports/HealthBehaviors/WIC>

King County

Steve Evans at the King County Ag Program currently coordinates farmers market support and collects annual market data. In 2010, Karen Kinney spearheaded an extensive report on farmers markets for King County:

www.kingcounty.gov/environment/waterandland/agriculture/documents/farmers-market-report.aspx.

In 2012, Karen Kinney and the Farmers Market Access Project Advisory Committee completed a report on their project “to identify innovative practices, policy opportunities, and emerging technology that will increase low-income shoppers’ ability to purchase healthy, local food at local farmers markets”:

www.kingcounty.gov/environment/waterandland/agriculture/market-managers/FMAP.aspx.

Washington Market and Non-Profit Organizations

The [Neighborhood Farmers Markets](http://www.seattlefarmersmarkets.org) (www.seattlefarmersmarkets.org) does an excellent job of tracking and presenting annual market data for their seven Seattle markets.

Farmers Market Research from Cascade Harvest Coalition:

www.cascadeharvest.org/programs/farmers-markets

Farmers Market Coalition

The “Market Metrics” project of the FMC brings together their best tools to help farmers markets collect data. The goal is to create a recommended set of data that any market can collect, analyze, and share online. The FMC will be providing training on this project as well as other forms of evaluation. For more information visit:

<https://farmersmarketcoalition.org/programs/farmers-market-metrics/>

United States Department of Agriculture

The USDA has a variety of reports and resources that include farmers market data:

- USDA ERS “Food Environment Atlas”: www.ers.usda.gov/data-products/food-environment-atlas.aspx
- USDA ERS National Farmers Market Survey: www.farmersmarketsurvey.com
- USDA NASS, Census of Ag, Washington State:
www.nass.usda.gov/Statistics_by_State/Washington/index.asp