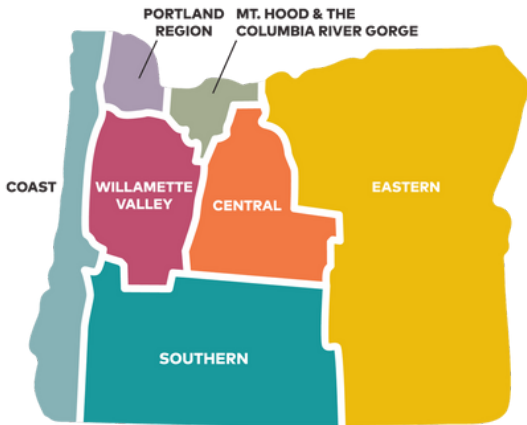




In Oregon in 2022...



...**117 orgs** were operating
140 market locations.



...**3.5 million visits** were
made to markets – up
from 3.4 million in 2021!

...total vendor sales were
\$54,488,336!



...**6,427 businesses** attended
a farmers market at least once
– up from 5,900 in 2021!

...**markets host 30 vendors** on
average each day.

...83% of markets said their
vendor numbers **stayed the
same or increased** compared
to 2021.

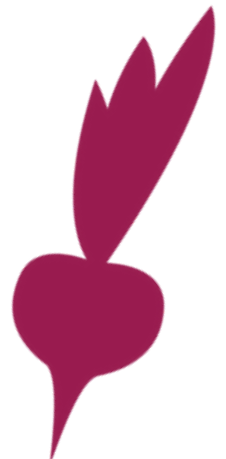
...73% of markets had budgets
less than \$50K and most markets
get the majority from vendor
fees.



...103 market locations offered SNAP, with an
estimated \$2,096,723 distributed in SNAP.

...75 market locations offered Double Up Food
Bucks, with \$1,369,416 spent in Food Bucks.

...100 market locations had vendors who could
accept Farm Direct checks – \$1.8M was paid
to farms through this program.

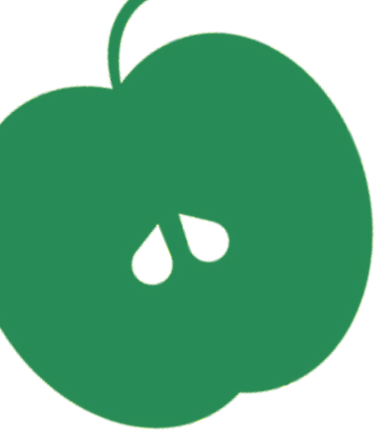




Oregon
Farmers
Markets
Association

OREGON FARMERS MARKET CENSUS 2022





HOW MANY MARKETS?

87 market organizations took the OFMA census, and including markets that didn't take the census, **there were 117 market organizations operating at 140 market locations in Oregon in 2022.** Most farmers market organizations are operating only one market at a time. 14 organizations operate more than one market in either different locations or at different times of the week. The total number of markets in Oregon in 2022 is up from 113 market organizations at 136 locations in 2021, and 101 market organizations in 2020. In 2020 there were 15 organizations that temporarily closed due to COVID but not all of them returned the next year.

Oregon's markets were open a total of 3,455 days in 2022 — this represents the summation of the total number of market days at each location, added together across the state. 34 responding markets had closures for weather or wildfires, for a total of 51 canceled days. 8 markets had closures for other reasons, for an additional 32 canceled days. Every day that markets are cancelled due to extreme weather or other reasons, it represents a loss in revenue for the markets, farmers, and other small businesses.

3,455 market days in 2022 means 3,455 opportunities for shoppers across the state to go to farmers markets, and Oregonians love their markets! **OFMA estimates 3.5 million visits were made to markets in 2022**, which is down from 4.2 million in 2019, but has been steadily climbing since falling down to 2.2 million visits in 2020 due to the pandemic.



HOW MANY VENDORS?



OFMA estimates there are 6427 businesses that attended a farmers market at least once in 2022. This number is up from 5,900 business in 2021, nearly back up to the 6,700 estimated vendors in 2019 before the pandemic. This total does double count some businesses every year, since some vendors attend multiple markets in the same region.

On a typical day, markets in Oregon will have 30 vendors attending. 83% of responding markets said their vendor numbers stayed the same or increased in 2022 compared to 2021, 13% said they decreased.

The size of markets ranges across the state. 5 markets in Oregon had 113 vendors or more on their largest day of the year, while 5 markets in the state had 10 vendors or fewer on their biggest day of the year. **On the biggest day of their seasons, Oregon markets average 42 vendors.**

Size of market doesn't always reflect impact. All these vendors represent small local businesses where visitors can spend their dollars locally.

To estimate total vendor sales across the state, we ask markets to give us a number, and then tell us how they arrived at it. It falls into 3 categories: based on weekly data, based on a sample of weeks, or a guess. When we add up the figures markets gave us we take into account how accurate the data is. We also add in our own guess from the non-responding markets based on how many vendors we guess they have.

23 market organizations who took the census are collecting sales data from their vendors on a daily basis. Another 16 estimated their season totals from a sampling of days or using token sales totals.

OFMA estimates vendor sales in 2022 were \$54,488,336.





WHO RUNS MARKETS?

The OFMA census asked about the identities of the person completing the survey. Typically this person is a market manager or in another leadership position at their market. 75 people answered the questions on this part of the survey in 2022. **90% identified as white, while 10% identified as AAPI, Latine, and/or BIPOC. 84% identified as female, 12% identified as male, 4% as queer or nonbinary.**

The statewide average reported pay was \$21.86 per hour, with rates ranging from \$14.00 to \$34.00 per hour. Hourly wages reported may or may not represent a full-time job and staff may work more hours than they are actually paid for. The majority of markets with paid staff were able to offer more than one paid position, and tended to have about 3 paid staff or contractors. OFMA did not ask if the positions are full or part time, but we assume that paid work at markets is often part time and/or seasonal.

The survey captured what appeared to be 9 unpaid positions where the people answering the survey said they worked between 120 and 975 hours in 2022. Based on the hours reported, they likely hold staff level roles at their markets and are not a board member or occasional volunteer. An additional 7 responses came from people paid a stipend that worked out to be \$10/hr or less, at between 180 to 1400 hours worked in 2022. Of these 16 unpaid or low stipend positions, 12 are at rural markets, three are at suburban markets, and one is at an urban market.

Of the 16 highest paid positions in Oregon (\$25/hr or more) 7 represent organizations or institutions where the farmers market is one of many programs offered, such as chambers of commerce, large non-profits, city government, schools, and hospitals. Of these 16 highest paid positions, 4 are at rural markets, 5 are at suburban markets, and 7 are at urban markets.

31 markets said pay increased in 2022 or will in 2023. 23 said pay was under discussion at the time of taking the census, unsure if it would change. 18 are keeping pay rates the same, and 2 decreased.

Most of the responding markets offer no benefits, while some offer health insurance, paid time off, gifts of tokens, a professional development stipend, a phone stipend, retirement benefits, paid time for markets canceled due to weather, and transit passes.

Average hourly pay by location: rural: \$20.63, suburban: \$23.14, urban: \$22.67

HOW DO MARKETS RUN?

79 markets answered questions about their budget in the OFMA census survey. 73% said they have organizational budgets less than \$50,000. Of the 85 that answered questions about their stall fees, **the average 10x10 stall fee that markets charge a farm is \$27**. Most responding markets charge less than \$45 per market day.

While farmers market organizations can get funding from sponsors and grants, **most markets who responded get more than half their budget funded by vendor fees**. This means they are very dependent on vendor fees and don't have many other funding sources. It also means that they are very affected by cancellations due to extreme weather events or other logistical issues.

86% of respondents said their market's income stayed the same or increased in 2022 compared to 2021, while 16% said it decreased.

Stall fees data:

(per market fee – % of markets)

\$0 – 2%

\$25 or less – 42%

\$26 to \$35 – 9%

\$36 to \$45 – 18%

\$46 to \$55 – 7%

Over \$56 – 1%

Charge a % of sales – 11%



On average, markets that do fundraising have gone to 3 sources to raise funds besides collecting stall fees. In the last 3 years, they most often sought funding from local businesses, individual donations from community members, and city or county government.

In answering the survey, **markets said they wanted to share out to other markets what kinds of fundraising has been successful.** Their ideas included: pandemic relief grants, at-market sponsors, raffles, in-kind services from local businesses (ex. free printing for promotional materials), farm-to-table events, Rotary Clubs, Credit Unions, local unions, soil and water conservation district grants, State-managed Specialty Crop Block Grant Program, food festivals (pie sales, salsa contest, etc), and Economic Development Districts.

Market funding:

(number of markets – fundraising source)

- 41 – local businesses
- 34 – Individual donations from community
- 32 – Local government
- 29 – Private foundations and public charities
- 21 – Corporate sponsorship
- 16 – Fiscal sponsor organizations
- 18 – Federal government
- 10 – State government
- 24 – Other

When it comes to software, most Oregon farmers markets are using their own systems and tools, such as spreadsheets, surveys, paper forms. 54% of Oregon farmers markets use their own systems and are, on average, relatively satisfied with their systems. 85 farmers markets answered questions about the software they use:

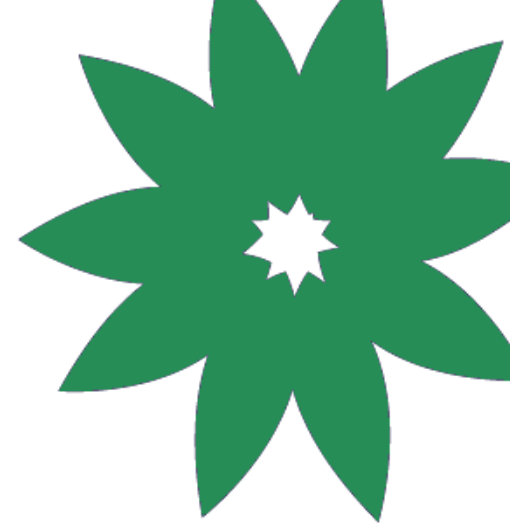
Software Data:

Software Name – % of Oregon Markets Using – Average satisfaction level (1 to 5, 1 being unhappy and 5 being happy)

- Custom system – 54% – 3.7
- Farmspread or Marketspread – 5% – 3.3
- Manage My Market – 34% – 3.6
- MarketWurks – 6% – 4.0
- Local Food Marketplace – 1% – 1.0



HOW ARE MARKETS ACCESSIBLE?



Farmers markets in Oregon are dedicated to increasing access and equity. Thanks to the incredible work of our partners at Farmers Market Fund (FMF), the majority of Oregon farmers markets are able to accept SNAP payments and Double Up Food Bucks (DUFBS), along with a number of other options for shoppers to stretch their budgets at the farmers market and get more money to farmers.

103 market locations offered SNAP in the state of Oregon in 2022. Combining data from FMF and the OFMA census, we can estimate that **\$2,096,723 was distributed in SNAP at Oregon's farmers markets in 2022.**

Along with SNAP, 75 market locations offered DUFBS. DUFBS allows SNAP shoppers to get double the fruits and vegetables at CSA shares, farmers markets, grocery stores, and farm stands across the state. FMF reports that **\$1,369,416 in DUFBS was distributed at Oregon's farmers markets in 2022.**

The Oregon Farm Direct Nutrition Program is a state-administered, federal nutrition program serving families enrolled in the WIC (Women, Infants and Children) program and income-eligible seniors. Farm Direct participants receive \$4 vouchers to spend on locally-grown produce directly with authorized farmers. 100 market locations had vendors who could accept Farm Direct checks. Through this program, \$1.8M was paid to farms in 2022.

In addition to SNAP, DUFBS and Farm Direct checks, 27 market locations reported they offered another type of match incentive that wasn't affiliated with DUFBS. And, at least 11 markets offer a Veggie Rx program.

