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Seattle's Year-Round Neighborhood-Scale Farmers Markets: A Study of Inclusivity

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Abstract

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Farmers markets exist across the country, providing healthy and local food to their customers. These spaces can help to boost local agricultural economies, provide social gathering places, foster connections with farmers who grow the food being purchased, and act as a way to support environmentally sound agricultural practices. Seattle has an extensive network of farmers markets that aim to advocate for low-income benefits that increase food access, as well as support and strengthen Washington's small farms and educate consumers on both the health and economic benefits of supporting local agriculture. However, existing literature suggests that farmers markets may not be serving the populations who need them the most. The question this thesis aims to address is: what are Seattle's year-round, neighborhood-scale farmers markets doing to be inclusive community spaces, and what could they do to be more inclusive? To examine the inclusivity of these markets, evaluation criteria were developed and used to observe Seattle's Ballard Market, Capitol Hill Market, University District Market,

and West Seattle Market. For further research, interviews were conducted with the Operations Manager of Seattle Farmers Market Association, the Executive Director of Seattle Neighborhood Farmers Markets, and a Director of Root of All Roads. This information was used to highlight current practices that increase inclusivity, and to develop recommendations for increasing the inclusivity of Seattle's four year-round, neighborhood-scale markets. Some of these recommendations include: using multi-language signage, increasing or changing the operating hours of the markets, partnering with Seattle Housing Authority, and expanding the educational component of the markets.

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Chapter 1: Introduction

Vendor-lined streets, fresh produce, beautiful bouquets of flowers, and smiling chatty patrons. These are the images that come to mind for many people when they think of a neighborhood farmers market. To some, these are community spaces that build social capital and support local agriculture and farmers while upholding environmentalist standards of food production. But one facet of farmers markets as community spaces is being questioned in academic literature: who these markets are for, and who feels comfortable there? Are these spaces that can be utilized equally by all community members, or do certain sects of the population feel unwelcome?

Farmers markets exist across the country, providing healthy and local food to their customers. These spaces help to boost local agricultural economies, provide social gathering places, foster connections with farmers who grow the food being purchased, and act as a way to support environmentally sound agricultural practices. There are many factors that make shopping at farmers markets an easy choice for some, and a not-so-easy choice for others. Barriers that exist regarding food access, availability, and utilization have led to a positive correlation between income and food security, leaving many low-income populations without accessible healthy and affordable food. Farmers markets have the potential to begin to close this gap. Seattle has an extensive network of farmers markets that aim to advocate for low-income benefits that lead to food security, support and strengthen Washington's small farms, and educate consumers on both the health and economic benefits of supporting local agriculture.

However, the existing literature suggests that farmers markets may not be serving the populations who need them the most.

The main farmers market consumer demographic is wealthy, white, well-educated, women.

One of the barriers to shopping at a farmers market simply being that the farmers market seems like an exclusive place, where people who do not fit into this mold do not feel welcome.

Time, finances, and lack of accessibility, lead to a place that is only used by certain sects of the population. There are programs that exist across the country to increase the accessibility of farmers markets for low-income populations, including King County's Fresh Bucks program, which aims to make shopping at farmers markets more affordable for low-income people by matching SNAP and EBT benefits one for one. This provides some help, but also has shortcomings as well. These barriers and shortcomings make grocery shopping elsewhere a necessity for those who do not have the time, energy, resources to spend at the farmers market.

The question this research addresses is: what are Seattle's four year-round farmers markets doing to be inclusive spaces, and what could they be doing to be more inclusive? An evaluation protocol was developed with criteria that are important to determining market inclusivity for diverse patrons. The criteria reflect the practices and efforts of farmers markets across North America as well as the current discourse in the literature surrounding market inclusivity. The evaluation protocol was used to evaluate the four year-round markets run by Seattle Farmers Market Association (SFMA) and Seattle Neighborhood Farmers Markets (SNFM). Additionally,

interviews were conducted with the Operations Manager of SFMA and the Executive Director of SNFM to understand why operations run the way they do. Finally, an interview with a Director of Root of All Roads Seattle (ROAR)—a mobile farm stand that partners with communities that have historically faced barriers to food access—was conducted to assess the transferability of their strategies regarding inclusivity.

1.1 Document Overview

The purpose of this study is to assess what Seattle’s four year-round neighborhood-scale farmers markets are doing to be inclusive spaces, and identify strategies they could adopt to be more inclusive. I conclude the introduction with definitions to clarify the meaning of both farmers markets and inclusive spaces. In the second chapter I present a literature review, discussing federal and state initiatives to increase access to farmers markets, market benefits and barriers to access, and three precedent studies. In the third chapter I discuss the methods used to assess the inclusivity of the four markets I studied. In the fourth chapter I present the findings of my research. The fifth chapter has my discussion and recommendations based on my findings. Finally, the sixth chapter marks next steps for possible future research.

1.2 Definitions

Farmers Market

This study will use the USDA’s definition of farmers market: “Two or more farmer-producers that sell their own agricultural products directly to the general public at a fixed location, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains” (USDA 2018).

Inclusive Spaces

The Oxford Dictionary defines inclusivity as, “The practice or policy of including people who might otherwise be excluded or marginalized, such as those who have physical or mental disabilities and members of minority groups”. The University of Nebraska-Lincoln has a comprehensive definition of an inclusive environment, which many other public and private institutions do not. Their definition follows what I believe farmers markets should strive for, “One in which everyone feels safe, supported, included, and encouraged to be themselves; where each person is recognized as a diverse individual connected to a community; where diversity is recognized and accepted between and among individuals and groups; where equitable access, dignity and safety for all individuals and groups is normative” (University of Nebraska-Lincoln 2018). The Diversity Journal further accentuates the difference between diversity and inclusion and the importance of both, “Inclusion involves bringing together and harnessing diverse forces and resources in a way that is beneficial. Inclusion puts the concept and practice of diversity into action by creating an environment of involvement, respect, and connection—where the richness of ideas, backgrounds, and perspectives are harnessed to create value” (Jordan 2011).

These definitions of inclusivity and inclusive spaces include these seven themes:

- Include people who may be marginalized
- Create a safe environment
- Encourage individuality
- Connect to community

- Recognize diverse ideas and backgrounds
- Promote equitable access
- Harness diversity to create value

While each of these themes reflect an important aspect of inclusivity and inclusive space, for the purposes of this study I am going to focus on three: including people who may be marginalized, connecting to community, and promoting equitable access. These facets guide my research surrounding the inclusivity of Seattle's year-round neighborhood-scale farmers markets by looking at who is currently shopping at the markets, how the markets are advertised and geared toward each community, and the physical and financial accessibility of each market. These three themes along with my literature review and precedents studies inform the farmers market evaluation criteria I use, the interview questions I ask, and the recommendations I provide.

Chapter 2: Literature Review

2.1 Farmers Markets and Food Programs

Farmers markets are defined as recurring markets at fixed, established locations where agricultural products are sold by farmers (Grace et al. 2007). Farmers markets are the most visible and pervasive of the food and farm initiatives that rose out of the social movements of the 1970s (Markowitz 2010). At these markets, farmers set the prices of their agricultural products, adding a premium with awareness of grocery store prices of similar products, and other vendor prices at the market (Grace et al. 2007). The growing demand for local food has led to a boom in the popularity of farmers markets (Grace et al. 2007). As of August 2017 there were 8,687 USDA registered markets in the United States, up from 6,132 in 2010, and from under 2,000 in 1994 (USDA 2017). There has been discontent and frustration with the organic food movement over the past thirty years due to its bureaucratic ties, and food activists have instead been prioritizing eating food that is produced closer to home (Markowitz 2010). Urban farmers markets have a trade area of about one mile, as opposed to their suburban counterparts, which have a trade area of about fifteen miles (Young 2011).

Food security means that all people have access to enough food for an active, healthy life all the time (USDA 2017). In 2016, 12.3% of U.S. households lacked access to enough healthy food for some period of time. According to a 2016 study by the USDA, food insecurity rates for low-income households, Black and Hispanic-headed households, and households with children headed by a single parent were higher than the national average by a substantial amount (USDA 2016). In The Center for Disease Control and Prevention along with the United States

Department of Agriculture identify increasing access to farmers markets as a strategy to increase the amount of fresh produce available in low-income communities (Lieff, Bangia, Baronberg, Burlett, & Chiasson, 2016). This is why farmers markets have arisen as a community-based strategy to address this issue (Young 2011). However, the average consumers attending farmers markets across the country are older white, wealthy, women with high educational attainment. The average consumer also regards market shopping as a leisure activity, as well as a way to support the local economy and farmers (Rice 2015). Farmers markets could be reach a higher potential by serving a more diverse spectrum of shoppers and acting as both a leisure location as well as a legitimate shopping center for fresh and local produce.

There are both federal and state initiatives to increase access to farmers market produce for low-income people by making them more affordable. The three main federal food assistance programs that have increased market accessibility to underserved populations are the Supplemental Nutrition Assistance Program (SNAP), Women, Infants, and Children Farmers Market Nutrition Program (WIC FMNP), and the Senior Farmers Market Nutrition Program (SFMNP) (Young 2011). SNAP, formerly known as the Food Stamp Program, has evolved to allow use of benefits at farmers markets (Farmers Market Coalition 2018). Some cities, such as Seattle, have implemented programs that match SNAP benefits dollar-for-dollar at participating farmers market locations (Seattle Office of Sustainability & Environment 2018). WIC FMNP has the goals of improving nutritious food access for low-income pregnant women, mothers, and children and supporting local agriculture. Through WIC FMNP, participants receive FMNP checks once annually that can be used at WIC-approved farmers markets. SFMNP is a federal

program with the goal of increasing access to fresh, local food for people over sixty years old who are experiencing food insecurity. This program provides participants with coupons that can be used on fresh produce at farmers markets, and in 2015 817,751 seniors received benefits and over 20,000 farmers participated (Farmers Market Coalition 2018). WIC FMNP has the greatest national impact on farmers markets with 1.7 million participants in 2015 and almost 18,000 farmers participating in the program. Even though SNAP has the highest enrollment of the three programs with 46.5 million participants in 2014, SNAP *redemption* at farmers markets falls behind both WIC FMNP and SFMNP (USDA 2018), (Young 2011).

2.2 Farmers Market Benefits

Scholars argue that there are proven benefits that come along with farmers markets and local food systems. Local food systems are “rooted in particular places, aim to be economically viable for farmers and consumers, use ecologically sound production and distribution practices and enhance social equity and democracy for all members of the community” (Feenstra, 1997).

Farmers markets can benefit the farmers and farming towns by facilitating business for small or beginning farmers, and boosting economic activity by bringing more money into the community (Colasanti, Conner, and Smalley 2010). The markets also facilitate an important link between farmers and consumers, providing more meaningful face-to-face interactions that are not found in our industrialized food system (Hinrichs 2000). Farmers markets can act as a hub for building community relationships and social capital, connecting farmers and others in the community and fostering trust and exchange between farmers and community members.

Many patrons of farmers markets also see the benefits. Neighborhoods where markets are located see an increase in access to fresh fruits and vegetables for whom the access may otherwise be limited (Colasanti, Conner, and Smalley 2010). Federal and local food assistance programs have made shopping at farmers markets a more viable possibility for low-income populations. These programs have positive economic impacts on the farmers who participate, and increase access to fresh produce and health benefits for low-income populations (Young 2011). Programs have emerged that double SNAP money at farmers markets, like King County's Fresh Bucks Program, which began in 2012. Originally this program matched SNAP money spent at farmers markets up to ten dollars each day. In 2017, the program began receiving more funding due to revenue from Seattle's sweetened beverage tax being diverted to the program, resulting in there being no limit on matching SNAP money at farmers markets (Seattle Office of Sustainability & Environment 2018). This is an incentive for SNAP participants to purchase fresh fruits and vegetables from farmers markets, supporting their local farmers in the process. In many cases these programs are what make it possible for patrons to shop at farmers markets (Amaro and Roberts 2017).

Many consumers have an idealistic vision of farmers markets as welcoming places that are neither too busy nor too slow, with a variety of options for fresh and locally grown produce marked at prices that are either competitive or in line with supermarket options. According to Colisanti in 2010, the more that these characteristics remain true, the more likely it is that patrons will want to regularly shop at farmers markets. Promoting farmers markets based on "creative home economics", instead of on the incentive of cheaper food may reach a broader

audience (Colasanti, Conner, and Smalley 2010). This involves adding an education component to the farmers market with techniques for meal planning, shopping, and cooking, while balancing the amount of time people have to give to learning such activities (Grace et al. 2007).

2.3 Barriers to Market Access

Even though farmers markets can benefit certain people and economies, scholars have argued that the local food movement, and farmers markets specifically, is shaped by whiteness (Slocum 2007). This 'whiteness' refers to the white cultural practices that shape the environment of a farmers market (Guthman 2008). The environment cultivated at farmers markets across the United States has the potential to discourage patronization by people of color. This makes it difficult for farmers markets, and the local food movement as a whole, to participate in increasing socially just sustainability and distribution of healthy, local food (Alkon and McCullen 2011). In a study completed by Alkon and McCullen in 2011 at two farmers markets in Northern California, it was found that "the dispositions and skills that allow an individual to feel politically empowered by the buying and selling of local organic food, as well as socially accepted as part of the farmers market community, reflect this intersection of race, class, and political orientation. Thus, farmers markets such as our cases become inclusive, empowering spaces for a form of food politics that reflects liberal, affluent, white identities and positionalities." (Alkon and McCullen 2011) This does not necessarily mean that these spaces are not diverse or inclusive, but that they can perpetuate certain ideologies and attract certain demographics.

Minority and low-income populations are more likely to face barriers to fresh and healthy food access compared with other populations. The increasing number of fast food options and convenience stores coupled with lack of transit access for many of these communities exacerbates this food access problem (Morland et al. 2001). In theory, locating a farmers market in a neighborhood will improve any existing issue of access to fresh and healthy food and potentially improve the economic and physical well-being of those who live there. This, however, is not always the case. Those who qualify for federal food assistance programs may experience limited market accessibility for a variety of reasons that may increase the gap in nutritional opportunities for low-income populations (Jones and Bhatia 2011). Major barriers to shopping at farmers markets include:

- High price point
- Limited operational hours
- Lack of effective marketing
- Confusion about federal food assistance benefits
- Difficulty navigating with children
- Lack of culturally appropriate food
- Language barriers

Market vendors and participants are quick to discount the many barriers faced by low-income people and people of color (Alkon and McCullen 2011). Colasanti, Conner, and Smalley in 2010, found that nonparticipation in farmers markets is not due to a lack of interest in locally and naturally grown food and instead is due to physical and financial barriers, disincentives, and competing priorities. These factors that may prevent people from shopping at farmers markets tend to fall along socioeconomic and demographic lines. (Colasanti, Conner, and Smalley 2010).

Young adults of all socio-economic standings are less likely to shop at farmers markets due to barriers facing young parents specifically, and also to a lack of prioritization of weekend time to shopping for food. The current advertisement of farmers markets is usually limited to standard dominant approaches that disproportionately draw in consumers from a specific set of demographics, and may exclude others (Rice 2015). The limited hours that farmers markets are usually open prevents many people from attending. Those either with schedules that happen to match the market schedule, or who have the leisure of a flexible and adaptable schedule have a much easier time attending and patronizing farmers markets (Colasanti, Conner, and Smalley 2010). Though many farmers markets accept federal food assistance benefits, the *perception* of the inability to use those at a farmers market is another barrier to patronage from low-income people (Bachaus 2015). Shopping with children presents another barrier and adds to the exclusivity of farmers markets. Bringing children along, especially to a busy market, can also add social discomfort to an already anxiety-provoking situation for those who do not frequent farmers markets (Leone et al. 2012). These findings have been understood for some time: “If farmers’ markets are to attract a critical mass of food stamp clients, they first will have to overcome both negative perceptions and operational realities: higher prices, inconvenient hours, complex shopping experiences, and limited discount opportunities.”(Grace et al. 2007)

Although federal food assistance programs in many cases make farmers market patronization more accessible to underserved populations, the switch from paper to electronic benefits required farmers markets to adapt if they wanted to support the programs. Acquiring and setting up a wireless EBT terminal can be costly for a market; the maintenance costs and

transaction fees add to the expense (Young 2011). However, in some states, including Washington, market organizations can apply for money to cover the cost of installing these machines (WSFMA 2018). According to a study done at a farmers market in a Midwestern city, the fact that matching programs that exist, as well as the fact that SNAP, WIC FMNP vouchers, and SFMNP vouchers are accepted at many farmers markets, is not widely advertised. This lack of knowledge surrounding these benefits can act as a barrier to farmers market patronage (Amaro and Roberts 2017).

2.4 Best Practices

Barriers associated with shopping at farmers markets are not particularly complicated, and there are many solutions that have been used or proposed. Techniques have been identified that could increase farmers market accessibility for low-income and minority populations. Maximizing the potential of direct agricultural markets to act as a means for health equity necessitates coordinated planning efforts of both the public and private sector with common goal of minimizing the barriers of patronage for underserved populations (Alkon and McCullen 2011). This initially includes implementing payment systems at markets that accept all forms of federal food assistance benefits, which will make progress toward more food benefit recipients shopping at the markets and in turn increase the economic benefits for the farmers (Jones and Bhatia 2011). Understanding the community at hand is important, and recognizing that supporting the local economy and building social capital may vary by race, ethnicity, social class, and gender (Rice 2015).

For farmers markets to survive and provide easy access to produce to populations that may not otherwise have it, the barriers to patronization must be addressed. Competitive pricing, access to transit, language sensitivity, health disparities, among other limitations are important to consider for farmers markets to be the true community-building and food access increasing spaces that they have the potential to be (Young 2011). There are several factors that are determinant of the success of farmers markets in low-income areas: community environment, physical environment, retail environment, and regulatory environment. There must be community support and desire for a market for both coordination and outreach purposes. The location of the market has to be walkable and accessed easily via public transit, as well as be in close proximity to other heavily trafficked community assets. The other food retail establishments in the trade area for a market are also important to consider because this can determine pricing and need (Young 2011).

2.5 Precedent Studies

Farmers market organizations across the country are employing different strategies to increase access to healthy, locally-grown food to their communities. I chose to highlight three organizations: Phat Beets Produce, Tacoma Farmers Market, and FRESHFARM. Two of these organizations have mission statements that incorporate the goal of equitable food access to all members of the community, and the other is in close physical proximity to Seattle. All three of these market organizations have been recognized for their creative and effective programs and policies that work toward increasing the accessibility and inclusivity of their markets.

2.5.1 Phat Beets Produce

Phat Beets Produce is a food justice collective that has been expanding in Oakland, California since its 2007. They currently run two farmers markets, one operates on Tuesdays from 2PM to 7PM year-round and Wednesdays from 2PM to 5:30PM from September through June. One market operates at the UCSF Benioff Children’s Hospital in North Oakland, and the other in the Saint Martin de Porres School parking lot. They strongly value the core principals of food justice, believing that healthy food is a human right and that there is enough food to feed everybody, but a lack of political will to distribute the food in a just way (Phat Beets Produce 2018).

Mission Statement: “Phat Beets Produce aims to create a healthier, more equitable food system in North Oakland through providing affordable access to fresh produce, facilitating youth leadership in health and nutrition education, and connecting small farmers to urban communities via the creation of farm stands, farmers markets, and urban youth market gardens” (Phat Beets Produce 2018).

Relevant Programs and Policies:

Phat Beets Produce is part of the California Market Match Consortium, which allows market patrons to use EBT and WIC money at both markets. The consortium also matches EBT/SNAP money up to ten dollars per day to spend on fresh fruits and vegetables. The market located at the UCSF Benioff Children’s Hospital provides patients of the Healthy Hearts Clinic with a \$2 “Beet Buck” to spend at the market each week. The market located in the Saint Martin de

Porres Community Produce School parking lot includes free samples and cooking demonstrations each week. Phat Beets Produce also offers CSA shares called Beet Box, which are discounted fifty percent with free home delivery for those purchasing with EBT or SNAP. The money generated from the Beet Boxes goes toward generating prescription market vouchers called Beet Bux, which doctors at the UCSF Benioff Children’s Hospital can prescribe to their patients to encourage fresh fruit and vegetable consumption among their at-risk patients. Phat Beets also facilitates the Healthy Hearts Youth Market Garden. Since 2009, Phat Beets Produce has been partnering with a local neighborhood organization to turn the perimeter of Dover Park in Oakland from weeds to productive land. The 3,000 pounds of fresh produce grown by youth participants on this land each year is shared with the community for free at clinic-based farm stands. This youth garden has open work days in which interested youth can come help transform the land, they also have trained many youth leaders in the principles of food justice and leading a healthy lifestyle in the face of barriers (Phat Beets Produce 2018).

2.5.2 Tacoma Farmers Market

The Tacoma Farmers Market is a non-profit organization in Tacoma, Washington that began in 1990 with the goal of downtown revitalization. The organization currently operates three farmers markets, in the Broadway, Point Ruston, and Eastside areas of Tacoma, all of which operate seasonally on various days of the week. The Tacoma Farmers Market has the goals of preserving farmland in Pierce County helping local farms to thrive, increasing reliable access to fresh and healthy food for all residents regardless of income, and creating a path for business ownership that is affordable and accessible. In August of 2017, the Tacoma Farmers Market was

highlighted as a farmers market success story by the Farmers Market Coalition (Tacoma Farmers Market 2018).

Mission Statement: Tacoma Farmers Market creates vibrant marketplaces where local farms, small businesses, and organizations connect directly with the community (Tacoma Farmers Market 2018).

Relevant Programs and Policies: The Tacoma Farmers Market accepts EBT/SNAP money at all of its market locations to buy fresh produce, bread and bakery items, salsa, pickles, honey, meats, dairy products, and more. Through the Fresh Bucks program, EBT/SNAP money spent at the market is doubled, up to ten dollars per market per week for each shopper. This doubled money can buy fresh produce, herbs, mushrooms, and plant starts. Many of the vendors at the various market locations also accept WIC and Senior Farmers Market Nutrition checks. As of 2014, the Tacoma Farmers Market also hosts a Senior Farm Share program, which gives seniors who qualify for the Senior Farmers Market Nutrition Program five to ten dollars per market per week that can purchase fresh produce, mushrooms, plant starts, and honey. To support children in establishing a lifelong value of healthy eating, the Tacoma Farmers Market also has a program called Apple-a-Day. This program provides children ages 3 to 16 with a \$1 token to buy a fruit or vegetable at the market (Tacoma Farmers Market 2018). Recognizing the barriers that SNAP clients face, Tacoma Farmers Market also hosts the SNAP Ambassador program. Through this program, former or current SNAP users act as translators and help to communicate the various programs through different channels, such as peer-to-peer networking, social media,

and tours of the markets. This program partners with the Tacoma Housing Authority, and runs weekly vans to bring Tacoma Housing Authority residents to the markets and walk them through the steps of how to use EBT cards at the market (Fenty 2017).

2.5.3 FRESHFARM

In 1996, FRESHFARM was founded by two women in the Mid-Atlantic Region—Washington DC, Virginia, and Maryland--as a public education program affiliated with the American Farmland Trust. A year later they opened their first farmers market. In 2002, the organization split from the American Farmland Trust and began operating as an independent non-profit and has since expanded to operating 14 markets in Washington DC, Maryland, and Virginia. Of these markets, two operate year-round and 12 operate seasonally. Since its conception, both the founders and the organization itself have been recognized for excellent work in promoting fresh food access and equity for all (FRESHFARM 2018).

Mission Statement: “FRESHFARM is a non-profit that promotes sustainable agriculture and improves food access and equity in the Mid-Atlantic Region. We do this by operating producer-only farmers markets that provide vital economic opportunities to local farmers and food producers through innovative outreach programs that educate the public about food and related environmental issues” (FRESHFARM 2018).

Relevant Programs and Policies: All of FRESHFARM’s farmers markets accept EBT and SNAP money to purchase snap-eligible foods. Many vendors also accept WIC and Senior Farmers Market Nutrition Program benefits. All State and Federal food benefits can be matched up to

ten dollars per day through the Market Match program. In addition to the Market Match Program, FRESHFARM also partners with DC Greens and DC Department of Health to provide customers with the Produce Plus Program. This program provides DC residents who are enrolled in a state or federal food assistance program with an additional ten dollars in produce vouchers up to twice a week that can be spent at the markets. FRESHFARM also operates a farmer support program that aims to help local farmers thrive through reaching economic opportunities, increasing access to financial aid, and providing professional training. This program is financially supported by the Jean Wallace Douglas Farmer Fund, and by partnerships formed with regional Small Business Development Centers. FRESHFARM also created a program called FoodPrints, which works with partner schools in Washington, DC to integrate food education into the curriculum through gardening, cooking, and nutrition. This program serves diverse sections of the city, including the two highest-needs wards of Washington, DC. In the 2017-18 school year, FoodPrints served 4,300 students, maintained 13 edible gardens, and provided 3,000 hours of instruction both in the classroom and in the garden, that met Washington, DC school education standards. FRESHFARM also partners with emergency food organizations in the area to recover food that goes unsold at the market and distributes it to different facilities including food banks, soup kitchens, and churches (FRESHFARM 2018).

Chapter 3: Methods

3.1 Literature Review

I approached this research as a qualitative case study of Seattle's year-round neighborhood-scale farmers markets, which began with a literature review. This helped me to understand the history of farmers markets in the United States, the benefits they bring to the communities they are located in and to the patrons who utilize them, and the barriers that exist to accessing them. I included precedent studies of farmers market organizations that have policies or mission statements that include language surrounding inclusivity, accessibility, or food justice. I chose the farmers market organizations to highlight based on those that individuals from the Seattle Farmers Market Association, Seattle Neighborhood Farmers Markets, and ROAR Seattle cited as inspiration.

3.2 Site Selection

The City of Seattle was selected for the location of this study for several reasons, the first being ease of access for continued site visits and lack of funding to travel to other locations. I chose to evaluate Seattle's neighborhood-scale farmers markets to maintain a consistent scale across units for analysis. Seattle has three different organizations that operate neighborhood-scale farmers markets: Seattle Neighborhood Farmers Markets (SNFM), Seattle Farmers Market Association (SFMA), and Queen Anne Farmers Market Association (QAFMA). QAFMA is the smallest organization of the three, operating only one market in Upper Queen Anne that is open from June through October. SFMA operates three markets: Ballard, Madrona, and Wallingford. The market in Ballard runs year-round, and the markets in Madrona and

Wallingford run seasonally. SNFM operates seven markets: Capitol Hill, Columbia City, Lake City, Magnolia, Phinney, U-District, and West Seattle. Of these, the markets in Capitol Hill, University District, and West Seattle run year-round, and markets in Columbia City, Lake City, Magnolia, and Phinney run seasonally (Table 1).

Market Locations and Operating Hours			
Market Location	Organization	Operating Months	Day/Time of Operation
Ballard	SFMA	Year-Round	Sunday/10AM-3PM
Capitol Hill	SNFM	Year-Round	Sunday/11AM-3PM
Columbia City	SNFM	May-October	Wednesday/3PM-7PM
Lake City	SNFM	June-October	Thursday/3PM-7PM
Madrona	SFMA	May-October	Friday/3PM-7PM
Magnolia	SNFM	June-October	Saturday/10AM-2PM
Phinney	SNFM	June-September	Friday/3:30PM-7:30PM
Queen Anne	QAFMA	June-October	Thursday/3PM-7:30PM
University District	SNFM	Year-Round	Saturday/9AM-2PM
Wallingford	SFMA	May-September	Wednesday/3PM-7PM
West Seattle	SNFM	Year-Round	Sunday/10AM-2PM

Table 1: Market Locations and Operating Hours

Only year-round neighborhood-scale markets were selected due to the time constraints of this research and the need for on-site observations during the winter and early spring months.

Thus, the farmers markets examined in this research include: SNFM’s Capitol Hill, University District, and West Seattle markets, and SFMA’s Ballard market (Figure 1). An added benefit was that there was geographic and situational variation in the markets evaluated.

Year-Round Neighborhood-Scale Farmers Markets in Seattle

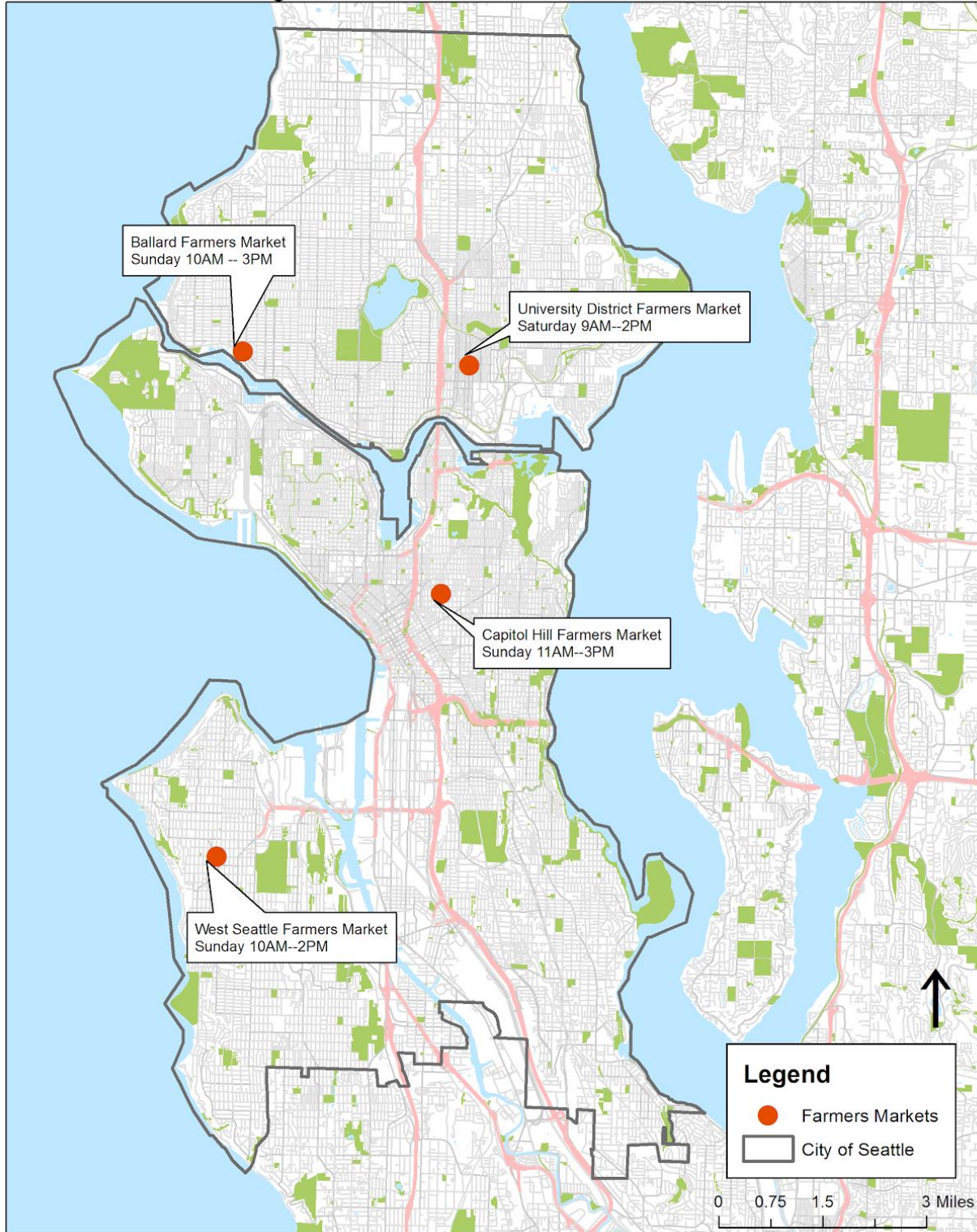


Figure 1: Seattle's Year-Round Neighborhood-Scale Markets. Data Source: King County 2018. Map by: Author

3.3 Farmers Market Evaluations

To assess inclusivity of the four year-round Seattle neighborhood-scale farmers, I established an evaluation protocol for each market observation based on barriers to access identified in my literature review, as well as three themes from the definitions of inclusivity and inclusive spaces mentioned previously: including people who may be marginalized, connecting to community, and promoting equitable access. It is important to note that none of these evaluation criteria on their own make a farmers market an inclusive space. They play a role in the physical and financial accessibility of each farmers market and the demographics of shoppers, which can lead to inclusivity. Each of the four year-round neighborhood-scale farmers markets was observed three times, and I attempted to visit during the middle hours of the market. The winter weather in Seattle is extremely variable, so I tried to visit each market during different types of winter weather, although this was difficult to achieve due to the limited market days and hours of operation. I also tried to evenly spread out my visits to each market between the months of January and April (Table 2). I brought the evaluation protocol to each market visit, and took field notes throughout the stay. An example of a completed evaluation tool and my field notes is presented as Appendix A. The list of questions is as follows:

1. Market Information
 - a. Location
 - b. Date
 - c. Weather
 - d. Time
2. Signage
 - a. Yes/No
 - b. Location
 - c. Text Size
 - d. Languages
3. Transit Access
 - a. Yes/No

- b. Routes/Types
- 4. Vendors
 - a. How many?
 - b. How many selling fresh produce?
 - c. Price of produce
 - d. Fresh Bucks signage
 - e. Educational information
- 5. Fresh Bucks booth
 - a. Location
 - b. Signage
 - c. Pamphlets
 - d. Busyness
- 6. Shoppers
 - a. Age
 - b. Gender
 - c. People of Color

Farmers Market Evaluation Dates	
Date	Market Location
28-Jan	Ballard
3-Feb	U District
4-Feb	West Seattle
11-Feb	Capitol Hill
24-Feb	U District
25-Feb	Ballard
4-Mar	Capitol Hill
11-Mar	West Seattle
1-Apr	West Seattle
7-Apr	U District
8-Apr	Ballard
15-Apr	Capitol Hill

Table 2: Farmers Market Evaluation Dates

I chose these criteria to measure inclusivity through observations. Each of the criteria and sub-criteria impact who can easily access and fully utilize the farmers market socially, physically, and financially. Some of the evaluation criteria remained constant across visits to the same market, including Signage and Transit Access. Other criteria changed, such as the number of

patrons at the Fresh Bucks Booth, the weather, the time of observation, and the demographics of the shoppers.

I spent one hour at each market and evaluated different aspects of each market in the same order during each visit. I first located market signage and took photos, noting the weather. Then I walked the perimeter of the market, counting the number of vendors selling produce, the number of vendors that were not selling anything and were instead there for educational purposes, and the number of vendors total. Next, I found a place to sit where I could see the Market Information booth, and counted how many people visited the booth for the next ten minutes. Then I walked the perimeter of the market again twice, once to count the number of people of color shopping at the market, and once to keep track of the age of the shoppers. Next, I went back to sitting in a place where I could see the Market Information booth for another ten minutes, and counted the people who visited it. I then walked the perimeter of the market three more times, first counting the number of shoppers at the market, next keeping track of the age of shoppers, and finally counting the number of people of color shopping at the market. I observed and counted the number of shoppers visiting the Market Information Booth for the final ten minutes, stopping by to look at what informational handouts they had at the booth on my way out. After each market visit I spent time writing down my general observations and thoughts.

To record the number of vendors, the number of vendors selling fresh produce, and the number of vendors that were there for educational or informational purposes I walked the

perimeter of the market once per visit. During this walk I also took note of whether the vendors had a Fresh Bucks sign somewhere in their booth space, and if so, where it was placed. When counting the number of vendors that were selling fresh produce, I noted what varieties of produce were being sold, and at what price. I also visited the nearest Fred Meyer to make a price comparison of food sold at the market and food sold at a conventional grocery store. I chose Fred Meyer because it is the most affordable grocery store chain in Seattle. (Mahmud, Monsivais, and Drewnowski 2009).

To count the number of shoppers visiting the Fresh Bucks booth, I sat within viewing distance of the booth for 30 minutes of my time at the market--ten minutes at the beginning of my visit, ten minutes in the middle, and ten minutes at the end. During these times, I watched the booth, kept track of how many people visited it, and took note on my market evaluation sheet.

The Shoppers section of my evaluation protocol was by far the most difficult to measure. To get a general count of how many shoppers were at the market in total, I walked around the whole market, starting at one entrance and counting all the shoppers on one side of the market, looping around and counting the shoppers on the other side of the market on the way back. To keep track of the age of shoppers, I created four age brackets: children, young adult, adult, and seniors, and then walked around the perimeter of the market and recorded my best guess of the age of shoppers. The same method was used to record both the gender and people of color shopping at the market.

Each completed market evaluation protocol sheet was transferred to excel for organization and comparison purposes. I organized these tables by market location and color-coded the tables by each evaluation criteria (Appendix B).

3.4 Interviews

I interviewed three people, one from SNFM, one from SFMA, and one from ROAR Seattle. The interviews provided insight into the structure of the organizations, how they run, and the strategies they take to access to their markets. I interviewed Matt Kelly, the Operations Manager of SFMA, Chris Curtis, the Executive Director of SNFM, and Claire West, employee of Root of All Roads (ROAR).

The interviewees from the SNFM and SFMA were given the opportunity to respond to these questions:

General Market Information

1. What is your position and how long have you been involved with the organization?
2. How many vendors operate at your market?
 - a. What is the application process like and how are decisions made regarding vendor applications?
 - b. Do you have a protocol for choosing food vs. non-food vendors?
3. Do you coordinate or work with other established market organizations operating in Seattle?
4. Do you have any market organizations across the country that you look to for inspiration?
5. Do you partner with any community organizations?
6. What is the structural makeup of your organization, and who oversees making decisions?

7. How is your organization funded?

Market Accessibility

8. Where and how do you advertise your market?

9. What is the process for choosing market locations?

10. How are operating hours and months decided?

11. What is your organization doing to support farmers market access for low-income and marginalized populations?

a. What strategies do you think are working the best and how can you tell?

b. Do you notice any barriers that exist to shopping at your farmers market?

12. When did your market begin using Fresh Bucks and what was the implementation process like?

13. Is the Fresh Bucks Program widely used at your market?

14. Do you think your customers use your market as their primary source of fresh produce?

Even though the mobile farmers markets that ROAR runs are not the direct subject of my research, I thought it would be worthwhile to interview one of their employees. ROAR facilitates farmers markets differently than SFMA and SNFM, and I wanted to see if there was potential for any of their strategies to decrease the barriers to access fresh and locally-grown produce could be transferred to larger-scale stationary markets.

Because ROAR has a different mission than both SNFM and SFMA and operates in a much different way, I asked different questions during this interview:

1. What is your position and how long have you been involved with the organization?
2. How many markets does ROAR operate throughout their operating months?
 - a. How are the locations of these markets chosen?
3. How many farms does ROAR source their food from, and how are they chosen?
4. How does funding work for your organization?
5. Is there an education component to ROAR?
6. Does ROAR coordinate with any other farmers market organizations in King County?
7. What does ROAR do that stationary markets do not in terms of helping underserved communities access fresh and local food?
8. Does ROAR accept Fresh Bucks?
9. Are there any other mobile farm stands or other similar organizations across the country that you look to for inspiration?
10. Do you partner with community organizations?
11. Where and how do you advertise your market?
12. How many people do you serve on average on a typical day at a single location?
13. Do you think your customers use ROAR as their primary source of fresh produce?

I did not audio record the interviews, but I did take extensive notes throughout. I chose this technique to give the interviews a less formal and more conversational feel, providing opportunities for the interviewees to expand and tell me more about things they believed would be useful to me. After the interview, I typed my notes and then coded them based on

the main themes that I noticed throughout the answers (Appendix C). The questions I asked in these interviews helped me to understand physical attributes of the markets, policies and programs in place to increase accessibility, and how market decisions are made. The answers to these questions and the research that I did on other market organizations across the country provided me with further insight into how the farmers market organizations are creating inclusive spaces with their year-round farmers markets, and potential areas for improvement.

3.5 Limitations

This research study faces limitations in both scope and methods. The time constraints limited the scope to evaluating just the year-round markets in Seattle and excluding the seasonal markets from the study. There are limitations regarding the way in which shoppers at the farmers markets were counted. All approximate counts of shoppers were done by starting at one end of the market, and walking through past every vendor counting people on the way. This was done twice during each market observation, once at the beginning and once at the end. This method is vulnerable to error due to the nature of farmers markets: people move around a lot, at various speeds, in an active outdoor setting. In addition, my counting the number of people of color present at each market was done by counting the people who appeared non-white. This approach has ample room for error. However, for the purposes of this study the methods chosen regarding shoppers of the market were useful in identifying the general “who” that is shopping at these markets. This study could be improved by increasing the time span and collecting customer information in a different, self-identifying form.

The way this study is organized focuses on evaluating the markets and the shoppers who are currently there. Evaluating only the shoppers who are currently at the market limits the amount that the information found can be generalized. Evaluating the shoppers at the market solely through observation and not by a survey or a different method of direct communication limits the level of detailed information that can be collected.

Chapter 4: Findings

The first year-round neighborhood scale farmers market was the University District Market opening in 1993, followed by the West Seattle Market in 1999, the Ballard Market in 2000, and the Capitol Hill Market in 2005. The locations for these markets were decided through a combination of factors such as: areas where the population living within a one mile radius can financially support a market and its farmers, where the City of Seattle will grant permits for use of the street or sidewalk, and proximity to public transit. Most markets operate for several years without financially breaking even, but if a market is not making financial progress each year, the location might not be sustainable for the organization (Curtis 2018). Both SNFM and SFMA try to keep at least a one mile buffer between all of the markets, because those that live within the one mile area of the market make up a majority of the shoppers.

In 2015, Seattle's median household income was \$80,349 (census). According to data from the 2010 census, the Ballard, West Seattle, and Capitol Hill Markets are all located in areas where the median family income is above Seattle's median--between \$80,350 and \$123,997 a year. The University District Market is located on the cusp of two census tracts, one with a median family income that is between \$80,359 and \$123,997 a year and one with a median family income between \$0 and \$60,996 a year (**Error! Reference source not found.**). This drastic difference in median income is due to the proximity of the University District Market to the University of Washington where many students live. The Ballard and West Seattle Markets are located in census tracts where, in 2010, between 16% and 30% of the residents did not identify

as White. The University District and Capitol Hill markets were located between census tracts where, in 2010, between 16% and 45% of the residents did not identify as White (Figure 3).

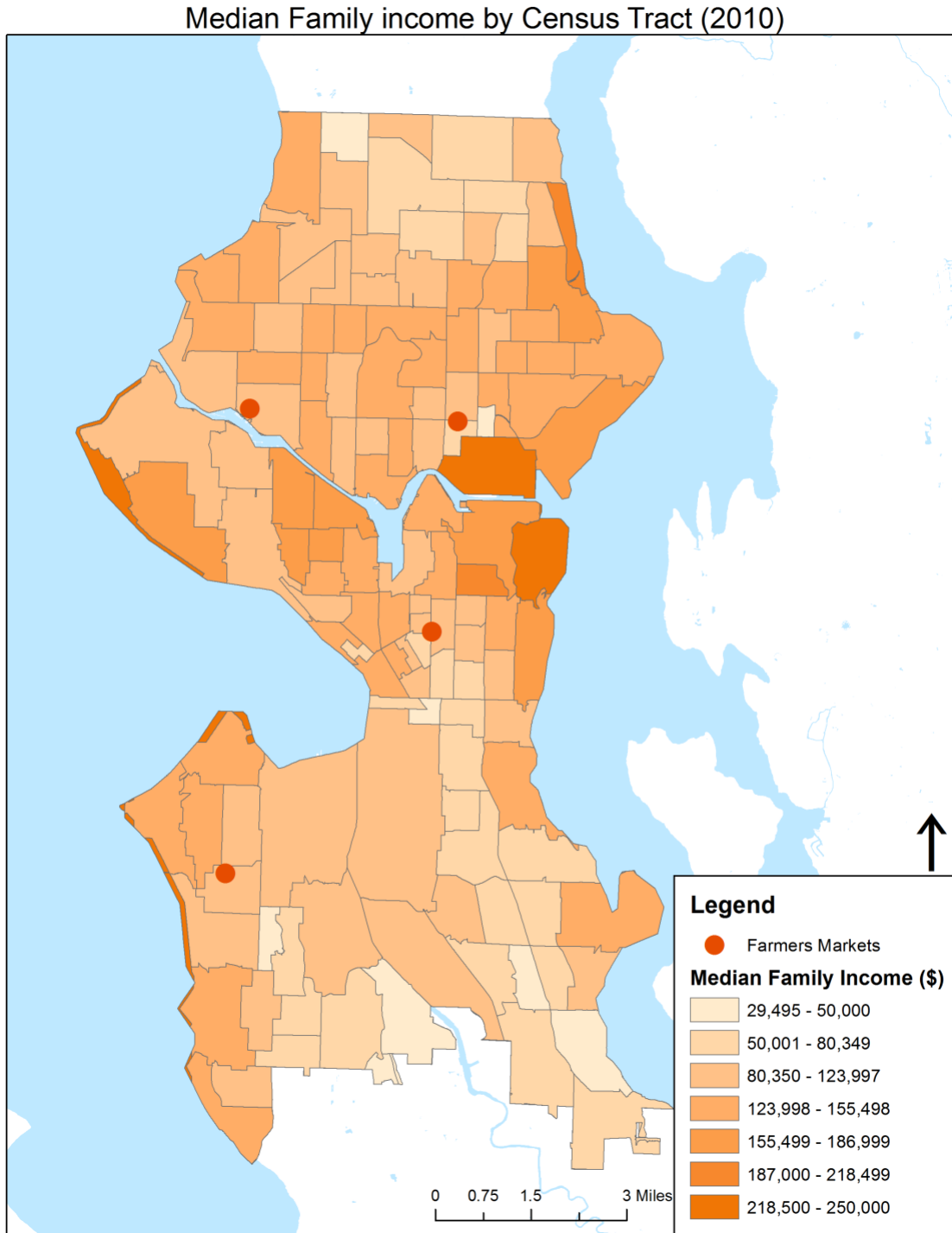


Figure 2: Median Family Income by Census Tract (2010) By: Author

Percentage of Non-White Residents in Seattle by Census Tract (2010)

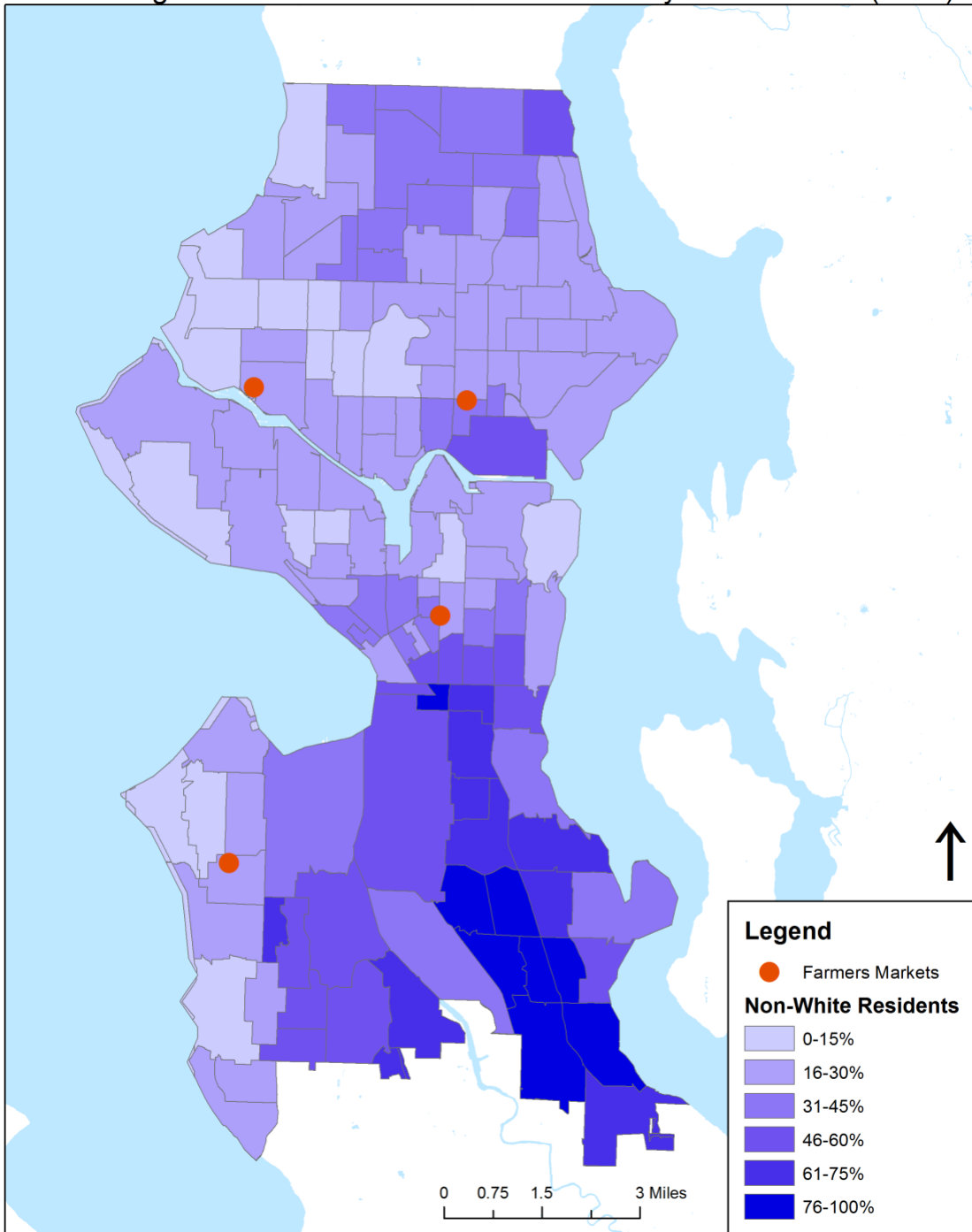


Figure 3: Percentage of Non-White Residents in Seattle by Census Tract (2010) By: Author

4.1 Basic Information and Transit Access

Ballard Market

It doesn't matter the time of year or the weather—the Ballard Farmers Market seems to be a staple Sunday destination for many Seattleites. With a constant crowd and two rows of vendors facing opposite directions, navigating this market on a particularly busy day can get hectic, even for an experienced market shopper. The Ballard Market is run by the Seattle Farmers Market Association and runs on Sundays from 10AM to 3PM. The entrance to this market is located at 22nd Avenue Northwest and Northwest Market Street in Seattle. This is biggest market out of all four year-round locations in terms of area, number of vendors, and number of shoppers.

A section of Ballard Avenue Northwest and 22nd Avenue Northwest is shut down for the market, with two rows of vendors facing away from each other, so walking the full perimeter of the market is necessary if you want to see each vendor. The booths face outward toward the sidewalks and businesses in one section of the market, and this can make accessing them tricky especially on crowded days. Street trees planted along the sidewalk cut the path in half, and the area where everyone is walking is uneven due to the placement of the booths (Figure 4). King County Metro bus routes 29, 40, and 44 have stops within a quarter-mile of the market, providing access to Seattle Pacific University, Queen Anne, the University District, and Downtown Seattle. The Ballard Market is also in close proximity to the Burke-Gilman trail, creating a stronger bicycle and pedestrian connection to the rest of the city. There are no parking lots designated for market parking, patrons who drive to the market are expected to

find street parking on the surrounding streets, which is free on Sundays. The market is lined on either side by street trees and local businesses and restaurants.



Figure 4: Ballard Market Environment. Photo by: Author

Capitol Hill Market

The Capitol Hill Market is run by Seattle Neighborhood Farmers Markets and runs on Sundays from 11AM to 3PM. This market is located on Broadway Avenue East and East Pine Street on a wide sidewalk area, not on a closed street like the other markets. Vendors are located in two

rows facing each other, creating a center aisle that shoppers can walk down and see each booth. This is the smallest of all of the markets I studied, and feels quaint and charming. This market is located within a quarter-mile walk of King County Metro Bus stops for routes 8, 10, 11, 43, 49, and 60. This provides access to Seattle Center, Mt. Baker, Downtown Seattle, Madison Park, University District, Montlake, Georgetown, and Beacon Hill. This market is also extremely close to the Capitol Hill Light Rail Station, providing easy access north to the University District, and South all the way down to Angle Lake. There is no parking lot for those who drive to the market, but street parking in the area is free on Sundays and there is a shopper-loading zone if your car is parked too far away to carry your purchases. Since this market is located on a sidewalk, it is lined on one side by Broadway, and on the other by apartment buildings.

University District Market

The University District Market is run by Seattle Neighborhood Farmers Markets and operates on Saturdays from 9AM to 2PM. This market is located on University Way Northeast between Northeast 50th Street and Northeast 52nd Street, which is shut down for the weekly event. The vendors are arranged in two rows facing inward, similar to the Capitol Hill and West Seattle Markets, creating a center aisle to browse and shop from. The University District Market is located within a quarter-mile walking distance of King County Metro bus routes 70, 71, 73 and 48. This makes the market easily accessible to and from Eastlake, Downtown Seattle, and Mt. Baker. There is parking lot adjacent to the market associated with the University Heights Center that can be utilized by market shoppers and the parking fee is donation based. The Market Manager booth at this market also can provide free one-hour parking tokens to nearby lots

upon request. Since this market operates on Saturdays, street parking in the University District is not free. Businesses and restaurants surround the market on either side.

West Seattle Market

The West Seattle Market is operated by Seattle Neighborhood Farmers Markets and operates on Sundays from 10AM to 2PM. The market is located on California Avenue Southwest between Southwest Alaska Street and Southwest Oregon Street, which is shut down for market operation. The vendors are arranged in two rows facing inward, creating a center aisle for shoppers and allowing them to see all the vendors on a single walk through the market. The West Seattle Market is the most heavily served market by public transit, with bus stops for King County Metro routes 21, 22, 37, 50, 55, 128, 773, and the C Line located close by. These routes provide access to Downtown Seattle, Othello, SODO, Tukwila, White Center, and elsewhere in West Seattle. As with elsewhere in Seattle, street parking is free in West Seattle on Sundays. There is also free parking in West Seattle Junction lots which are located near the market. Businesses and restaurants surround the market on either side.

4.2 Signage and Advertisements

Ballard Market

The Ballard Market, which is Seattle Farmers Market Association's only year-round market, has the most notable sign of all the year-round markets, with tall colorful flags that can be seen from several blocks away, and "Ballard Farmers Market Street Closed" in an extra-large font. These colorful flags are located at both ends of the market, one on Market St, and one on Ballard Ave NW (Figure 5). Sandwich board style signs accompany these flags at both entrances

of the market with information regarding the operating day and hours of the market, and instructions to keep all dogs on a leash at all times. The text on these signs is written in English in a large font that is easy to read when in a close proximity. There are also signs that detail how to use Fresh Bucks at the market step-by-step. These signs are located on either side of the Market Information booth in the center of the market (Figure 6). The market information booth is also well marked and in a central location with plenty of space around it on all sides (Figure 7).



Figure 5: Ballard Signage. Photo by: Author



Figure 6: Steps to Using EBT. Photo by: Author



Figure 7: Ballard Market Information Booth. Photo by: Author

Capitol Hill Market

The Capitol Hill Market operated by Seattle Neighborhood Farmers Markets has a green sandwich board style sign at either of the end of the market, with the hours and name of the market in a large font. In the middle of the market right along Broadway is a bold yellow and red sign with the hours and name of the market as well as “EBT ACCEPTED HERE!” (Figure 8). In front of the Market Information booth, there is a sign with instructions on using Fresh Bucks,

and letting those who qualify know that there is now no limit on the amount of money that the program can match. Since this market is the only year-round market that does not close a street for a period of time, there are no street closed signs or large traffic-blocking signs.



Figure 8: EBT Accepted Here. Photo by: Author

University District Market

The University District Market has three large banner signs along with orange and white blockades at the entrance to the market at University Way Northeast and Northeast 50th Street,

blocking University Way Northeast from traffic. These banner signs read the day and time of market operation, as well as “WASHINGTON FARMERS”, and “FRESH + LOCAL”. There is also a sign letting drivers know that the road is closed on top of one of the blockades (Figure 9). This market also has sandwich board style signs similar to the other markets letting shoppers know that they can double their EBT at the market, the steps to doing so, and rules for walking their dogs. At the other end of the market at University Way Northeast and Northeast 52nd Street there are food trucks parked blocking the walking path and more blockades to show the end of the road closure.

West Seattle Market

The West Seattle Market has very similar signage to the University District Market, with three large banner signs, reading “WASHINGTON FARMERS”, and “FRESH + LOCAL”, along with orange and white blockades at the entrance to the market at California Way Northeast and Southwest Alaska Street blocking California Way Northeast from traffic for the West Seattle Market. The same sandwich board style signs can also be found at this market, with information regarding EBT and Fresh Bucks usage, and general market information. At the other end of the market at California Avenue Southwest and Southwest Oregon Street, there are food trucks parked marking the end of the market.

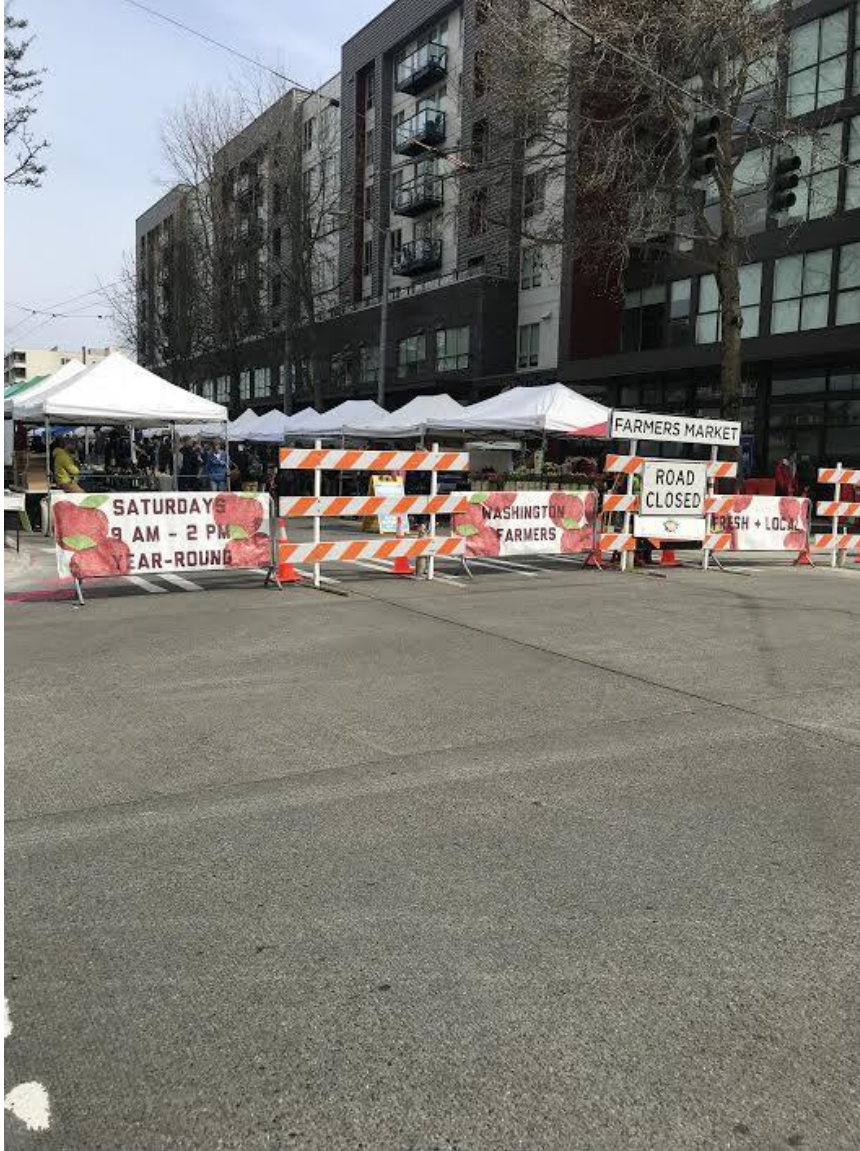


Figure 9: Farmers Market Signage. Photo by: Author

SFMA advertises their market through several different outlets. The Ballard Market is advertised through newsletters sent to residences within a one-mile radius of the market location. SFMA also advertises the Ballard Market on The Stranger's online blog, and through signs posted throughout the neighborhood on the day of the market. SFMA has a large social media presence, and advertises and promotes their markets on social media like Facebook and Instagram (Kelly 2018).

SNFM also uses several modes of communication to advertise their markets. Similar to SFMA, they send print advertisements to residences within a one mile radius of the market locations. In addition to this, each week the Executive Director of SNFM, Chris Curtis, sends out a “Farm Guide” email blast to those who have signed up, letting shoppers know what to look for that will be fresh at the market that week, and an accompanying recipe. SNFM also advertises in Edible Seattle--a subscription Seattle-based food magazine, on KEXP—Seattle’s non-profit radio station, and The Stranger—Seattle’s alternative weekly newspaper (Curtis 2018) (Table 3).

SFMA & SNFM Advertising		
	SFMA	SNFM
Neighborhood Signage	X	
Mail to Nearby Residences	X	X
Radio		X
Newspaper		X
Magazine		X
Online Blog	X	
Email		X
Social Media	X	

Table 3: SFMA & SNFM Advertising

4.3 Programmatic Information

All of Seattle’s year-round neighborhood-scale farmers markets SNAP benefits. Patrons of the markets must visit the Market Information booth and swipe their EBT card to receive tokens to be spent at the markets at both SFMA and SNFM markets. The market tokens never expire, and can be used at any vendor that sells produce. These organizations both utilize the Fresh Bucks Program, which matches SNAP money dollar-for-dollar with no maximum matching limit and

can also be accessed at the Market Information Booth (Seattle Office of Sustainability & Environment 2018). SFMA also recently added the Fresh Bucks Rx to the Fresh Bucks Program. Fresh Bucks Rx allows participating medical providers to write Fresh Bucks Rx prescriptions to their patients, which can then be redeemed for Fresh Bucks coupons at the Market Information vendor. This program makes it possible for medical professionals to prescribe fresh fruits and vegetables to their patients who may be lacking those foods in their diets (SFMA 2018).

Some vendors at the SFMA and SNFM markets accept WIC FMNP and SFMNP market coupons, and those that do have a sign at their booth letting shoppers know. These coupons must be used between June 1st and October 31st, and they expire from year to year so they cannot be utilized during the Winter months at the Ballard, Capitol Hill, University District, and West Seattle Markets (Washington State Department of Health 2013). SFMNP is managed by the Washington State Department of Social and Health Services, and to qualify for the SFMNP coupons you must be over 60 years old and have an income that is less than 185% below the Federal Poverty Level. The SFMNP market coupons are worth \$40 for the season and are distributed through a lottery system to qualified seniors, and are able to be used to purchase fresh fruits, fresh vegetables, fresh cut herbs, and honey. WIC FMNP is managed by the Washington State Department of Health, and these market coupons, worth \$20 for the season, are given to all qualified applicants who show up on the day they are being distributed. These coupons can be used to purchase the same food items as the SFMNP coupons can, with the exception of honey (Washington State Department of Health 2018). The amount of program

vouchers redeemed accounts for 2% of the sales at the University District Market, 1.9% at the West Seattle Market, .83% at the Ballard Market and .19% at the Capitol Hill Market (Table 4).

Program Vouchers Redeemed by Market Location				
Market Program	Market Location			
	Ballard	Capitol Hill	University District	West Seattle
SNAP dollars Redeemed	\$27,470	\$1,118	\$40,301	\$18,436
Fresh Bucks Redeemed	\$13,183	\$1,186	\$35,046	\$23,523
WIC FMNP Vouchers Redeemed	\$2,284	\$200	\$1,396	\$1,788
SFMNP Vouchers Redeemed	\$4,512	\$508	\$7,792	\$4,892
Total	\$47,449	\$3,012	\$84,535	\$48,639
Total Vendor Sales	\$5,689,123	\$1,624,177	\$4,234,679	\$2,553,814

Table 4: Program Vouchers Redeemed by Market Location

When I observed the farmers markets, there was a sign on almost every vendor letting shoppers know that EBT is accepted there. There were very few WIC FMNP or SFMNP signs, but these vouchers cannot be used during the winter months anyway, so there is a reasonable explanation as to why these were not displayed. However, according to Matt Kelly, the WIC FMNP and SFMNP vouchers may be difficult for vendors to participate in, and confusing to shoppers trying to use the program generally. Vendors who wish to participate have to complete a Grower Agreement in order to accept the vouchers. This agreement has very specific requirements that not all farmers are able to meet, which has led to markets where some vendors accept the vouchers and some do not. For instance, at the Ballard Market in 2017, only 24 farms completed the Grower Agreement and were able to accept WIC FMNP and SFMNP vouchers. This difference between vendors could make utilizing the vouchers difficult to navigate (Kelly 2018).

SNFM and SFMA also participate in gleaning: a process where excess produce is harvested that is not sold at the farmers market, but is still perfectly good to eat. This produce is distributed to those in need through local food banks. In 2017, SFMA donated 28,277 pounds of food and SNFM donated 56,242 pounds of food. SNFM also participates in a program called Helping Harvest. This program distributes market vouchers to food bank clients and others who have trouble accessing healthy, affordable food. These vouchers can be used to buy fresh fruits and vegetables from any of SNFM’s farmers markets. Food banks and other organizations such as emergency shelters can buy these vouchers and distribute them to their clients, increasing access to fresh and healthy food. In 2017, SNFM accepted \$11,089 worth of Helping Harvest Vouchers total between all 7 of their markets, with \$4,729 at the University District Market, \$4,045 at the West Seattle Market, and \$98 at the Capitol Hill Market (Seattle Farmers Market Association 2017) (Seattle Neighborhood Farmers Markets 2017) (Table 5).

SNFM Helping Harvest Vouchers Redeemed per Market	
University District	\$4,729
West Seattle	\$4,045
Capitol Hill	\$98
Columbia City	\$431
Lake City	\$732
Phinney	\$142
Magnolia	\$912
Total	\$11,089

Table 5: SNFM Helping Harvest Vouchers per Market

4.4 Vendors and Shoppers

Ballard Market

During the winter months, the Ballard Market has approximately 90 vendors selling fresh produce, crafts, wine, flowers, pre-made food, and more. In the winter, there is less seasonally fresh produce than in the summer, so the market relies more heavily on vendors that sell other things. Despite two of my visits to this market happening during cold, rainy, windy weather, there was always a crowd. On each occasion that I visited there were about 90 vendors total. During my observational visits to the Ballard Market, I noticed that only about 20 of the 90 vendors were selling fresh produce, and according to Matt Kelly, the market relies more heavily on artisan vendors during the winter months (Kelly 2018). Although it was not included in my evaluation protocol, I noticed that there were many different prepared food options including ethnic varieties. However, I noticed that these vendors were not operated by people of color.

The Ballard Market is by far the most visited out of all neighborhood-scale markets in Seattle with an estimated 11,748 shoppers a day. This also made it the most difficult out of all the markets that I observed to get an accurate count of the shoppers. On my first visit on January 28th, it was unseasonably sunny and despite being only 40 degrees, the market was packed with people and I counted about 650 shoppers. My second visit on February 25th was not quite as busy, as it was very windy and about to rain and I counted about 500 shoppers. My third and final visit on April 8th was also very busy, likely because with the spring comes more vegetables and on this visit, I counted about 700 shoppers. On each visit to the Ballard Market, the

shoppers were split almost evenly between women and men, and I counted the most children out of the four markets I studied. I counted an average of 34 people of color on my first visit to the market, 24 on my second, and 39 on my third. These counts equal between 4% and 6% of the shoppers during my market visits, which is far less than the 16% to 30% of self-identified non-white residents living in the vicinity of the market.

University District Market

The University District Market had about 55 vendors at each of my observational visits. On average for the entire year, this market location has 65 vendors per day, making it the largest of SNFM's farmers markets. During my visits, I counted 12 vendors that were selling fresh produce. Aside from food, crafts, and flowers, SNFM also has limited vendor space for local non-profit organizations and other organizations to educate patrons and conduct outreach. During my visit, I saw booths run by both SDOT and Tilth Alliance I also noticed that each time I observed the market there was a table set up just outside market limits promoting political beliefs pertaining to race (Figure 10). This booth was the only one I saw during my market visits that directly addressed race relations or politics.



Figure 10: Booth Outside of University District Market. Photo by: Author

In 2017, This market location experienced an average of 3,368 shoppers a day for the whole year. During my visits, I counted about 300 shoppers on February 3rd when it was 40 degrees and raining, about 450 shoppers on both February 24th and April 7th when the weather was 45 degrees and gray, and 50 degrees and light rain respectively. On all three visits to this market I counted slightly more women than men shoppers, with most shoppers falling into the young adult age bracket. This market had the lowest percentage of senior shoppers out of all four

markets that I observed. On my first observational visit to this market, I counted an average of 33 people of color, 35 on my second visit, and 41 on my third visit. This means that during my visits to the University District, between 7% and 11% of shoppers were counted as people of color, falling under the 16-45% of residents in the same census tract who identified as non-white in the 2010 Census.

West Seattle Market

The West Seattle Market had about 40 vendors during each of my observational visits. This market location had an average of 49 vendors per day in 2017 which is the second most vendors of all of SNFM's markets. I observed nine vendors selling fresh produce during my first visit on February 4th, and 10 vendors selling fresh produce on my second and third visits on March 11th and April 1st. I did not see any booths run by organizations that were not selling anything during any of my visits.

The West Seattle Market experienced an average of 3,290 shoppers a day during 2017. I counted 220 shoppers on February 4th, 170 on March 11th, and 220 on April 1st. The rain held off during these visits, but it was always only about 40 to 45 degrees. The shoppers at the West Seattle Market were about half men and half women each time. Most of the shoppers were estimated to be in the adult age bracket, with the lowest percentage of young adult shoppers of any of the four markets. On my first visit I counted an average of 27 people color, 15 on my second visit, and 16 on my third visit. This means that on during each of my visits to the West Seattle Market, between 7% and 13% of the shoppers were counted as people of color. This,

once again, falls below the 16-30% of residents in the same census tract as the market who identified as non-white in the 2010 Census.

Capitol Hill Market

This market location had about 30 vendors each time I visited it. According to SNFM's 2017 Market Report, the Capitol Hill market had an average of 39 vendors per day—making it the smallest of Seattle's year-round neighborhood-scale markets. During my first two visits on February 11th and March 4th I counted 5 vendors selling fresh produce, and on my third visit on April 15th I counted 7 vendors selling fresh produce. I did not see any non-retail booths at this market.

On average 1,685 shoppers visited the Capitol Hill Market per day in 2017. I observed about 115 shoppers on my first visit, 80 on my second, and 130 on my third. I also observed a seemingly even split of men and women at this market location, with young adult as the highest percentage of shoppers. This market had the lowest percentage of children of all four other locations. I counted an average of 11 people of color on my first visit, 14 on my second visit, and 12 on my third visit. This accounts for between 9% and 18% of the shoppers during my time at the Capitol Hill Market, making this the only market where there is any overlap between the percentage of shoppers counted as people of color, and the 16-30% of residents living in the same census tract as the market who identified as non-white in the 2010 Census.

A comparison of number of vendors, number of shoppers, and number of people of color counted at each market can be found in Table 6.

Vendors and Shoppers by Market Location					
		Number of Vendors	Number of Shoppers	Average Number of People of Color	Percentage of Shoppers Who Are People of Color
Ballard	Visit 1	92	650	34	5.23
	Visit 2	92	500	24	4.80
	Visit 3	99	700	39	5.57
Capitol Hill	Visit 1	25	115	11	9.57
	Visit 2	28	80	14	17.50
	Visit 3	30	130	12	9.23
University District	Visit 1	55	300	33	11.00
	Visit 2	55	450	36	8.00
	Visit 3	55	450	41	9.11
West Seattle	Visit 1	50	220	27	12.27
	Visit 2	50	170	15	8.82
	Visit 3	50	220	16	7.27

Table 6: Vendors and Shoppers by Market Location

4.5 Pricing

The prices of produce at the markets did not vary much between locations. Due to the time constraints on this study, there was not a big variety of produce at the markets. I took note of the prices of carrots, beets, chard, kale, lettuce, leeks and radishes. All of the produce at the markets is locally grown, and almost all of it is organic as well. The prices at the farmers market were consistently higher than those at Fred Meyer (Table 7). When obtaining data to compare prices of this produce at the farmers markets versus the price at Fred Meyer, I was able to find all of different varieties grown organically sold at Fred Meyer, but not the grown locally. For many people, part of the appeal of shopping at a farmers market is knowing that you are

supporting the local agricultural economy and local farmers. This potential added value to the product that comes along with the locally grown label could account for some of the price discrepancy between produce at the farmers markets and the produce at Fred Meyer.

Farmers Market and Fred Meyer Price Comparison			
Food	Quantity	Farmers Market Price	Fred Meyer Price
organic carrots	2 lbs.	\$5	\$1.99
organic carrots	5 lbs.	\$10	\$3.49
organic beets	bunch	\$3	\$2.49
organic chard	bunch	\$4	\$1.50
organic kale	bunch	\$3	\$1.50
organic lettuce	bag	\$7	\$4
organic leeks	bunch	\$4	\$2.49
organic radish	bunch	\$3	\$2.49

Table 7: Farmers Market and Fred Meyer Price Comparison

Chapter 5: Discussion and Recommendations

The literature on best practices for increasing accessibility to farmers markets and enabling them to be inclusive community spaces focuses on techniques that decrease certain barriers. These barriers include: cost, proximity to public transit, time of operation, information in a single language, differing mobility levels, and market location. The four farmers that I studied are embracing some strategies to reduce barriers through their physical characteristics as well as federal, state, and local programs, therefore I think that they are striving to be inclusive community spaces. However, SNFM and SFMA could both be doing more to use their markets to increase food access and make their markets more inclusive spaces. The websites for both SNFM and SFMA state their commitment to increasing food access, and I found that both organizations could be doing more to make this a reality. I created a checklist for farmers market organizations to assess the inclusivity of their markets. At a bare minimum, farmers markets follow these steps to increase inclusivity:

- Locate the farmers market near public transit options
- Include operating hours on weekdays
- Ensure that all pathways are wheelchair accessible
- Display signs written in a minimum of three languages: English, Spanish, and a prominent third language spoken in the community
- Advertise the market in print at community establishments
- Clearly define what can be purchased with SNAP, WIC FMNP, and SFMNP, and which vendors accept these forms of payment
- Partner with community organizations
- Ask for and incorporate feedback from community members

Based on my literature review, market observations, and interviews, I have identified seemingly effective strategies that SFMA and SNFM are taking to be inclusive spaces, and provided recommendations for further work toward inclusivity.

5.1 Market Characteristics

All four markets that I studied had access to public transportation options. King County Metro's bus routes serve the four market locations, the Ballard Market is served by the Burke Gilman Trail, and the Capitol Hill Market is served by the Link Light Rail. The Capitol Hill Market, University District Market, and West Seattle Market are all located on flat ground with wide entrances, likely accessible to those with ranging levels of mobility. These three market locations are have a vendor layout that allows shoppers to walk down one pathway and see all the vendors after a single walk-through. This can make shopping at these markets a quicker and more efficient experiences, which is beneficial if shoppers have limited time to complete their shopping. The Ballard Market has a vendor layout that requires trips down two different pathways that shoppers have to travel down to see every booth. There is also a portion of this market where the vendors are facing outward toward the sidewalk and the surrounding businesses, splitting the walkable pathway between the edge of the street and the sidewalk. This pathway is obstructed by street trees and the uneven grade between the street and the sidewalk. Changing the vendor layout of this market could increase the ease of access for shoppers, especially people with differing levels of mobility, people with strollers, and people with limited time to spend at the market.

Signage at the four markets I studied is abundant, but lack a diversity of languages and information. The signs all had large print, and were situated in many locations around the market with information that is useful to shoppers such as operating hours and EBT use instructions. However, SNFM and SFMA could both benefit from multi-language signs. Each market also had a centrally-located and well-marked Market Information booth that seemed well staffed, with educational Fresh Bucks Program pamphlets in a variety of languages, and other educational information about the market and the surrounding neighborhood. This booth could also be marked with languages other than English to increase inclusivity. Along with the avenues that SNFM and SFMA are currently using to advertise their markets, I would also suggest that they hang print advertisements up in nearby community establishments, including libraries, community centers, and near transit stops. It could also be beneficial for Fresh Bucks information to be distributed at Seattle's Washington State Department of Social and Health Services office, where people can qualify for an EBT card.

Each of the four markets I studied operate on Saturday or Sunday, for four to five hours. Not everyone in Seattle has the weekends off from work, making it more difficult, or even impossible, to attend any of the year-round neighborhood-scale markets. By operating these markets only on the weekends, many people who work in industries that do not conform to a nine to five Monday through Friday workday could be excluded, such as retail and service workers. Adding additional operating hours to each of these markets later in the day, on a weekday, or both, would increase the amount of shoppers who could attend.

5.2 Market Location and Scale

Since shoppers do not tend to travel very far from their homes to shop, locating a farmers market in a lower-income area could increase the accessibility of the market for low-income shoppers. Three of the four year-round neighborhood-scale farmers markets in Seattle are located in census tracts that have a median income higher than the median income of Seattle. The University District Market is the outlier, bordering a census tract with a median income much lower than Seattle's due to the University of Washington students who live there. SNFM or SFMA could begin by expanding the operating hours of an existing seasonal farmers market located in an area with less than the median income of Seattle, for instance their Lake City Market or Columbia City Market. However, opening a farmers market in a certain area does not necessarily mean that it would be an inclusive community space.

In Seattle, close proximity to a farmers market can increase property values. There are benefits to increased property values, but this can also increase housing costs and change the affordability of a neighborhood (West, 2017). This is one of the reasons that a traditional farmers market may not always be the best solution to increasing healthy food access in underserved areas. Alternatives to stationary farmers markets can provide a neighborhood with access to fresh, local produce while having less of an impact on the "character" of a neighborhood. There are non-profit organizations that work in Seattle with the mission of increasing food access and food security that do not operate traditional farmers markets, including ROAR. This organization establishes connections with communities that have identified a lack of healthy, fresh produce. Upon request, ROAR partners with an organization

or influential person in a community and brings a mobile market to that community once a week from June through October. ROAR sells local produce at wholesale prices. It is possible that locating a farmers market of the same scale as any of SNFM or SFMA's markets in an area without easy access to fresh and local food could have unintended consequences. ROAR does not require nearly the same amount of infrastructure as any of SNFM or SFMA's markets, which means less time spent getting permits and both setting up and taking down tents and tables. One problem that ROAR faces is that their mobile markets do not technically qualify as farmers markets based on USDA standards because they do not have a fixed address. This means that they are unable to accept EBT cards and distribute SNAP money, participate in the Fresh Bucks Program, or accept WIC FMNP or SFMNP vouchers. Even though ROAR sells its produce at wholesale prices, it would still be helpful and less confusing for potential patrons if all farmers market organizations supported the same programs. It is beneficial that Seattle has different organizations that work toward increasing food access and approach this goal different ways. Different communities have different needs and can support varying market scales, which is why it is important that farmers market organizations are able to support communities and residents in individualized ways.

5.3 Market Affordability

The price of food is likely a major barrier to shopping at farmers markets, as shown by the Fred Meyer price comparison. The Fresh Bucks, WIC FMNP, and SFMNP programs are all in place with the goal making fresh, local produce more affordable, but the way to utilize them—especially WIC FMNP and SFMNP—could be simplified. A market organization policy requiring

all vendors to accept WIC FMNP and SFMNP vouchers is one way to make the system simpler to understand for shoppers. If accepting the vouchers puts a financial burden on the vendors, the market organizations could create an incentive for the vendors to accept them, or help them help them financially if possible. The WIC FMNP and SFMNP vouchers are currently only accepted May through October, and expanding the acceptance time to year-round would also be a way to simplify the voucher usage for shoppers. The Fresh Bucks program is more widely advertised at all four of the observed markets, and SNFM and SFMA are taking steps to make sure that shoppers know how to use this program. The recent increased funding to the program allowing shoppers to double an unlimited amount of their SNAP money instead of just ten dollars a day works toward breaking down the price barrier, and decreases price gap between produce at the farmers markets and produce at Fred Meyer for those who qualify for EBT. SNFM and SFMA could look to programs run by the Tacoma Farmers Markets for other ways to decrease the barriers to Fresh Bucks usage, like their SNAP Ambassador Program, and their partnership with the Tacoma Housing Authority. Implementing a SNAP Ambassador Program at SNFM or SFMA would allow those with firsthand experience using SNAP at a farmers market educate potential market shoppers on how to do the same. This could be a good introduction to using SNAP for people who do not know how it works or do not know it exists. A partnership between SNFM or SFMA and Seattle Housing Authority would most likely have to be altered from Tacoma Farmers Market's partnership with Tacoma Housing Authority to match the scale and infrastructure of the City. Seattle Housing Authority operates over 8,000 low-income residences throughout Seattle, while Tacoma Housing Authority operates about 1,300 (Seattle Housing Authority 2018; Tacoma Housing Authority 2018). Seattle also has a more extensive

system of public transportation than Tacoma, with more bus routes and the Link Light Rail providing connections across the City. However, a partnership with Seattle Housing Authority to either provide transportation to and from the market for those who live further than one mile away, or letting these communities know about their public transportation options to access the markets could still be beneficial.

5.4 Market Education

Farmers markets have the potential to provide information and educate their shoppers both about other community organizations as well as about nutrition and cooking. Incorporating a strong education component into farmers markets can increase market accessibility, and lead to increasing market inclusivity. This has the potential to expand the benefits of farmers markets, create spaces with the purpose of learning something new, and draw in customers who otherwise may not attend. Both SNFM and SFMA partner with many community organizations and community non-profits, reserving booth spaces at their markets for them. SNFM sends out weekly emails to those who subscribe with information about what is fresh at the market that week with an accompanying recipe, as well as hosting occasional cooking demonstrations at their markets. However, there is room for SNFM and SFMA to expand the educational components of their markets through outreach. Following the model of FRESHFARM in Washington DC's FoodPrints program could bolster the educational component of SNFM and SFMA, increase awareness about the importance of supporting local farmers and eating fresh produce among children. The standards-based nutrition and cooking-based curriculum designed in partnership with Washington DC's Public Schools delivers hands-on

lessons for students as well as parent volunteers and focuses on personal health and environmental health. A partnership between SNFM, SFMA, and Seattle Public Schools has the potential to be beneficial to the students and families involved, as well as the market organizations by creating more awareness. A program like this can help to make children both feel comfortable at a farmers market, and also want to visit one. If a child has a great experience at school learning about a farmers market and participating in it, they can go home and tell their parents about it and teach them what they learned. A program partnering with Seattle Public Schools could also foster a desire to support local agriculture and incorporate fresh fruits and vegetables into their diets at a young age.

Chapter 6: Next Steps

This thesis set out to assess what Seattle's four year-round, neighborhood-scale farmers markets are doing to be inclusive community spaces, and strategize about what they could be doing to be more inclusive. The four markets I studied are located in: Ballard, Capitol Hill, the University District, and West Seattle, and are operated by the Seattle Farmers Market Association and Seattle Neighborhood Farmers Markets. I performed a literature review, created farmers market evaluation criteria and observed each market three times, and conducted interviews with the Operations Manager of SFMA, the Executive Director of SNFM, and a Director of ROAR. Through my research, I provided recommendations to increase the inclusivity of these four farmers markets.

The findings of this study are limited due to time and resource restraints. The observations recorded and recommendations provided are limited and could benefit from dedicating more time and field work to this topic. Next steps for this research could include collecting and incorporating direct feedback from market shoppers. A survey could be distributed to shoppers at the farmers markets asking about their market experience, what they do and do not find easy about shopping at farmers markets, why they choose to shop there, and so on. This survey could also be used to collect shopper-identified demographics. This information would help inform and expand upon recommendations to increase the inclusivity of Seattle's farmers markets. Another important audience to hear from to expand this research are people who do not currently shop at farmers markets. Surveying shoppers at grocery stores near the locations

of Seattle's farmers markets regarding their shopping choices could potentially uncover or highlight current barriers to farmers market accessibility. The findings and recommendations in this thesis, along with further research on the topic, could help to increase the inclusivity of Seattle's year-round, neighborhood-scale farmers markets.

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Appendix

Appendix A: Completed Market Evaluation Criteria

1. Market Info W. Seattle

- Location 44th SW + SW Alaska St (closed street)
- Date 4/1/18
- Weather gray/rainy/mist
- time 11:30 - 12:30

2. Signage

"Double Your EBT Here!"

- yes/no
- Location market entrances
- Information EBT, market hours, keep dogs on leash
- Text size large
- Languages just english

3. Transit Access

C line runs every 10 min.

- yes/no C line, 37, 50, 55, 773, 21, 22, 128
- routes/types Buses to downtown Seattle, Othello, Alki Beach,

4. Vendors

- How many about 50
- How many selling fresh produce 9 vendors (fruits and/or veggies)
- Price of produce Salad bag \$7, 5 lb carrots \$10
Chard - \$4
- Fresh bucks signage prominently displayed, some booths had round FB sign
- Educational information market manager booth

5. Fresh Bucks booth

- Location about halfway through the market
- Signage sandwich board style in front of booth
- Pamphlets and at both ends of the market
- Busyness Pamphlets in english, Spanish, Somali, Khmer, Laotian, Tagalog, Korean

6. Shoppers

3-4 people for the hour that I was there

~200 shoppers @ 12 pm

- Age young adult ~40 adult ~120 old ~60
- Gender 50/50 - no obvious discrepancy
- pop 11:30 - 20
12:00 - 17
12:30 - 22

Appendix B: Completed Market Evaluation Protocols

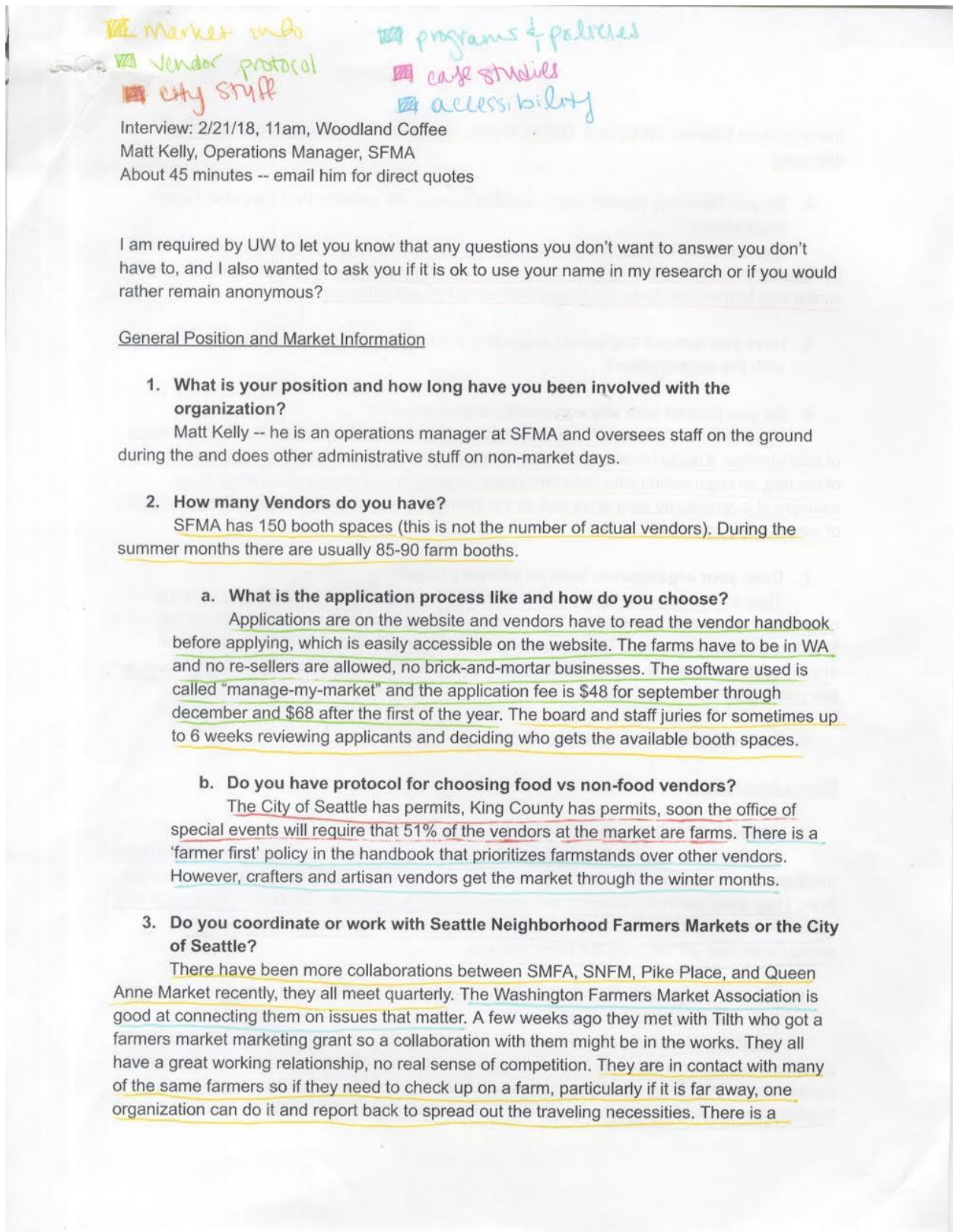
Date	Location	Weather	Time	Signage
28-Jan	Ballard	Sun/40	12-1	Yes
25-Feb	Ballard	Gray/45	10:30-11	Yes
8-Apr	Ballard	Gray/45	11-12	Yes
# Vendors	# Fresh Produce	Price	FB Signage	Edu Info
92	15	2 lbs carrots \$5, beets \$3 lb	On almost all booths with produce, very few WIC/SFMNP signs visible	pamphlets
92	15			pamphlets
99	19			pamphlets
Transit Access		Routes/Types	Going Where	
Yes		Rts 29, 40, 44, burke gilman	SPU, QA, Downtown Seattle, Udistrict	
Yes				
Yes				
Location	Info	Text Size	Languages	
Both ends and middle	Fresh Bucks, Market Hours, market street closed with flags	Large	English	
		Large	English	
		Large	English	
FB location	Signage	Pamphlet Info	Busyness	
middle of market	around market booth, with instructions on how to double EBT money	english, spanish, somali, khmer, laotian, tagalog, korean	6	
middle of market			10	
middle of market			7	
Shopper Age		Gender	POC	
C:100 YA:100 A:350 S:100		50/50	30, 33, 40	
C:75 YA:75 A:300 S:50		50/50	25, 17, 30	
C:125 YA:125: A:400 S:50		50/50	37, 42, 38	

Date	Location	Weather	Time	Signage
11-Feb	Capitol Hill	Sun/45	12-1	Yes
4-Mar	Capitol Hill	Rain/45	11-12	
15-Apr	Capitol Hill	Sun/50	11:30-12:30	
# Vendors	# Fresh Produce	Price	FB Signage	Edu Info
25	5	\$4 bunch chard and leeks	On almost all booths with produce, very few WIC/SFMNP signs visible	pamphlets and maps
28	5			
30	7			
	Transit Access	Routes/Types	Going Where	
	Yes	KCM rts 8, 10, 11, 43, 49, 60 & light rail	Seattle Center, Mt. Baker, Downtown Seattle, Madison Mark, University District, Montlake, Georgetown, Beacon Hill	
Location	Info	Text Size	Languages	
both ends and middle and outside light rail	EBT, market hours, keep dogs on leash, "Double EBT Here!"	Large	English	
		Large	English	
		Large	English	
FB location	Signage	Pamphlet Info	Busyness	
Middle of the market	around market booth, with instructions on how to double EBT money	english, spanish, somali, khmer, laotian, tagalog, korean	4	
			9	
			9	
Shopper Age	Gender	POC		
C: 10 YA:75 A:15 S: 15	50/50	14, 12, 8		
C: 10 YA:75 A:15 S: 15	50/50	15, 15, 12		
C: 10 YA:75 A:15 S: 15	50/50	9, 11, 17		

Date	Location	Weather	Time	Signage
3-Feb	University District	Rain/40	12-1	Yes
24-Feb	University District	Gray/45	10-11	Yes
7-Apr	University District	Rain/50	12-1	Yes
# Vendors	# Fresh Produce	Price	FB Signage	Edu Info
55	12	beets, radish, kale \$3 bunch	On almost all booths with produce, very few WIC/SFMNP signs visible	pamphlets and maps
55	12			
55	12			
	Transit Access	Routes/Types	Going Where	
	Yes	70, 71, 73, 48	Eastlake, Downtown Seattle, Mr. Baker	
	Yes			
	Yes			
Location	Info	Text Size	Languages	
one entrance to market	street closed, ebt accepted	Large	English	
FB location	Signage	Pamphlet Info	Busyness	
Middle of the market	around market booth, with instructions on how to double EBT money, fresh and local street barriers	english, spanish, somali, khmer, laotian, tagalog, korean	12	
			10	
			14	
Shopper Age	Gender	POC		
C:40 YA:150 A:90 S:20	60/40	32, 30, 38		
C:50 YA:250 A:100 S:50	60/40	35, 40, 32		
C:50 YA:250 A:100 S:50	60/40	40, 41, 42		

Date	Location	Weather	Time	Signage
4-Feb	West Seattle	Sun/45	10-11	Yes
11-Mar	West Seattle	Gray/45	11-12	Yes
1-Apr	West Seattle	Gray/40	10:30-11:30	Yes
# Vendors	# Fresh Produce	Price	FB Signage	Edu Info
50	9	salad bag \$7, 5lb carrots \$10, chard \$4	bout 3/4 of booths had visible FB round signs hanging, only saw a couple WIC/FMNP signs	market manager booth
50	9			
50	10			
	Transit Access	Routes/Types	Going Where	
	Yes	C, 37, 50, 55, 773, 21, 22, 128	Downtown Seattle, Othello, Alki Beach, C every 10	
	Yes			
	Yes			
Location	Info	Text Size	Languages	
market entrances	EBT, market hours, keep dogs on leash, "Double EBT Here!"	Large	english	
market entrances		Large	english	
market entrances		Large	english	
FB location	Signage	Pamphlet Info	Busyness	
about halfway through the market	sandwich board style, in front of booth and at both ends of the market	english, spanish, somali, khmer, laotian, tagalog, korean	7	
			2	
			3	
Shopper Age	Gender	POC		
C:15 YA:20A:75 S: 50	50/50	30, 25, 27		
C:15 YA:20A:75 S: 50	50/50	15, 12, 18		
C:15 YA:20A:75 S: 50	50/50	20, 17, 22		

Appendix C: Example of Color-Coded Interview Notes



memorandum between Pike Place, SNFM, SFMA, and QA that is in the process of being approved.

4. Do you have any market organizations across the country that you look to for inspiration?

The National Farmers Market Coalition and the WFM has guidelines that SFMA abides by. When they were structuring their employee program they looked to markets that were a similar size to their own including Green Markets in NY and in Dallas.

5. Have you noticed any trends regarding the vendors since you started working with the organization?

6. Do you partner with any community organizations?

Yes. "Community Partner" is an umbrella term that encompasses a lot of different types of relationships. It could be an organization that they coordinate food donations with at the end of the day, an organization who uses tent space for program advocacy, VisitBallard is an example of a community partner as well as the Wallingford Community Council. There are a lot of community partners to SFMA.

7. Does your organization have an advisory board?

They don't have an advisory board, but they do have a board of directors that is the governing body of the organization. They have a permanent spot on the board and are the founders of the organization. They financially back the organization so they have a certain amount of power over the organization, even though they have been making money for quite a few years now.

8. Generally, how does funding work?

Market Accessibility

9. Where and how do you advertise your market?

The market is advertised with newsletters sent to houses in a 1 mile radius of the market because they have found that that is the area where a majority of their customer base comes from. They advertise in the stranger and on the stranger's blog, with neighborhood signage and sandwich boards around the market. The SFMA also has a huge web and social media presence so they get the word out there that way.

10. What is the process for choosing the location of a market in general, and how do you decide which are year-round?

Locations of markets are based on the 'do no harm agreement'. Coordinating with the pike place express markets has been the biggest hurdle as of late, they have not added a new market since 2007. They try to keep at least a 1 mile buffer between markets. It's interesting because Seattle has changed so much since the markets were implemented, especially the

demographics of Ballard. At this point a farmers market as big as ballard's increased the property value surrounding it, which changes the customer base of the market.

11. Along the same lines, how do you choose when a market operates?

12. What is your organization doing to support farmer's access for low-income and marginalized populations?

SNAP and the Farmers Market Nutrition Program that supports WIC and senior farmers market nutrition. Federal grant money supplies state level coordinators funding to give vouchers on a lottery system to seniors who qualify, and WIC vouchers are given to anyone who shows up on the right day who qualifies. These vouchers come in the form of a booklet and are only valid from June-October, so they do not work at Ballard Market during the winter. This system is difficult for clients to understand because unlike SNAP, not all vendors accept these vouchers and so they have to advertise on their vendor somewhere whether they accept them or not. This can be extremely difficult to understand, especially for those who do not speak English as their first language. All 3 markets are near buslines, and Madrona is the most accessible by bus. SFMA has a Vista Americorps staff member every year whose job it is to do advocacy and education work for the market. They are on site doing education during the markets and out in the community and centers and community centers and so on. The education is about Fresh Bucks, the WIC and Senior program, and even other Seattle issues like affordable housing.

a. What strategies do you think are working the best? How can you tell?

b. Do you have any ideas of ways to increase your customer base and serve more people?

13. Do you notice many people using the Fresh Bucks program at your markets?

**see sheet

The reason that the Fresh Bucks program received more funding is because the Sugary Beverage tax passed and part of the money is going to fund Fresh Bucks. The County requires a report on fresh bucks, but it is voluntary to submit to WSFMA.

Robyn kumar -- Seattle Office of Sustainability and Environment

→ contact about fresh bucks data!