



Farmers' Markets

Farm direct marketing, whether it's on the farm or downtown, helps improve farmers' income and provides local consumers and businesses with fresh, high quality produce. It is estimated that farmers' markets, in particular, reconnect more than 90,000 Oregonians per week in the peak of the harvest season to their food supply. This direct relationship between producers and consumers helps strengthen our local economies.

Oregon farmers' markets can attract notable numbers of tourists during the season, depending on location. Please visit www.oregonfarmersmarkets.org or www.oda.state.or.us/admd/ofm.html for information about farmers' market times and locations. Many tourists use this information or contact visitors' associations to incorporate a visit to farmers' markets into their itineraries. Even in areas not known for high tourism traffic, farmers' market customers bring visiting friends and family to markets to experience the culinary and horticultural highlights of life in Oregon.

The value of farmers' markets for both new and established operators of on-farm and roadside stands goes well beyond their ability to attract tourists. More importantly, they offer farmers an additional channel for marketing locally grown farm products directly to consumers. Additional marketing channels are a good hedge against unforeseen or unavoidable events, such as major road construction, that could dampen on-farm sales.

Farmers engaged in Agri-tourism and other on-farm sales find that farmers' markets are an effective way to attract new customers to their home operations. Vendors who join farmers' markets for this "cross-marketing" effect often find that their farmers' market sales are significant enough to justify the effort even without the boost to their on-farm operations. Networking with other producers and local businesses is another benefit of selling in farmers' markets.



Choosing a farmers' market

In 2002, there were 67 farmers' markets in Oregon. Each Oregon farmers' market has a different flavor and texture. Days and hours of operation are critical selection factors for direct marketers trying to incorporate markets into existing operations. Markets are located in downtowns, near highways and at county fairgrounds. Size varies tremendously, from a handful of vendors to more than 100. Population and demographics of each market's community vary widely. Some markets are "pure" farmers' markets – selling only produce, processed foods, nursery plants and cut flowers -- while others allow crafts. Governance varies a lot, including all-farmer boards, community boards, downtown associations with or without an advisory committee and combinations thereof. Many markets have memberships, and stall fees vary considerably.

Agri-tourism operators considering farmers' markets should talk to new and established farmers at markets that interest them. Their needs and preferences may not be the same as yours, but a few opinions about each target market can be helpful. Another useful technique is taking road trips to see farmers' markets in action. Consider the weather, time of year and time of day being observed, and remember that visitors see just one slice of a day. Another important consideration in selecting markets is driving time, which has both fiscal and physical costs.

Produce farmers who participate in farmers' markets are eligible to participate in both of the Oregon Farmers' Market Nutrition Programs. These federal/state programs serve nutritionally at-risk families and seniors. In 2001, \$1.6 million went directly to farmers through these coupon programs.

Licensing

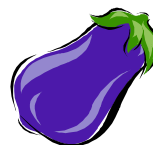
Licensing requirements for farmers' market vendors in most cases are the same as those applicable to on-farm sales. But as with any change in the business plan, it's important to research the regulatory environment.

Farmers' market activities that require licensing by various divisions of the Oregon Department of Agriculture include sale of: meat, seafood and other processed foods; commodities by weight; and nursery products (gross nursery sales in excess of \$250 per state fiscal year).

On-farm operators who are licensed with the ODA Food Safety Division should re-contact their food safety specialist when they decide to attend farmers' markets for advice on proper food handling in an outdoor farmers' market environment.

Foods (other than samples) prepared at farmers' markets for on-premise consumption are licensed as temporary restaurants by county health departments. For details, check with the county or counties where you plan to serve prepared food.

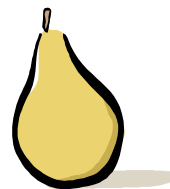
CONTACT: Oregon Department of Agriculture
Food Safety Division
635 Capitol Street NE
Salem, OR 97301
(503) 986-4720 voice
(503) 986-4729 fax
www.oda.state.or.us/fsd/index.html



Oregon Department of Agriculture
Measurement Standards Division
635 Capitol Street NE
Salem, OR 97301
(503) 986-4670 voice
(503) 986-4784 fax
www.oda.state.or.us/msd/index.html



Oregon Department of Agriculture
Plant Division
635 Capitol Street NE
Salem, OR 97301
(503) 986-4644 voice
(503) 986-4786 fax
www.oda.state.or.us/Plant/index.html



Central Oregon

Bend Farmers' Marketplace

Wednesdays, 3:00 - 7:00

June 5 - October 16

Brooks St. Riverfront Plaza at Mirror Pond

Katrina Wiest • (541) 389-3216

801 SE Polaris Court, Bend OR 97702

Eastern Oregon

Baker City Farmers' Market

Saturdays, 9:00 - 11:00

June 29 - September 28

Klamath Bank lot, Main & Church St

May Heriza • (541) 523-0453

theriza@oregontrail.net •

PO Box 549, Baker City, OR 97814

Blue Mountain Producers Market

Saturdays, 10:00 - 12:00

June 15 - October 26

Sunflower Book Store

1114 Washington Ave

Annie Ray • (541) 975-2411

maray@oraction.org • www.oraction.org

PO Box 1231 La Grande, OR 97850

Pendleton Farmers Market

Fridays, 4:30- 8:00

May 31 - September 27

Main St, 400 Block between

Emigrant & Frazer St

Kathleen Flanagan • (541) 966-1917

kflanagan@uci.net •

PO Box 638 Pendleton, OR 97801

Wallowa County Community

Farmers Market

Saturdays, 9:00 - 1:00

June 15 - September 14

Wildflower Bakery & Cafe on Main St

Colleen Whelan • (541) 432-8080

jyoti@uci.net •

P.O. Box 522 Joseph, OR 97846

Vale Farmer's Market

Saturdays, 10:00 - 2:20

June 1 - August 31

Main St between A & B Streets

David DeMayo • (541) 473-3133

ddemayo@finte.com • www.ci.vale.or.us

252 B Street West Vale, OR 97918

Columbia River Gorge

Hood River Saturday Market

Saturdays, 9:00 - 3:00

May 11 - October 12

5th & Cascade St, at Full Sail Brewery

Lisa Conway • (541) 387-8349

lisaconway@gorge.net •

PO Box 1101 Hood River, OR 97031

Oregon Coast

Astoria Sunday Market

Sundays, 10:00 - 3:00

May 12 - October 6

Downtown Astoria at 12th St & Marine Dr

Joyce Compere • (503) 325-1010

astoriasundaymarket@charter.net •

PO Box 973 Astoria, OR 97103

Bandon Little Farmers Market

Saturdays, 10:00 - 2:00 or until sold out

July 13 - September 21

Old Town Bandon, 350 2nd St W

Nancy Evans • (541) 347-9081

nancy.evans@virgin.net •

PO Box 514 Bandon, OR 97411

Downtown Coos Bay Farmers Market

Wednesdays, 9:00 - 3:00

June 5 - October 16

Hwy 101 & Commercial Ave

Chris Coles • (541) 759-2526

Liverlives@aol.com •

720 Wes Kings Ave, Lakeside, OR 97449

Lincoln County Small Farmers' Market

Saturdays, 9:00 - 1:00

May 4 - October 26

North of Chamber of Commerce,

East side of Hwy 101

Ann Jumel • (541) 574-4040

dominique@fbo.com •

PO Box 1195 Waldport, OR 97394

Salmonberry Naturals Organic

Farmers Market

Saturdays, 9:30 - 12:30

Mid-June through mid-October

Highway 126 & Quince St

Joey Norton • (541) 997-3345

janpip@presys.com •

812 Quince Street Florence, OR 97439

Oregon Coast (cont.)

Tillamook Farmers' Market
Saturdays, 9:00 - 2:00
June 22 - October 5
Laurel Ave, between 2nd & 3rd St
Chris Kell • (503) 842-5800
cjkell@wcn.net • www.tillamookfarmersmarket.com
PO Box 563 Tillamook, OR 97141

Yachats Farmers' Market
Sundays, 9:00 - 1:00
May 26 - October 20
Yachats Commons
(old school on Hwy 101)
Judy Kauffman • (541) 547-4632
jckauffman@aol.com •
PO Box 456 Yachats, OR 97498

Portland Metro

Beaverton Farmers Market
Saturdays, 8:00 - 1:30
May 11 - October 26
Hall Blvd, between 3rd & 5th St
Ginger Rapport • (503) 643-5345
market@beavertonfarmersmarket.com
• www.beavertonfarmersmarket.com
PO Box 4 Beaverton, OR 97075

Beaverton Wednesday Farmers Market
Wednesdays, 3:00 - 7:00
July 3 - September 25
Hall Blvd., between 3rd & 5th St
Ginger Rapport • (503) 244-3927
market@beavertonfarmersmarket.com
• www.beavertonfarmersmarket.com
PO Box 4 Beaverton, OR 97075

Canby Growers' Market
Saturdays, 9:00 - 1:00
May 11 - October 26
1st Ave between Grant & Holly
Robin McNeeley • (503) 266-3720
canbycbr@canby.com • www.canby.com/canbycbr
140 NE 2nd Ave Canby, OR 97013

Cedar Mill Farmers' Market
Saturdays, 8:30 - 1:30
June 1 - September 28
Sunset Mall Safeway parking lot
NW Cornell & Murray
Dina Gross • (503) 617-1719
cmfmarket@thegnar.org • www.cmfmarket.org
PO Box 91362 Portland, OR 97291

Estacada Farmers' Market
Saturdays, 9:00 - 2:00
June 1 - September 28
3rd & Broadway St
Jeff Owens • (503) 630-2317 •
jko@bctonline.com
P.O. Box 958 Estacada, OR 97023

Forest Grove Farmers' Market
Saturdays, 8:30 - 1:00
May 25 - September 14
Corner of Pacific Ave & Cedar St
Valerie Blaha • (503) 359-8881
fgfm@xprrt.net •
PO Box 116 Forest Grove, OR 97116

Gresham Farmers Market
Saturdays, 8:30 - 2:00
May 11 - October 26
(No Market Aug 10th)
Miller St between 2nd & 3rd
Tim Alderman • (503) 341-4153
gfmmanager@cs.com •
www.stateoforegon.com/gresham/farmers-market
PO Box 422 Gresham, OR 97030

Hillsboro Farmers Market
Saturdays, 8:00 - 1:00
May 4 - October 26
Courthouse Square, 2nd & East Main
Daniel Barringer • (503) 844-6685
hillmks@aracnet.com
• www.tuesdaymarketplace.com
PO Box 1283 Hillsboro, OR 97123

Hillsboro Tuesday Marketplace
Tuesdays, 5:00 - 8:30
June 11 - August 27
Courthouse Square
1st to 3rd St on Main
Daniel Barringer • (503) 844-6685
hillmks@aracnet.com
• www.tuesdaymarketplace.com
PO Box 1283 Hillsboro, OR 97123

Hillsdale Farmers' Market
Sundays, 10:00 - 2:00
June 2 - October 27
SW Capitol Hwy & Sunset
Hallie Mittleman • (503) 475-6555
halliem99@yahoo.com •
www.explorepx.com/hna.html
6312 SW Capitol Hwy, #111
Portland, OR 97239

Portland Metro (cont.)

Hollywood Farmers' Market
Saturdays, 8:00 - 1:00
May 25 - October 26
NE Hancock between 44th & 45th,
one block South of Sandy
Beth Heriza • (503) 233-3313
hollywoodfarmersmarket@yahoo.com •
PO Box 13233 Portland, OR 97213

Lake Oswego Farmers' Market Saturdays, 8:00 - 1:00
May 18 - October 26
Millennium Plaza Park, 1st & Evergreen
Kathy Kern • (503) 675-3983
Kkern@ci.oswego.or.us
• www.ci.oswego.or.us
PO Box 369 Lake Oswego, OR 97034

Lents Community Market
Saturdays, 9:00 - 1:00
June 15 - October 12
NW Corner SE 92nd & Foster Road
Melanie Allardale • (503) 774-2851
lentsmarket@yahoo.com •
PO Box 90668 Portland, OR 97290

Milwaukie Sunday Farmer's Market
Sundays, 10:00 - 2:30
May 19 - October 13
Across from City Hall
SE Main between Harrison & Jackson St
Brendan Eiswerth • (503) 653-0378
director@mdda.org • www.milwaukieor.com
c/o MDDA, 10952 SE 21st Avenue, Suite 5 Milwaukie, OR 97222

Portland Wednesday Farmers Market
South Park Blocks behind
Schnitzer Concert Hall
SW Salmon & Park
Wednesdays, 10:00 - 2:00
May 15 - October 16
Dianne Stefani-Ruff • (503) 241-0032
dianne@portlandfarmersmarket.org
• www.portlandfarmersmarket.org
PO Box 215 Portland, OR 97207

Portland Farmers Market
Saturdays, 8:00 - 1:00
May 4 - October 26
Park Blocks at PSU campus
1800 SW Broadway at Montgomery
Dianne Stefani-Ruff • (503) 241-0032
dianne@portlandfarmersmarket.org
• www.portlandfarmersmarket.org
PO Box 215 Portland, OR 97207

Southern Oregon (cont.)

Portland Thursday Farmers Market
North Park Blocks in the Pearl District
between NW Glisan & Flanders
Thursdays evenings, 4:00 - 8:00
June 20 - September 12
Dianne Stefani-Ruff • (503) 241-0032
dianne@portlandfarmersmarket.org
• www.portlandfarmersmarket.org
PO Box 215 Portland, OR 97207

Portland Thanksgiving Farmers Market
South Park Blocks at PSU Campus
1800 SW Broadway at Montgomery
Saturday, 9:00 - 2:00, November 23
Dianne Stefani-Ruff • (503) 241-0032
dianne@portlandfarmersmarket.org
• www.portlandfarmersmarket.org
PO Box 215 Portland, OR 97207

People's Farmers Market
Wednesdays, 2:00 - 7:00
Year-round market
3029 SE 21st Avenue,
one block north of Powell Blvd.
Karen Tillou • (503) 232-9051
peoples@dsl-only.net • www.teleport/~peoples
3029 SE 21st Avenue
Portland, OR 97202

Tigard Area Farmers ' Market
Saturdays, 8:00 - 1:00
May 11 - October 26
NE corner of Hall Blvd. & Oleson Rd
Trish Stormont • (503) 244-2479
tstormont@earthlink.net •
www.tigardfarmersmarket.com
10685 SW 85th Avenue Tigard, OR 97223

Southern Oregon

Ashland Rogue Valley Growers &
Crafters Market
Tuesdays, 8:30 - 1:30
April 2 - November 5
Christian Fellowship lot at Oak & Hersey
Janet Bierbower • (541) 472-9409
janetsdesk@yahoo.com •
PO Box 4041 Medford, OR 97501

Douglas County Saturday
Farmers' Market
Saturdays, 9:00 - 1:00
April 13 - October 26
Roseburg Valley Mall
Stewart Pkwy & Garden Valley Blvd
Mike Sherman • (541) 673-3018
mickey23@iglide.net •
PO Box 224 Roseburg, OR 97470

Douglas County Thursday
Farmers' Market
Thursday, 5:00 - 8:00
May 23 - September 26
500 Block of Jackson St
Mike Sherman • (541) 673-3018
mickey23@iglide.net •
PO Box 224 Roseburg, OR 97470

Grants Pass Growers Market
Saturdays, 9:00 - 1:00
March 23 - November 23
Corner of F & 4th
Marti Fate • (541) 476-5375
growers@grantspass.com
• www.growersmarket.org
PO Box 1053 Grants Pass, OR 97528

Jacksonville Saturday Market
Saturdays, 9:00 - 2:00
May 4 - October 26
C Street by the museum
Janet Bierbower • (541) 472-9409
janetsdesk@yahoo.com •
PO Box 4041 Medford, OR 97501

Klamath Falls Farmers' Market
Saturdays, 10:00 - 1:00
June 15 - October 12
9th St between Klamath Ave & Main St
Carol Logan • (541) 884-4267
sweetbriar@ccountry.net
• www.ccountry.net
3810 Emerald St Klamath Falls, OR 97601

Medford Thursday Market
Thursdays, 8:30 - 1:30
March 28 - November 21
Medford Ctr, Royal Ave & Stevens St
Janet Bierbower • (541) 472-9409
janetsdesk@yahoo.com •
PO Box 4041 Medford, OR 97501

Medford Saturday Market
Saturday, 8:30 - 1:30
May 4 - Oct. 26
Central Ave at 9th St
Janet Bierbower • (541) 472-9409
janetsdesk@yahoo.com •
PO Box 4041 Medford, OR 97501

Wimer Farmers Market
Sundays, 9:00 - 1:00
May 12 - October 13
E. Evans Valley Road & Covered Bridge Rd
Susan Silva • (541) 582-0764
farmerred@terragon.com •
PO Box 1932
Rogue River, OR 97537

Willamette Valley

Albany Saturday Farmers' Market
Saturdays, 8:00 - 12:00
April 20 - November 23
Water Ave, at Broadalbin & Ferry St
Rebecca Landis • (541) 752-1510
landisr@peak.org • www.locallygrown.org
PO Box 2602 Corvallis, OR 97339

Corvallis Saturday Farmers' Market
Saturdays, 9:00 - 1:00
April 20 - November 23
South Riverfront parking lot,
2nd & B St
Rebecca Landis • (541) 752-1510
landisr@peak.org • www.locallygrown.org
PO Box 2602 Corvallis, OR 97339

Corvallis Wednesday Farmers' Market
110 SW 53rd St
Wednesdays, 8:00 - 1:00
April 24 - November 27
Benton County Fairgrounds
Rebecca Landis • (541) 752-1510
landisr@peak.org • www.locallygrown.org
PO Box 2602 Corvallis, OR 97339

Cottage Grove Growers Market
Saturdays, 9:00 - 4:00
May 18 - November 2
Coiner Park, 14th & Main
Tracy Kane • (541) 942-2230
tkane@peacehealth.org •
77595 Dugan Lane
Cottage Grove, OR 97424

The Dundee Farmers Market
Sundays, 10:00 - 2:00
June 16 - October 6
Parking lot, Dundee Bistro/Ponzi Wine Bar
7th St & Hwy 99
Judy Nedry • (503) 538-0317
judyn@involved.com •
241 NW Ione St.
Dundee, OR 97115

Willamette Valley (cont.)

Harrisburg Farmers' Market
Alternate Saturdays, 9:00 - 1:00
May 11, June 1, June 22, July 6, July 20, August 3, August 17,
September 14, September 28
Downtown Harrisburg, 4th & Smith
Marie Bailey • (541) 995-6633
P.O. Box 134 Alvadore, OR 97409

Independence Farmers Market
Saturdays, 9:00 - 1:00
May 4 - October 26
Sterling Bank South, 302 Main St
Martha Walton • (503) 838-5424
thewaltonkids@cs.com •
PO Box 515 Independence, OR 97351

Jefferson Farmers' & Crafters' Market
First Thursdays, 5:00 - 8:30 June - Sept
4:30 - 7:30 October - November
Main & Ferry St
Jeff Marcec • (541) 327-2221
jeffmarc@proaxis.com •
111 South Second Street
Jefferson, OR 97352

Kings Valley Farmers Market
Sundays, 1:00 - 4:00
June 2 - October 13
Corner of Hwy 223 & Maxfield Creek Rd
April Fisher • (541) 929-2987
april.fisher@orst.edu •
24181 Maxfield Creek Rd
Kings Valley, OR 97370

Lane County Saturday Farmers' Market
Saturdays, 9:00 - 5:00
April 6 - November 16
Downtown Eugene, E 8th & Oak St
Noa O'Hare • (541) 431-4923
lanecountyfarmer@qwest.net •
120 W Broadway Eugene, OR 97401

Lane County Tuesday Farmers' Market
Tuesdays, 10:00 - 3:00
May 7 - October 29
East 8th & Oak St
Noa O'Hare • (541) 431-4923
lanecountyfarmer@qwest.net •
120 W Broadway Eugene, OR 97401

Lane County Holiday Farmers' Market
Weekends, 10:00 - 6:00
Nov. 23-24, Nov. 29-30
Dec. 1, 7-8, 14-15, 21-24
Lane County Fairgrounds, Auditorium Bldg
796 West 13th Avenue, Eugene
Noa O'Hare • (541) 431-4923
lanecountyfarmer@qwest.net •
120 W Broadway Eugene, OR 97401

McMinnville Farmers Market
Thursdays, 3:00 - 6:00
June 6 - October 3rd
Cows Street, between 3rd & 2nd
Patti Webb • (503) 472-3605
patti@downtownmcminnville.com
• www.downtownmcminnville.com
PO Box 691 McMinnville, OR 97128

Polk County Farmers' Market
Sundays, 9:00 - 2:00
May 5 - November 3
Polk County Fairgrounds, 502 Pacific Hwy
Martha Walton • (503) 838-5424
thewaltonskids@cs.com •
4185 Independence Hwy
Independence, OR 97351

Farmer's Outlet Store
Tuesday & Thursday 12:00 -6:00
Saturday 8:30-3:00
Year-round indoor market
1917 Lancaster Dr. NE
Daniel Kerr • (503) 463-0096
valleyflower@att.net •
1917 Lancaster Dr. NE, Salem, OR

Salem Saturday Market's
Farmer's Market
Wednesday, 10:00 - 3:00
May 1 - Oct. 30
Salem Transit Mall
Corner of Chemeketa & High St NE
Colleen Walker • (503) 585-8264
info@salemsaturdaymkt
• www.salemsaturdaymarket.com
PO Box 13691 Salem, OR 97309

Salem Saturday Market's
Holiday Market
Weekend, hours to be determined
Dec 13,14,15
Jackman Long Bldg
Oregon State Fairgrounds
Colleen Walker • (503) 585-8264
info@salemsaturdaymkt
• www.salemsaturdaymarket.com
PO Box 13691 Salem, OR 97309

Willamette Valley (cont.)

Salem Saturday Market
Saturdays, 9:00-3:00
May 4 - October 26
Green state parking lot
Summer St & Marion St NE
Colleen Walker • (503) 585-8264
info@salemsaturdaymkt
• www.salemsaturdaymarket.com
PO Box 13691 Salem, OR 97309

Salem Public Market
Saturdays, 8:30 - 1:00
Year-round, heated indoor market
1240 Rural Ave SE
Bruce Hunt • (503) 393-4232
3821 Matheny Rd, Gervais, OR 97026

Sherwood Saturday Market
Saturdays, 8:00 - 1:00
June 1 - September 14
Oldtown Veteran's Park
Halli Altson • (503) 691-5906
smoc25@hotmail.com •
31291 SW Heater Rd Sherwood, OR 97140

Silverton Farmers' Market
Saturdays, 8:00 - 1:00
July 6 - September 28
Town Square Park, Main & Fiske
Trina Stoffel • (503) 873-0396
ttstoffel@aol.com •
582 Drift Creek Rd, SE,
Silverton, OR 97381

Stayton Farmer's Market
Saturdays, 9:00 - 1:30
June 1 - October 26
Wilco Farm Store parking lot
1385 N. First Street, next to Safeway.
Nancy Hendricks • (503) 769-7669
carlh@wvi.com •
PO Box 308 Stayton, OR 97383

Woodburn Downtown Saturday Market
Saturdays, 9:00 - 3:00
May 4 - October 26
Woodburn Grange
Boonesferry Road & Hwy 214
Simon Herra • (503) 981-1255
mark.wilk@lasoregon.org •
2225 N Pacific Avenue,
Woodburn, OR 97071

Farmers Market at Wilco Farm Stores
Saturdays, 8:00 - 11:00 or until sold out
August 3 - September 28
Wilco Farm Parking Lot, 2741 N 99W
Suzanne Burbank • (800) 422-3178
sburbank@wilcofarmers.com •
2741 N 99W McMinnville, OR 97128

For most current information please contact:
Oregon Farmer's Markets Association
PO Box 215
Portland, OR 97207
(503) 233-8425
www.oregonfarmersmarkets.org