

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

<https://www.ci.moscow.id.us/362/Farmers-MarketCommission>

Tuesday, February 2, 2021

4:00 PM

**Council Chambers
206 E. Third St.**

Meeting called to order at 4:04 p.m.

PRESENT: Jamie Hill (Chair; Virtual), Stuart Scott, MacKenzie Lawrence (Vice Chair; Virtual), Ryan Lazo (Virtual), Colette DePhelps (Virtual), Kelly Kingsland (Virtual), Kerry Morsek (Virtual)

ABSENT: None.

OTHER: Art Bettge (Council Liaison)

STAFF: Amanda Argona (Community Events Manager), Britnee Christen (Administrative Specialist)

REGULAR AGENDA

1. Reading of the Mission Statement

The Moscow Farmers Market celebrates life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created agricultural products (e.g., crops, meat, cheese, wine, etc.), distinctive handmade goods, artisan pieces, and original recipe cuisine. This venue is meant to encourage and support sustainable economic, social and environmental practices.

The Mission Statement was read by Lazo.

2. Approval of Farmers Market Commission December 1, 2020 Minutes (ACTION ITEM)

Hill noted that last month's title on the first page needs to be changed from "agenda" to "minutes."

Scott moved, DePhelps seconded to approve the January 5, 2021 minutes.

Roll Call Vote: Ayes: Lazo, Lawrence, DePhelps, Scott. Nays: None. Abstentions: Hill. Motion carried.

3. Public Comment and Response to Previous Comments (limited to 10 minutes)

Members of the public may speak to the Commission regarding matters NOT on the agenda or currently pending before the Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

No public comment was offered.

4. Assessment of Vendor Production and Location Rule – DePhelps (15 mins.)

DePhelps stated the Moscow Farmers Market currently has a 200 air-mile radius for recruiting vendors. DePhelps expressed concern that the air-mile radius did not support the mission of the Market and discouraged new farms closer to Moscow from participating.

Discussion ensued about previous conversations around the 200 air-mile radius policy, the inability for Palouse area farmers to grow all products locally, and what products producers are seeing overlap in sales.

Scott stated if the 200 air-mile radius were to exclude a local vendor that was competing with a product that came from a further distance perhaps an update to the policy should be considered. Scott stated from what he could tell the Market was not in situation where space was an issue. He continued the Market wants to have everything that enhances the experience and it should not be to the exclusion of the local people. Kingsland responded saying every crop is in competition. Kingsland continued it isn't about exclusion it's more about a potential for vendors to come in from farther distances and compete on every crop.

Hill stated the conversation over the years has oscillated between “where the Market is now” and “what happens if”. She asked which vendors may be endangered by a policy change and how can the Commission address this? Hill stated the 200 air-mile radius encompasses many different growing regions, which benefits the Market by offering items that can't be grown in sufficient quantities on the Palouse.

Morsek asked if there was a version of jurying for agricultural vendors and if there was a mechanism that could be used to judge what is grown locally versus further away. Argona responded with an explanation of the agricultural vendor process. She stated vendors are required to wait a full season and attend an orientation. Each agriculture vendor must complete a site visit and there has been discussion in the past to limiting acreage, but that is difficult with fruit and beef vendors. Vendors are also required to complete sales reporting. Argona stated some vendors say “no thank you” to the process because it is too much work. Argona continued, stating right now the furthest vendor was 162 miles away, followed roughly by 140 miles, and 125 miles. Some of these vendors have been with the market since the 1980s and vendor tenure and loyalty should be considered. Argona stated if it is a matter of supporting small, family farms rather than industrial farms, a conversation is warranted, but she felt it was a separate issue from the air-mile radius policy.

Lazo asked Argona if she was hearing from local producers that further distanced participants were making it harder for them to participate? DePhelps said she has heard from farmers in the Clearwater area there is a lot of competition. DePhelps stated she wanted to make sure the Market has an environment focused on the mission of supporting the local Palouse region and feels the Market is not creating that environment because farmers don't think they can develop their operations, incubate and grow at the Moscow Farmers Market while competing with larger vendors. DePhelps continued her comments, stating the distance policy should draw from the Palouse and Clearwater Basin. DePhelps referenced a past CALS booth survey at the Market and said the survey report indicated individuals felt local was 100 miles or less. DePhelps asked if the

Moscow Farmers Market was a local farmers market or a regional farmers market. DePhelps added there should be a level of transparency and people should be informed where vendors come from.

Argona stated that based on the current evidence, the air-mile radius may be decreased to 175 which avoids any need for a grandfather clause for vendors, citing past experience and the creation of uncomfortable vendor relations. Argona reference the Farmers Market Advisory Board, an organizational group prior to the Farmers Market Commission, wanted to increase the radius to allow for variety of offerings. Argona stated she has not heard from farmers that have concerns about joining the market and she encouraged the commission members to send people her way so she can work on the concerns. Argona closed stating her confidence in the current offerings of the Market—good value and accessibility—but maybe the Market has grown to a regional market.

Discussion continued regarding a reasonable air-mile radius, vendor dedication, growth of the market to be considered regional, and the opportunity to educate Market participants on where their products come from. The discussion closed with Commission members discussing next steps, the need for research, and the continuation of the conversation at the next meeting.

REPORTS

1. FY 2022 FMC Budget Request – Argona (15 mins.)

Argona stated 76% of the Community Events Budget is allocated to the Moscow Farmers Market. Argona added the Commission will need to determine a proposal for the Commission line item for FY22. A budget letter will be drafted in March for consideration during the budget process.

2. 2020 Motor-In Moscow Farmers Market – Argona (30 mins.)

Argona stated overall the Motor-In Moscow Farmers Market went really well. There was stable usage of the Local Line order system once customers and farmers became familiar with the interface. The average amount spent per trip to the Motor-In MFM in 2018 was \$22.48. The Motor-In MFM saw an average of \$46 per use with over 450 households as users. There were positive variables leading to the increase in average sales per trip, such as trying new foods or exploring new vendors. Kelly Jennings (Moscow), 2020 Moscow Farmers Market Programs Coordinator, was invited to share her experiences and added although there was an October drop off in vendor use, some vendors who participated all season long had their best weeks in October. Jennings stated if the Motor-In MFM continued for another season she did not see any concerns garnering volunteer support. Argona confirmed the Motor-In MFM would return for the 2021 season. See attached presentation.

3. 2020 Moscow Farmers Market operations feedback – Argona (30 mins.)

See attached presentation.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

Fri., Mar. 5, 2021, 9:45 to 11:45 am – Craft and Food Jury 1

Fri., Mar. 12, 2021, 3:45 to 5:45 pm – Craft and Food Jury 2

Fri., Mar. 26, 2021, 3:45 to 5:45 pm – Craft and Food Jury 3

Thurs., Apr. 8, 2021, 2 to 5 pm – Annual Vendor Orientation

2. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

- Moscow Farmers Market Poster art selection – action item
- Farmers Market Commission FY22 budget request – action item
- Subcommittee Reports – reports

3. Farmers Market Branding Subcommittee meeting TBD March 22-26 at Moscow City Hall in Community Events office/Zoom

4. Farmers Market Commission regular meeting March 2, 2021 at Moscow City Hall in Council Chambers

5. Farmers Market Commission regular meetings and holiday weekends

To avoid conflict with the adjustment to staff's seasonal Market schedule, the following alternatives are being proposed for paid holidays observed on Mondays.

- a. June 1, 2021 (alternative dates and times June 2, 3, or 4 at 4 to 5:30 pm)
- b. July 5, 2021 (alternative dates and times July 7 or 9 at 4 to 5:30 pm)
- c. September 10, 2021 (alternative dates and times September 7 at 4 to 5:30 pm)

ADJOURN

The meeting adjourned at 5:39 p.m.

Minutes Approved On

March 2, 2021

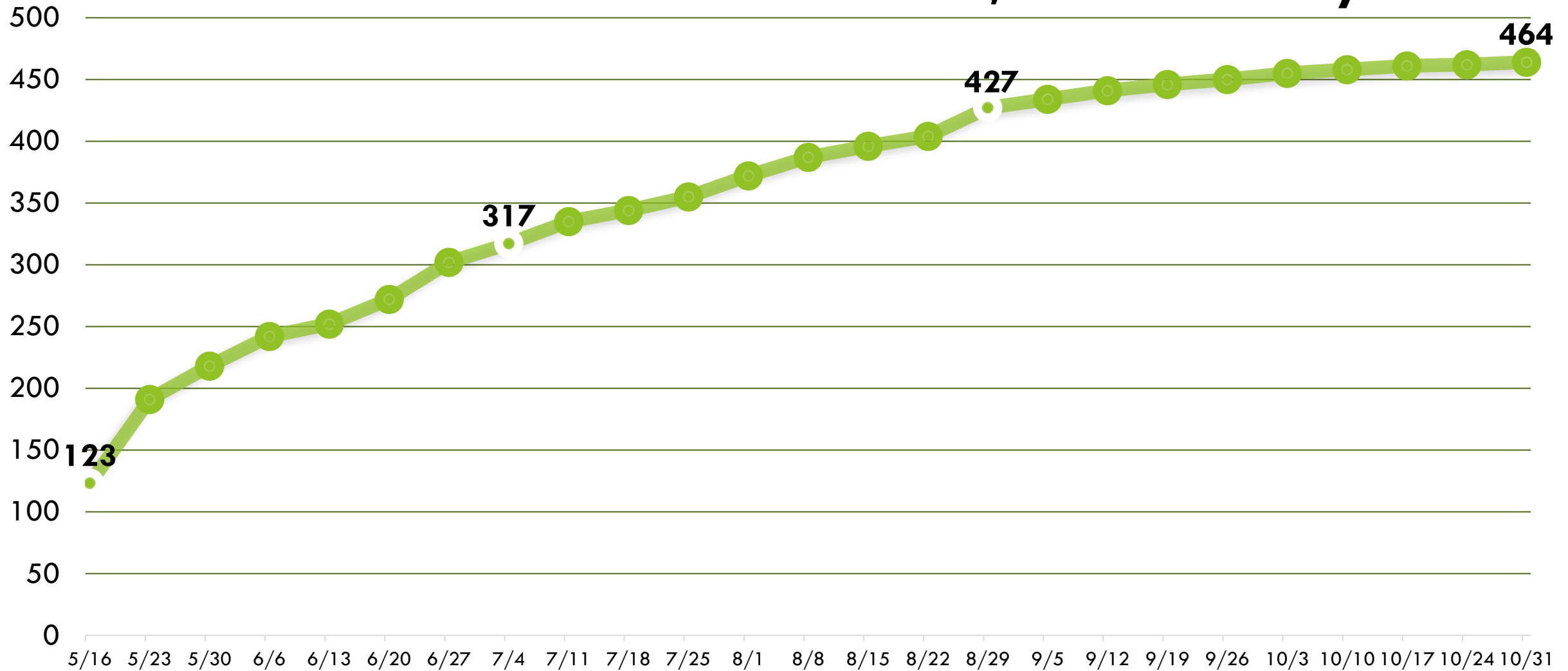

Clerk/Deputy Signature

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Motor-In Moscow Farmers Market

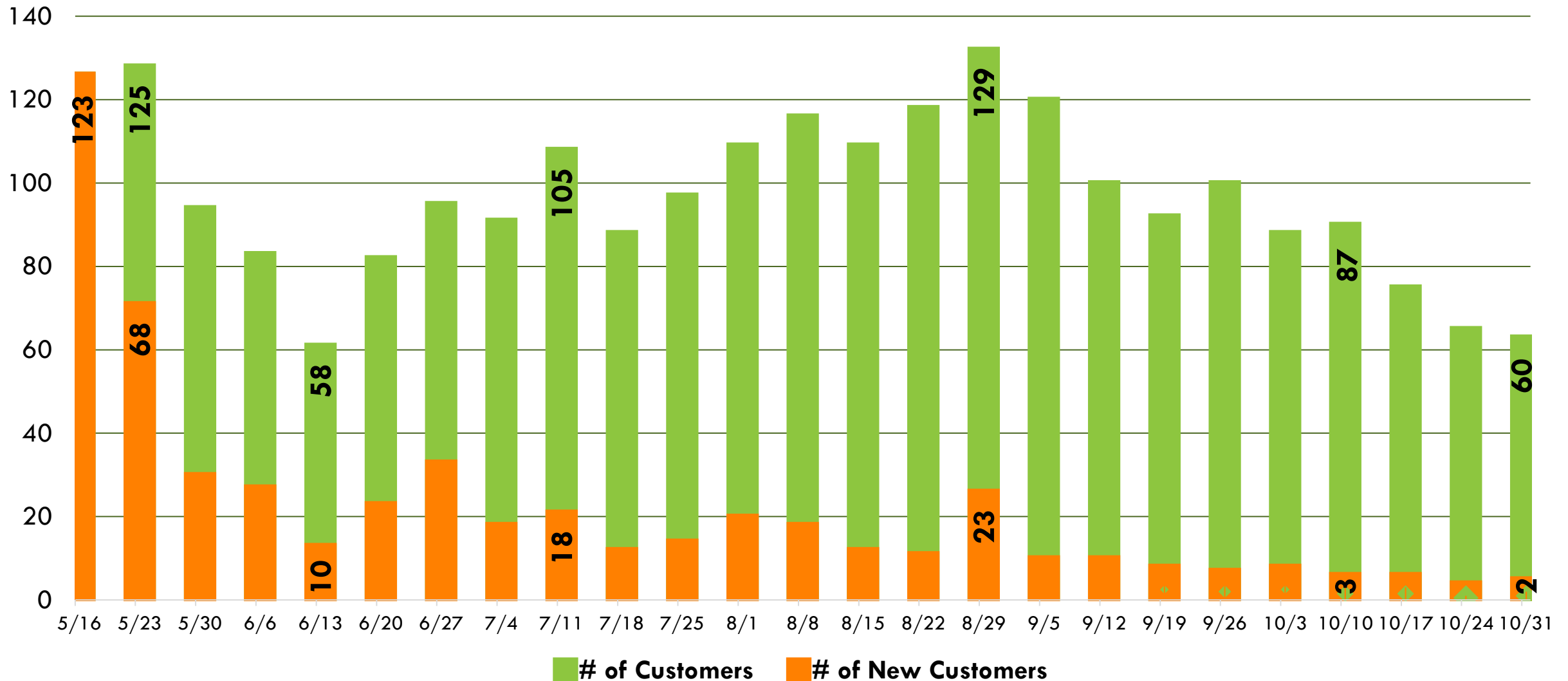
Motor-In Moscow Farmers Market

Number of Households Served, Cumulatively



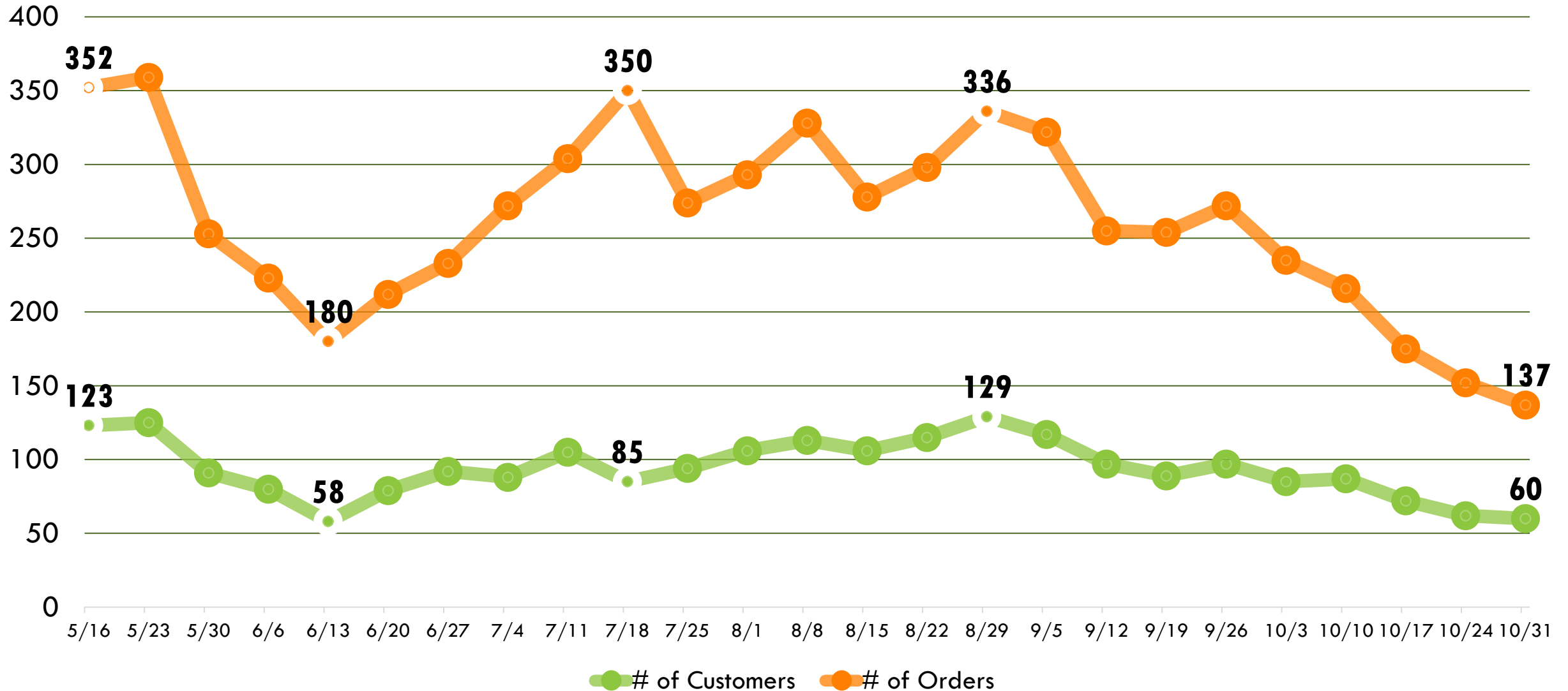
Motor-In Moscow Farmers Market

Customers per Week with New Customers



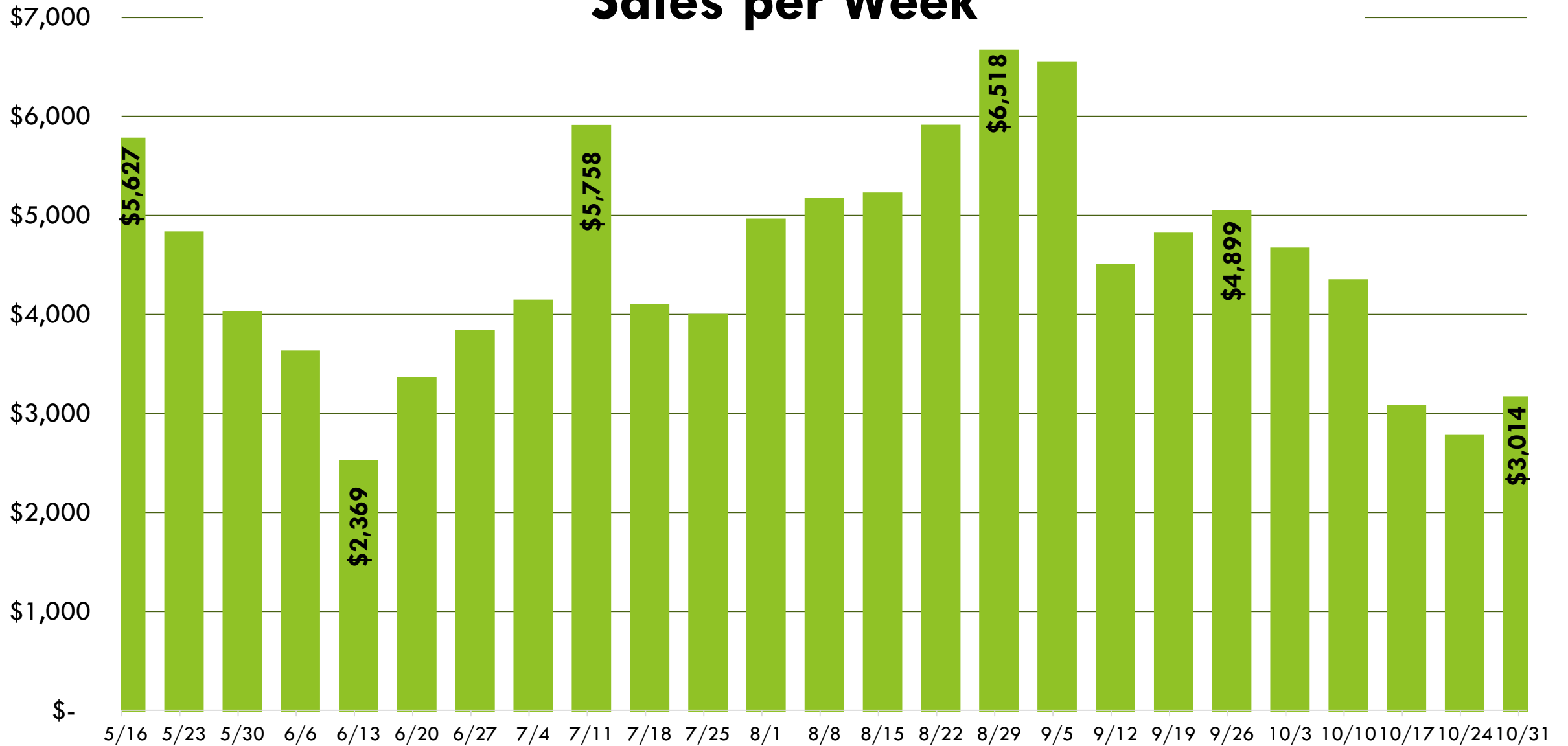
Motor-In Moscow Farmers Market

Number of Customers and Orders per Week



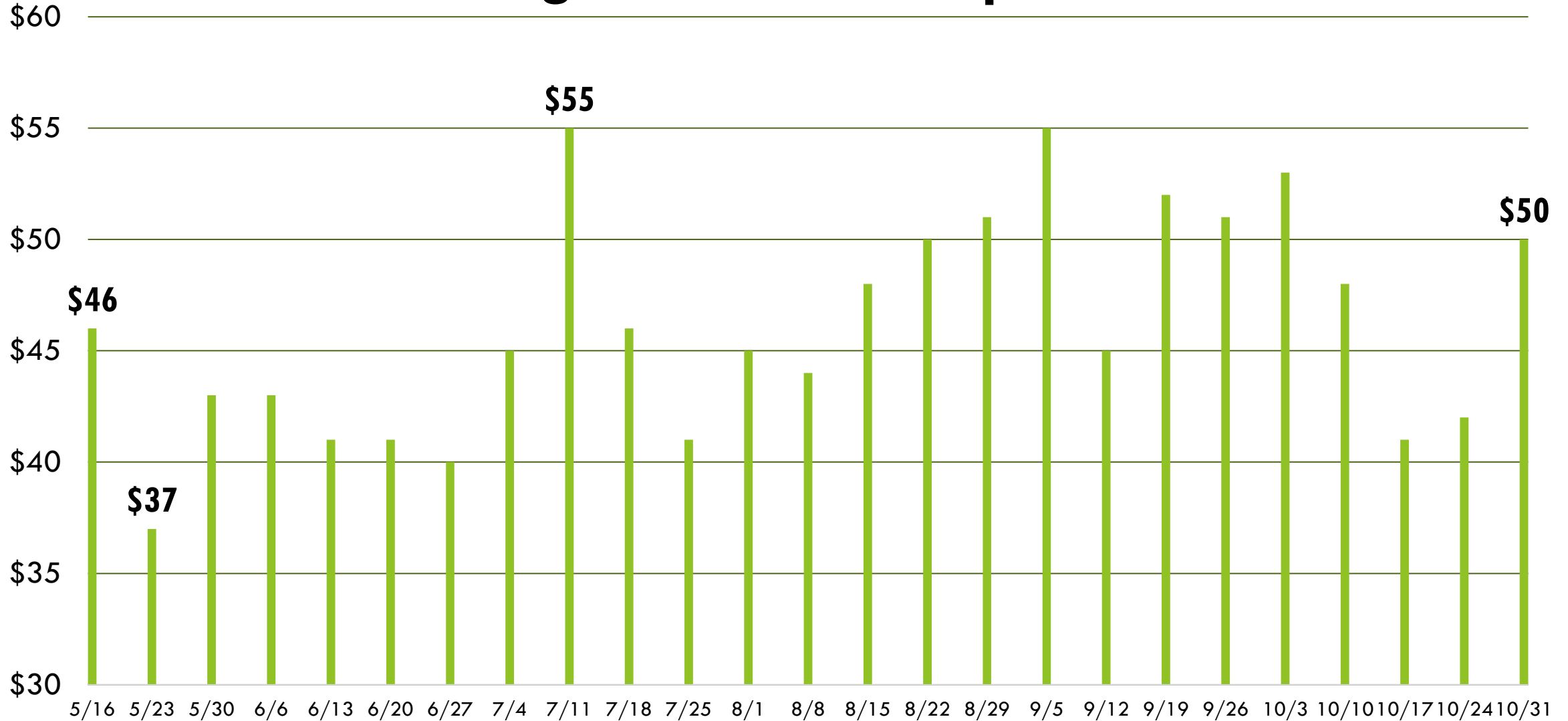
Motor-In Moscow Farmers Market

Sales per Week



Motor-In Moscow Farmers Market

Average Sale Amount per Customer



The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern, dynamic feel. The shapes are layered, with some appearing more prominent than others, and they extend from the edges towards the center of the frame.

MOSCOW FARMERS MARKET VENDOR & CUSTOMER FEEDBACK

VENDOR COMPARISON

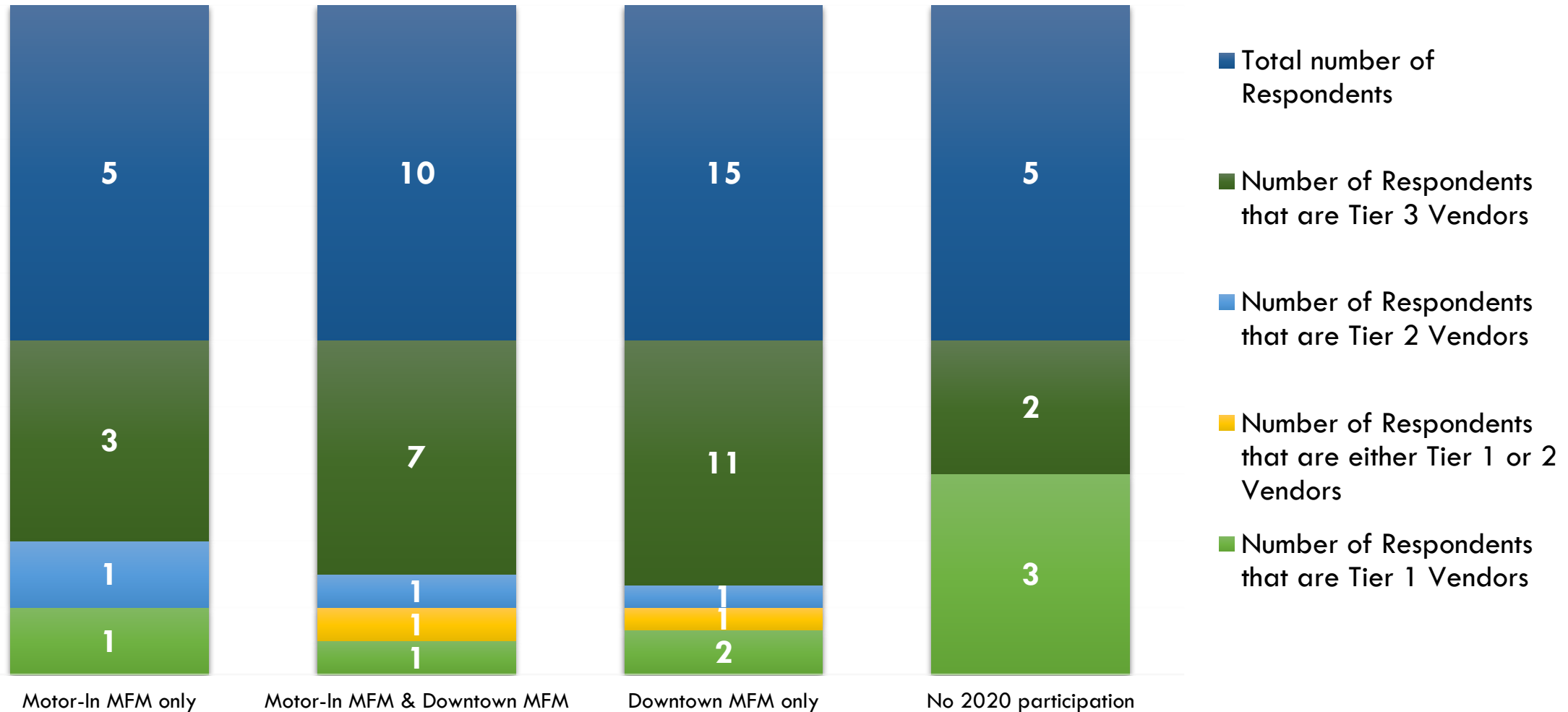
2019

- ▶ 129 attended
- ▶ 140 roster eligible

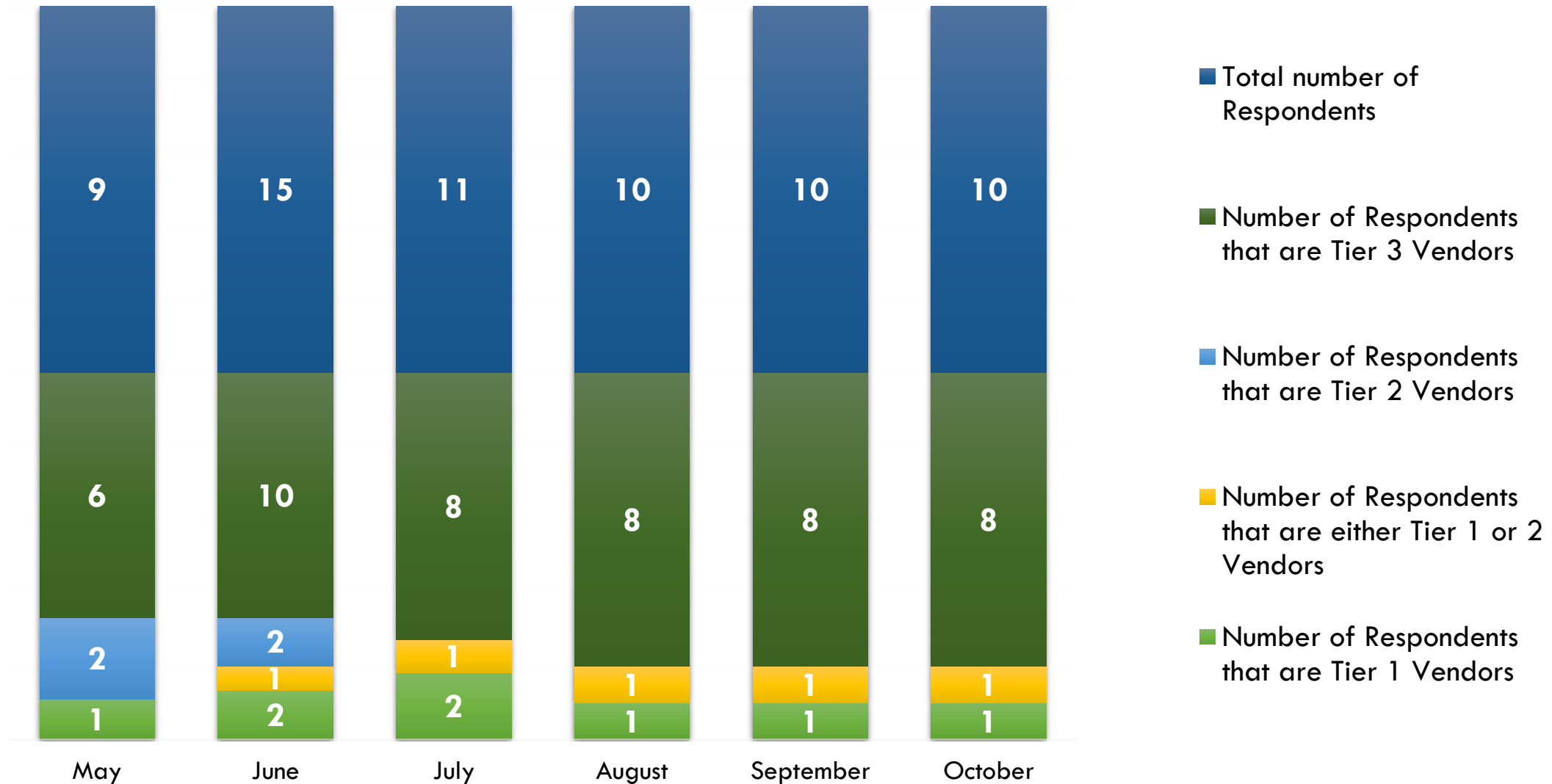
2020

- ▶ 76 attended
- ▶ 109 roster eligible
- ▶ 15 opted-out
- ▶ 37 respondents; 35 completed
 - ▶ 30 participated in 2020 season
 - ▶ 5 did not participate in 2020 season

HOW VENDORS PARTICIPATED IN 2020



VENDOR UTILIZATION OF MOTOR-IN MFM



TO USE OR NOT TO USE MOTOR-IN MFM

Used Motor-In MFM

- ▶ 15 respondents
- ▶ 40% Reach customers who felt uncomfortable attending the Downtown MFM

Did not use Motor-In MFM

- ▶ 20 respondents
- ▶ 40% Did not think my product would do well on platform
- ▶ 40% Other

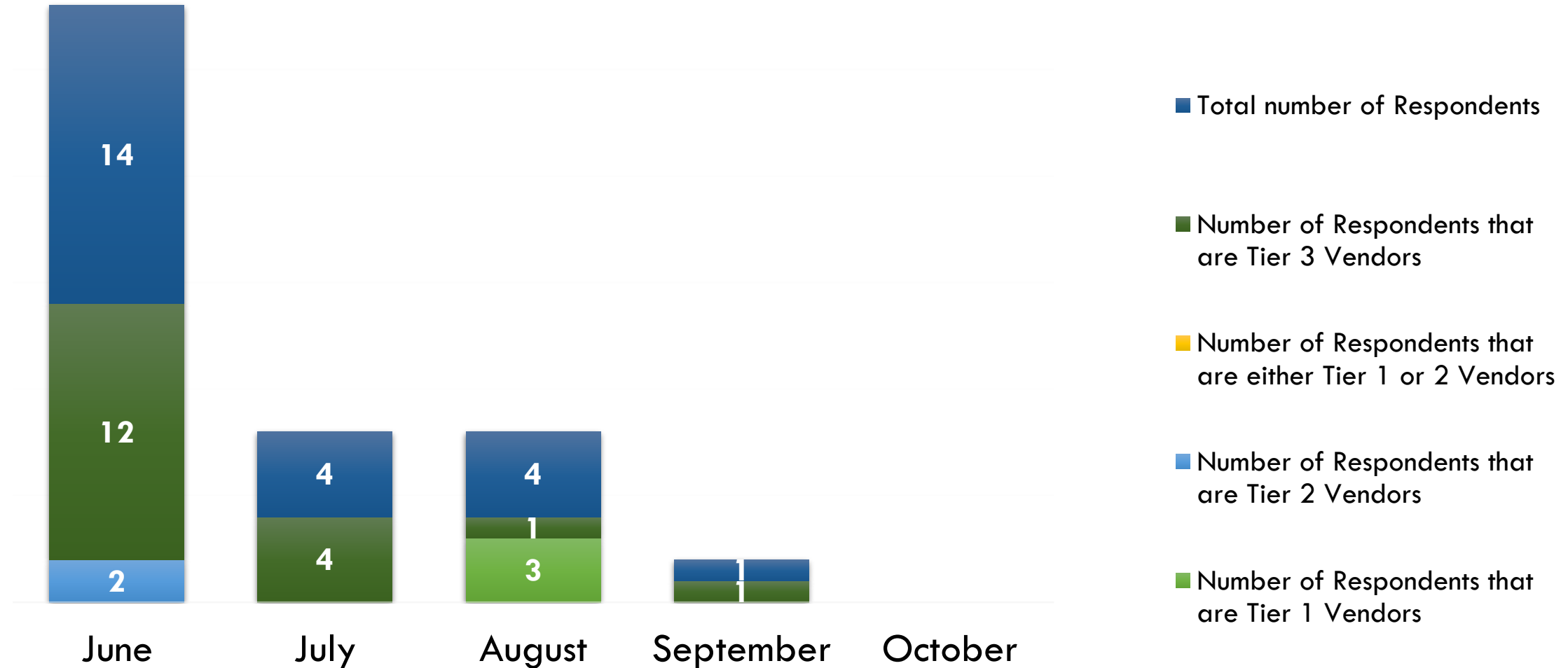
TEMPORARY PAUSE OR DISCONTINUED MOTOR-IN MFM

- ▶ 27% Paused Motor-In MFM service
 - ▶ Product availability
 - ▶ Other
- ▶ 53% Discontinued Motor-In MFM service
 - ▶ 50% occurred in October
 - ▶ 50% responded “Other”

OVERVIEW OF CURBSIDE AND PICK-UP SERVICES

- ▶ 60% likely to offer
- ▶ 47% satisfied with Local Line
- ▶ 80% preferred to keep Motor-In MFM on Saturday

VENDOR ATTENDANCE AT DOWNTOWN MFM



TEMPORARILY STOPPED OR CEASED ATTENDING DOWNTOWN MFM

- ▶ 44% Temporarily stopped attending
 - ▶ 36% Increase of COVID-19 cases or Other
 - ▶ 27% Not enough produce inventory or practicing social distancing/quarantining
 - ▶ 18% Desire to slow the spread of COVID-19 in community
- ▶ 17% Ceased attending

DID NOT ATTEND DOWNTOWN MFM

- ▶ 60% In an at-risk population or caregiver
- ▶ 30% Did not believe business would be viable
- ▶ 20% Other

FEELINGS OF SAFETY AT DOWNTOWN MFM

Vendor face covering requirement

- ▶ **39% Somewhat Safe**
- ▶ 30% Neutral
- ▶ 30% Very Safe

Customer face covering requirement

- ▶ **39% Somewhat Safe**
- ▶ 35% Neutral
- ▶ 29% Very Safe

FEELINGS OF SAFETY AT DOWNTOWN MFM

Addition of hand sanitizer stations

- ▶ **43% Somewhat Safe**
- ▶ 35% Neutral
- ▶ 22% Very Safe

Addition of hand washing station

- ▶ 43% Somewhat Safe
- ▶ 43% Neutral
- ▶ 13% Very Safe

FEELINGS OF SAFETY AT DOWNTOWN MFM

Distribution of hand sanitizer and alcohol wipes

- ▶ **45% Somewhat Safe**
- ▶ 36% Neutral
- ▶ 18% Very Safe

Cancellation of Entertainment and Programming

- ▶ **48% Neutral**
- ▶ 30% Somewhat Safe
- ▶ 22% Very Safe

FEELINGS OF SAFETY AT DOWNTOWN MFM

Single Entry Point

- ▶ **61% Neutral**
- ▶ 22% Very Safe
- ▶ 17% Somewhat Safe

Market Wagon Sanitation

- ▶ **45% Neutral**
- ▶ 36% Somewhat Safe
- ▶ 18% Very Safe

FEELINGS OF SAFETY AT DOWNTOWN MFM

Entry Signage

- ▶ **43% Somewhat Safe**
- ▶ 35% Neutral
- ▶ 22% Very Safe

Distance Dots

- ▶ **43% Neutral**
- ▶ 35% Somewhat Safe
- ▶ 22% Very Safe

FEELINGS OF SAFETY AT DOWNTOWN MFM

Vendor options for
managing hand sanitation

- ▶ **48% Somewhat Safe**
- ▶ 35% Neutral
- ▶ 17% Very Safe

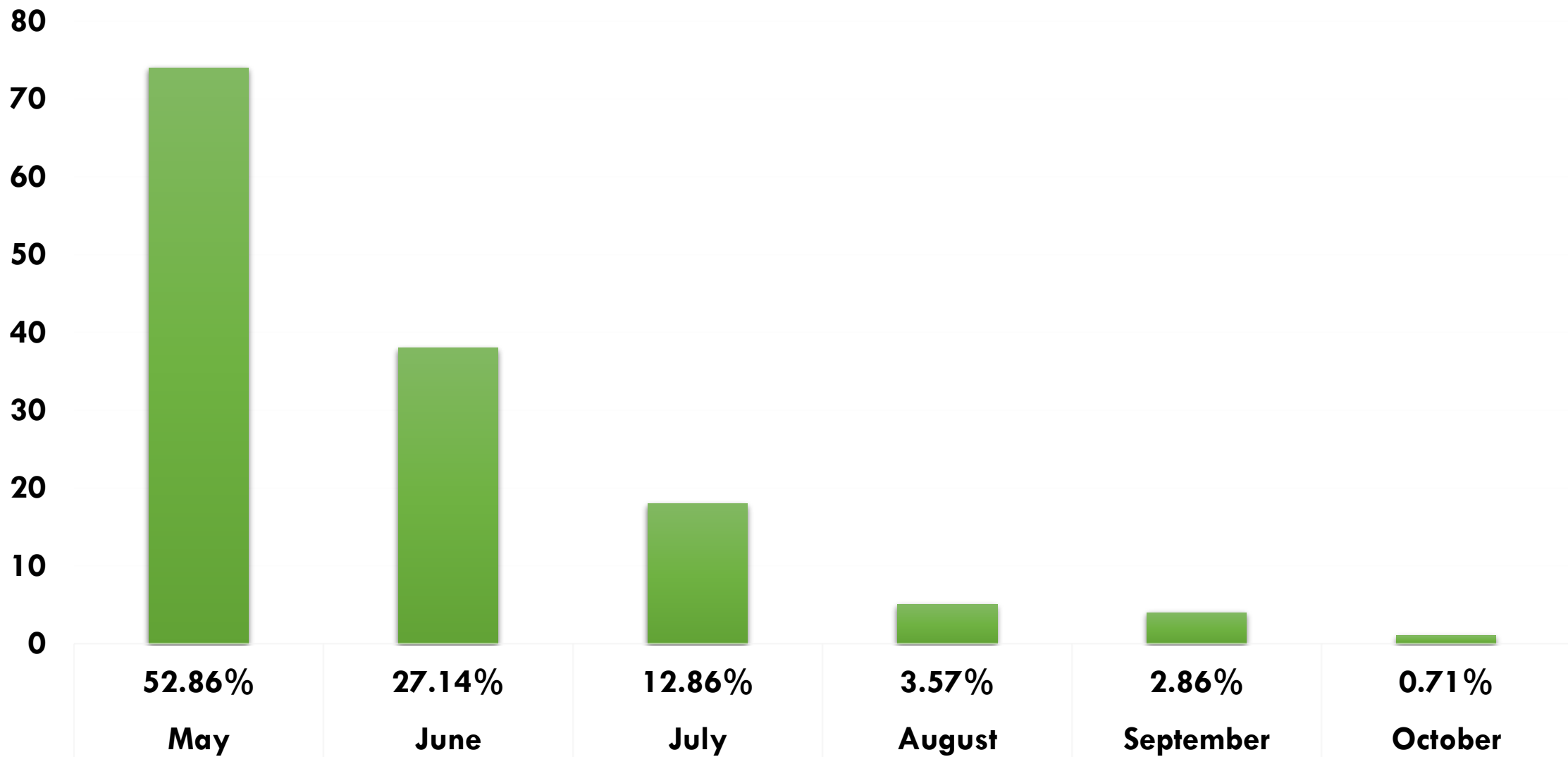
Vendor options for allowing
customers to interact with
products

- ▶ **43% Neutral**
- ▶ 35% Somewhat Safe
- ▶ 17% Very Safe

CUSTOMERS

- ▶ 321 responses
- ▶ 279 completed
 - ▶ 259 attended in 2019; 45% attended 2 or more Saturdays a month
 - ▶ 20 did not attend in 2019
- ▶ 139 used Motor-In MFM
- ▶ 140 did not use Motor-In MFM
- ▶ 171 attended in 2020
- ▶ 108 did not attend in 2020

WHEN DID CUSTOMERS BEGIN USING MOTOR-IN MFM



WHEN DID CUSTOMERS BEGIN USING MOTOR-IN MPM

Frequency of use for customers that began in May & June

- ▶ **37% Twice or more a month**
- ▶ **35% Every week**
- ▶ **14% Once a month**
- ▶ **14% Other**

Frequency of customers that began in July-October

- ▶ **32% Once a month**
- ▶ **29% Other**
- ▶ **25% Twice or more a month**
- ▶ **14% Every week**

HOW DID MOTOR IN MFM USE CHANGE AFTER DOWNTOWN MFM OPENED IN JUNE?

- ▶ 88% of customers that began using Motor-In MFM in May & June continued use; 12% discontinued
 - ▶ Of those that continued, 83% stated their use remained relatively the same, 10% decreased their use, and 7% increased their use
 - ▶ Of the 10% that decreased, 60% went from using twice or more a month to using monthly

HOW DID MOTOR IN MFM USE CHANGE AFTER DOWNTOWN MFM OPENED IN JUNE?

- ▶ Of customers that began using Motor-In MFM in July through October
 - ▶ 57% stated their use remained relatively the same

PRIMARY REASON FOR CUSTOMERS TO USE MOTOR-IN MFM



OPEN ENDED RESPONSES

► Other

- 31% referenced desire to keep COVID spread and exposure to a minimum in the community
- 26% indicated that it was a combination of the available answers
- 17% used this service because of the delayed start date to downtown

OVERVIEW OF CURBSIDE AND PICK-UP SERVICES

- ▶ 37% likely to use; 36% somewhat likely
- ▶ 86% preferred to keep Motor-In MFM on Saturday

WHAT WORKED WELL? WHAT CAN BE IMPROVED?

OPEN ENDED RESPONSES

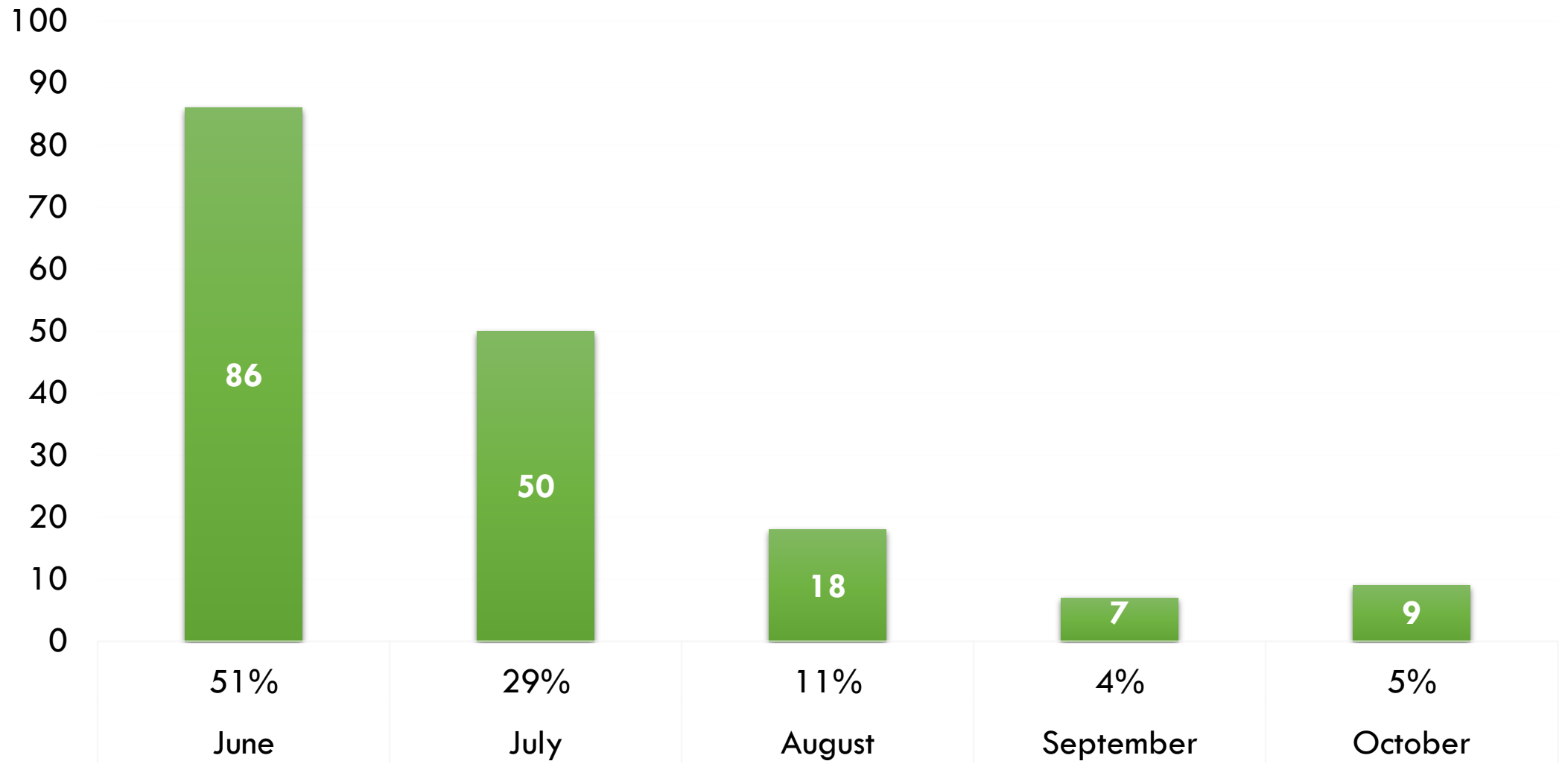
- ▶ Of the 131 respondents
 - ▶ 34% indicated that the process was efficient, quick, easy
 - ▶ 24% commented on the convenience of shopping from home and pre-ordering/pre-paying
 - ▶ 16% used this to better plan meals and shopping
 - ▶ 13% enjoyed the limited contact

WHAT WORKED WELL? WHAT CAN BE IMPROVED?

OPEN ENDED RESPONSES

- ▶ Of the 118 respondents
 - ▶ 31% did not have any comments for improvement
 - ▶ 23% indicated that Local Line functionality was the most cumbersome part
 - ▶ 19% did not think there was the same variety as downtown or were unable to find what they were looking for and had to go downtown
 - ▶ 12% commented on the short ordering window

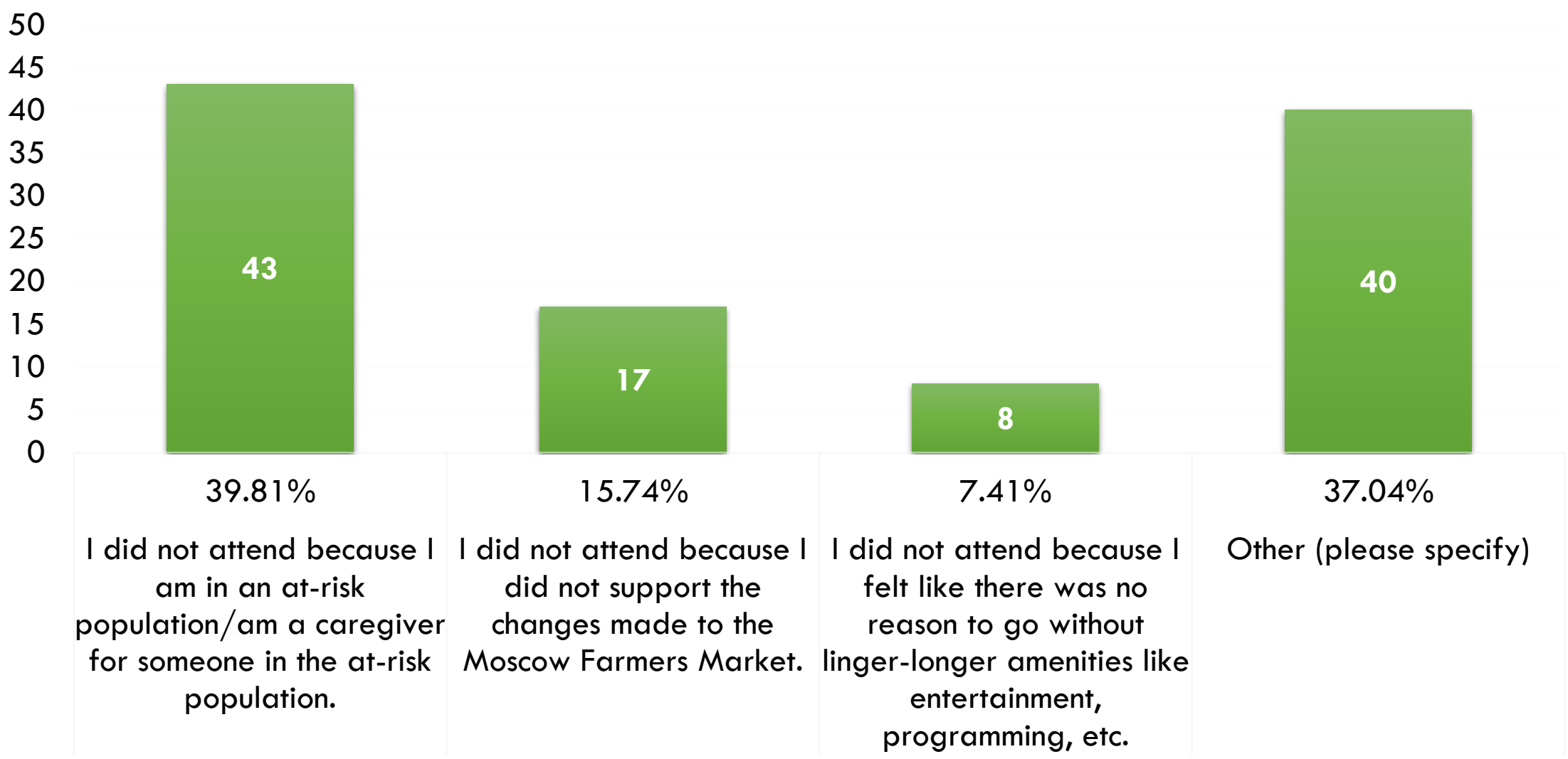
ATTENDANCE AT DOWNTOWN MFM



ATTENDANCE FREQUENCY AT DOWNTOWN MFM



PRIMARY REASON FOR NOT ATTENDING DOWNTOWN MFM

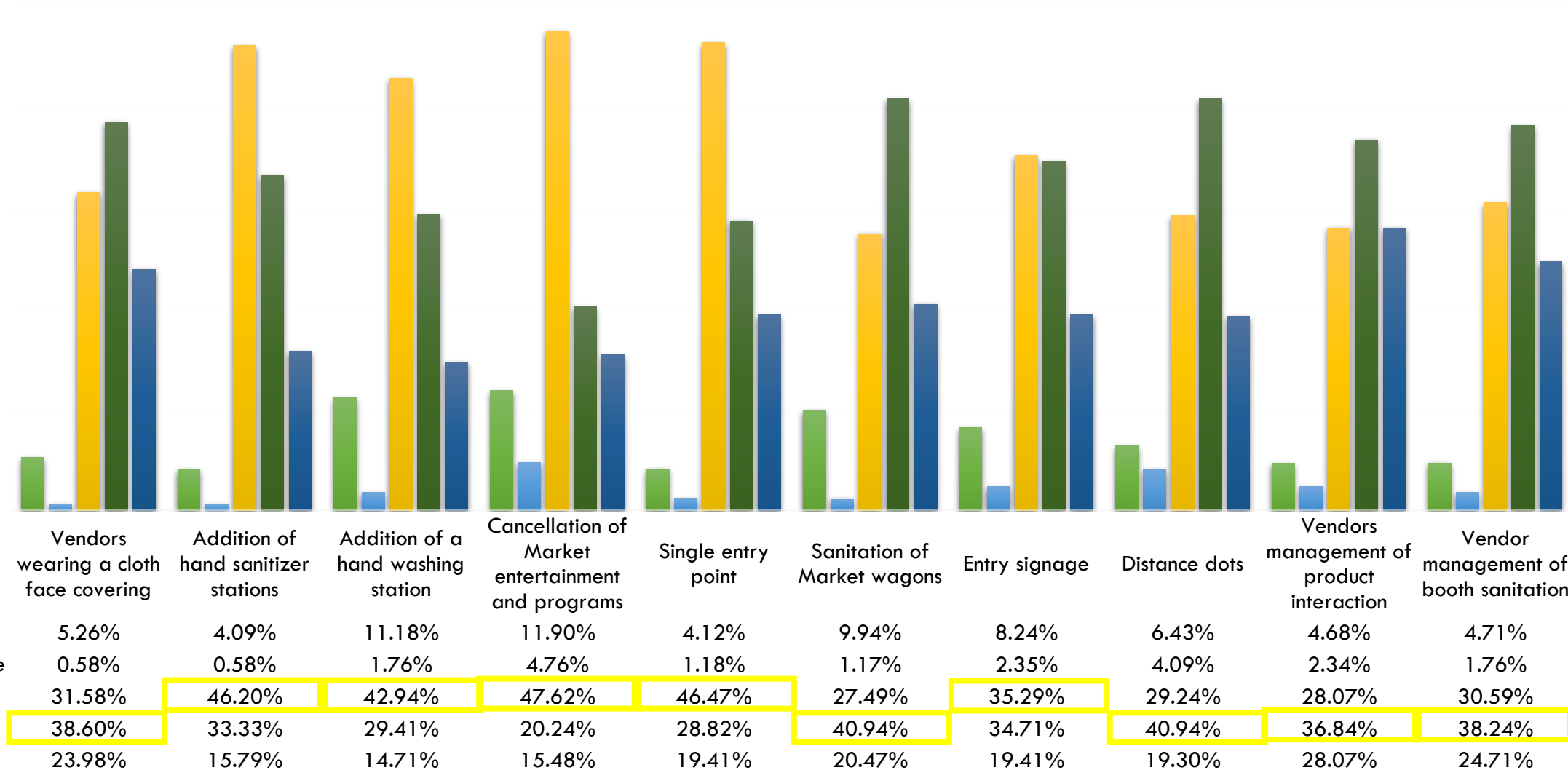


OPEN ENDED RESPONSES

► Other

- 48% indicated that minimizing exposure for everyone was a top priority
- 23% used Motor-In MFM instead of attending downtown
- 18% did not agree with the Emergency Public Health Order

FEELINGS OF SAFETY AT DOWNTOWN MFM



ADDITIONAL FEEDBACK

OPEN ENDED RESPONSES

- ▶ Of the 204 respondents that provided additional feedback
 - ▶ 27% expressed some form of disappointment, disagreement, or unhappiness
 - ▶ 21% felt management did a great job and expressed gratitude and understanding
 - ▶ 15% would like to see better enforcement of rules, guidelines, and Emergency Public Health Order
 - ▶ 14% were generally happy with the service
 - ▶ 12% were thankful for Motor-In MFM

RESPONDENTS LOCATIONS

Totals by Zip Code			
City	County	Zip Code	Count
Clarkston	Asotin	99403	1
Pomeroy	Garfield	99347	1
Grangeville	Idaho	83530	1
Worley	Kootenai	83876	1
Moscow	Latah	83843	189
Viola	Latah	83872	1
Troy	Latah	83871	9
Deary	Latah	83823	1
Genesee	Latah	83832	2
Potlatch	Latah	83855	1
Lewiston	Nez Perce	83501	1
Pullman	Whitman	99163	38
Palouse	Whitman	99161	6
Almota/Step toe	Whitman	99111	3
Colton	Whitman	99113	1
Uniontown	Whitman	99179	1
Invalid Zip Code	n/a	84843	1

