

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Agenda~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
August 1, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. **Mission of the Moscow Farmers Market**

The Moscow Farmers Market celebrates life on the Palouse by providing the community with the opportunity to buy and sell local and regional 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.

2. **Approval of Farmers Market Commission July 5, 2023 Minutes (ACTION ITEM)**

PROPOSED ACTIONS: Approve minutes, amend minutes, or take such other action deemed appropriate.

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 city of residence for the record and limit your remarks to three (3) minutes.

4. **WSFMA Conference Report – Lawrence, DePhelps, Argona**

The Commission voted to send available members to conferences relevant to Moscow Farmers Market operations and based on available Commission budget. Two Commission members attended the Washington State Farmers Market Association Conference in February 2023, allowing greater coverage of conference offerings.

This report is a summary of the conference and ideas for the Commission to consider in regards to strategic planning, Commission member training, etc.

5. **Biennial Commission Survey (ACTION ITEM) – Argona**

City Administration has requested that Commissions review their history of questions that have been included on previous Citizen and Commission surveys, and determine vision and goals for utilizing this survey tool.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Agenda~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
August 1, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Each Commission is being asked to submit up to five questions to be considered for inclusion on the upcoming Commission survey by the end of August 2023. Questions are to be rated from most important to least important by the Commission in case not all questions can be included on the survey. Historically, the Farmers Market Commission has asked between three and four questions that are logic dependent.

PROPOSED ACTIONS: Review attached history of questions and select up to five questions for consideration with appropriate rating of importance; or take such other action as deemed appropriate.

6. 2023-2024 Subcommittee assignments (ACTION ITEM)

The Farmers Market Commission has several subcommittees to support the work of the Commission and mission of the Moscow Farmers Market.

- Active subcommittees include: Policy, Craft & Food Jury, and Site Visit
- Inactive subcommittees include: Branding
- Dissolved subcommittees: Fees

Attached are current assignments. To avoid violating Idaho's Public Meeting Law, subcommittees will have no more than four Commission members assigned at a given time. Scope of work for active subcommittees is as follows:

- **Policy Subcommittee** – Schedule standing meetings for September-January to review 2023 Market Handbook for proposed changes.
- **Craft & Food Jury Subcommittee** – Determine dates and available judges for March 2024.
- **Site Visit Subcommittee** – Determine availability for spring/summer 2024 site visits. Determine availability for fall 2024 site visits for producers with site visits older than three years.

REPORTS

1. Community Events Manager report – Argona

ANNOUNCEMENTS

1. Farmers Market Commission representation required

- Aug. 12, 9 to 11 am – National Farmers Market Week Celebration

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Agenda~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
August 1, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Minimum of three Commission members to assist with emceeing, engagement, and prize drawing.

Confirmed: J. Hill, J. Larson

- **Aug. 26, 7:45 am to 1 pm – RMA Customer count**

Minimum of five Commission members and/or volunteers.

Confirmed: J. Larson, C. DePhelps

Maybe: J. Hill, K. Morsek

- **Sep. 5, 7 pm – Annual Citizen Commission report to Council**

- **Sep. 30, 7:45 am to 1 pm – RMA Customer count**

Minimum of five Commission members and/or volunteers.

- **Oct. 21 7:45 am to 1 pm – RMA Customer count**

Minimum of five Commission members and/or volunteers.

- **Oct. 28, 9 am to 12 pm (contest)– Halloween Costume Contest**

Minimum of four Commission members to assist with emceeing and judging. Two to three additional volunteers to be recruited for check-in.

2. **Proposed Items for Future Agendas**

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

- FY23 Budget
- Strategic Plan update
- Downtown Streetscape Project update
- Community Events Manager leave

3. **Farmers Market Commission regular meeting **Wednesday September 6, 2023** at Moscow City Hall in Council Chambers.**

ADJOURN

NOTICE: It is the policy of the City of Moscow that all City-sponsored public meetings and events are accessible to all people. If you need assistance in participating in this meeting or event due to a disability under the ADA, please contact the City's ADA Coordinator by phone at (208) 883-7600, TDD (208) 883-7019, or by email at adaordinator@ci.moscow.id.us at least 48 hours prior to the scheduled meeting or event to request an accommodation. The City of Moscow is committed to ensuring that all reasonable accommodation requests are fulfilled.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Meeting called to order at 4:03 pm

WELCOME AND ATTENDANCE

MEMBERS: Jamie Hill (Chair), Joshua Larson, Kassie Smith, MacKenzie Lawrence (Vice Chair), Jenny Parker, Kerry Morsek (arrived 4:05 pm)

ABSENT: Samantha Martinet, Gerardo Alvarez, Colette DePhelps

STAFF: Amanda Argona (Community Events Manager), Laura Perrigo (Administrative Specialist), Cody Riddle (Deputy City Supervisor), Maureen Laflin (Councilmember)

REGULAR AGENDA

1. Mission of the Moscow Farmers Market

The Moscow Farmers Market celebrates life on the Palouse by providing the community with the opportunity to buy and sell local and regional 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.

Lawrence read the mission statement aloud.

2. Approval of Farmers Market Commission May 2, 2023 Minutes (ACTION ITEM)

PROPOSED ACTIONS: Approve minutes, amend minutes, or take such other action deemed appropriate.

Smith moved to approve minutes as presented; Larson seconded.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

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

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

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 city of residence for the record and limit your remarks to three (3) minutes.

4. 2023 Site Visits (ACTION ITEM) – DePhelps and Argona (1 hour)

The Site Visit subcommittee visited eight new agricultural producers on Wed., May 17, Wed., May 24, and Fri., May 26. Two agricultural producers remain to be visited this season. The following concerns and issues were raised from the May visits:

- a. Concern in regards to the raising/management of livestock that is purchased from another producer and whether this is in alignment with Basic Eligibility requirements of being the producer of such goods.
- b. Concern in regards to production practices not in alignment with encourage and preferred sustainable and environmentally sound practices as stated in the Market Handbook in the following areas:
 - **Mission Statement** – See top of agenda
 - **Information core value** – “Increasing awareness of regional agricultural, sustainability, and sound environmental practices through education and outreach activities.”
 - **Sustainable Practices definition, adapted from the United States Department of Agriculture** – “An integrated system of plant and animal production practices that are capable of maintaining their productivity and usefulness to society over the course of time. These systems incorporate the most efficient use of nonrenewable resources and on-farm resources, and where appropriate, utilized natural biological cycles and controls that maintain agricultural productivity, promote economic vitality in both the short and long term, and maintain stable rural communities, and quality of life.”
 - **Agricultural Vendor definition** – “Vendors who participate in the cultivation, harvesting, or production of crops, or management of livestock and bees. Vendors are strongly encouraged to be hygienic and sustainable with their practices in planting, growing, cultivating, harvesting, transporting, and offering of such items for sale.”

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Per Appendix 6 – Vendor Eligibility & Approval of the Market Handbook, under Issues and Actions “...Vendors who are deemed incompatible with the Market’s mission statement, core values, and philosophies by the Site Visit subcommittee may attend the Market until further notice by the Commission.”

PROPOSED ACTIONS: Prohibit Vendors from bringing meat products that are derived from purchased livestock for the remainder of the 2023 season; or take such other action deemed appropriate.

PROPOSED ACTIONS: Prohibit Vendor from attending the Moscow Farmers Market for the remainder of the 2023 season; or take such other action deemed appropriate.

Argona presented to the Commission observations made by the Site Visit subcommittee while touring Blue Wildrye Farm and Ee-Ii-Ee-Ii-Oo Ranch. Argona invited both producers to be present at the meeting and introduced Tim Dittmer with Blue Wildrye Farm and Kerby Van Tine and Melvin Heuett with Ee-Ii-Ee- Ii-Oo Ranch.

Argona explained that subcommittee members learned through the site visits that both operations were purchasing livestock of a certain age and raising for slaughter. The subcommittee members questioned whether this fits the basic eligibility requirements which state “All Vendors are required to be the grower/producer of their products...”. Argona cited a previous Site Visit from 2021 where the animals were born and raised on a farm, but then put on the majority of their weight at a feed operation not managed by the Vendor. In that example, the subcommittee members brought this to the Commission, who felt it was not in alignment with Market policies. The questions posed to the Commission were at what point are purchased livestock deemed too old to qualify as being raised by a Vendor, and do these products meet Market policies or not.

Ee-Ii-Ee-Ii-Oo Ranch purchases their cattle around 18 months of age from two producers within a 200 air-mile radius, then finishes them with grain anywhere from two to four months before they are slaughtered at a USDA facility.

Blue Wildrye Farm plans to source their calves at about eight months from Weekes Family Farm this summer, and will raise them until slaughter weight in the summer of 2024.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Hill requested to hear from the Vendors. Dittmer explained their farm is a pasture farm and practices rotational grazing with the livestock as part of the process to improve soil health for future production. Dittmer's family recently moved their farm from western Washington and is in the process of rebuilding the farm in Princeton. They plan to birth calves in the future, but do not have the capital to do so currently. Dittmer explained they are working on a 35-acre farm and will only hold as many animals that are complimentary to each other on the farm. Discussion ensued about the ability to purchase livestock at different ages, and how long animals tend to be in an individual's care prior to slaughtering.

Parker felt Blue Wildrye Farm supports sustainable farming practices and feels it is in align with the Market's mission. Lawrence referred to the Market's policy and after hearing Dittmer's situation felt that it is in alignment with Market policies. Morsek said that the subcommittee was in support of recommending to the Commission that Blue Wildrye Farm continue to sell their meat products at the Market.

Van Tine noted that their ranch used to be a calving operation, but they have transitioned to purchasing livestock as that model works best for them. He expressed flexibility in adapting to future policies. The currently have access to 160-acre in hay/pasture in Gifford, Idaho which is harvested and brought to the cattle pens at their Culdesac, Idaho property (most of which is forested and not pasture); this property is also where their farrow operation is housed, with the pigs finished out housed in paddocks in a different area.

Lawrence expressed to Van Tine that the Commission would never want to interfere with a farmer's production practices. Lawrence asked Van Tine where they source their animals from. Van Tine said his calves are sourced from his father-in-law (who was present at the meeting), and a Camas Prairie cooperative in the Orofino/Cottonwood, Idaho area. Heuett, added their livestock leaves his farm with a health inspected certificate. As it is standard for all cattle.

Lawrence further asked about the timeline in which they possess and raise the cattle and referred to past Vendors that did not align with the policy of being the producer of their product. Heuett added that it is costly to feed a young calf and get them up to weight.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Parker suggested the Commission come up with a policy that addresses an animal's lifespan and how long a Vendor would need to be in possession of that animal to qualify as the producer of subsequent product. Argona referenced a quick audit of current Market Vendors, with most raising animals from birth to slaughter. She also referenced two other Farmers Markets' policies on animal production (Spokane Farmers Market and Boise Farmers Market).

Hill opened the table up to anyone with more questions or comments. Further discussion continued around the acceptance of new Agricultural Vendors and the ability for Market policies to affect small farms and their success.

The Commission requested clarification on the first proposed action. Argona clarified that the Commission take the proposed action, or make a motion for a different action.

Lawrence moved to allow Vendors to continue to bring meat to the Market who have overseen management of the animal(s) for at least 51% of their lifespan prior to harvest, with the expectation that the Policy subcommittee will propose a policy for future adoption that may or may not meet this motion. Morsek seconded.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

Argona introduced the second proposed action item in regards to production practices. Issues revolving animal welfare and sustainability at Ee-Ii-Ee-Ii-Oo Ranch arose during the Site Visit and have been brought forward to the Commission to decide if the farming practices are in alignment with the mission of the Market and its core values.

Photos of the Site Visit were presented to the Commission along with anecdotal observations made by Argona and Morsek, who were two of four members on this visit. A basic summary of the operation was provided: Pigs are birthed and raised on property. Piglets are farrowed in huts and once they reach 30 lbs. (about eight weeks) are moved to paddocks with feeding troughs to be brought up to weight for slaughter, which is about six to seven months or until about 270 lbs. The paddocks are roughly 15'x60' in area, and can hold up to 70 pigs, but the Vendor only keeps about 50 to 60 pigs in the paddocks.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Morsek expressed concerns of the concentration of animals in one area and the amount of manure build-up, given the paddocks are only cleaned out once per year. Overall, the subcommittee members felt this Vendor operation was not in alignment with sustainability practices that are cited and referenced in the Market Handbook.

Morsek and Argona both expressed that the farm is following University of Idaho Extension guidelines and meets USDA processing requirements. The largest concern is the animals not having access to any pasture and manure management.

Van Tine conveyed to the Commission he wished he had a clearer understanding on what the subcommittee was looking for on Site Visits. Argona and the Commission welcomed the feedback and felt it was a good opportunity to task the Policy subcommittee with development and refinement of such policies around sustainability and land management. Lawrence asked Van Tine if their customers are aware they are not a pasture operation and are transparent with their practices. Van Tine ensured that he explains to their customers that they are not a pasture operation when asked. They don't have the land to make pasture raising viable.

Argona clarified to the Commission which action is on the table. Morsek said the subcommittee was recommending to the Commission that Ee-Ii-Ee-Ii-Oo Ranch not be permitted to continue with the Market due to production practices not being in alignment with sustainability practices as outlined in the Market Handbook. Argona went on to comment that Farmers Markets across the U.S. are expected to vet and curate Vendors on behalf of the customers. Not every customer asks specific questions around production practices, which is why they have such an intensive eligibility standard in place.

Lawrence agrees that the Commission is here to make decisions that are best for the Market, but is hesitant to not allow a Vendor to finish out a season. She agreed that the Policy subcommittee needs to consider policy around humane animal practices for inclusion in next year's Market Handbook. Morsek is concerned that allowing the Vendor to finish out the season may impact other Vendors that have taken great care to align with the Market's mission and core values and it might undermine their efforts. Parker invited Dittmer to give insight to the Commission as a fellow livestock Vendor. Dittmer explained that farmers make decisions in purchasing livestock and feed far in advance and it would be financially detrimental not to be able to bring that meat to Market six months later.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Lawrence said the discussion around the production practices of Ee-Ii-Ee-Ii-Oo Ranch is philosophical and it would be unfair to not allow them to remain as a Vendor at the Market for the rest of the season. Hill thanked both Vendors for their attendance and for being open with the Commission.

Parker agrees the Commission should allow the Ee-Ii-Ee-Ii-Oo Ranch to finish the Market season and give them a chance to reevaluate their farming practices to be more in alignment with the Market mission if they would like to continue as a Vendor in the future.

Argona advised the Commission to consider all factors, including the Market Handbook's transparency on Prospective Agricultural Vendors needing to pass a Site Visit when joining the Farmers Market. Commission members should also consider Market customers and if their expectations of the Market are being met.

Lawrence expressed appreciation to each Vendor for taking the time to come to the meeting and encouraged the Commission to move on the action item today to avoid delay for the sake of Ee-Ii-Ee-Ii-Oo Ranch's interest.

Laflin asked how the decision would affect the Vendor's sales. Argona reported they estimate about 75% of their sales come from the Moscow Farmers Market.

Smith added people that shop at the Market have an assumed expectation that Vendors at the Market are organic or organic adjacent and finds it unfair to put two farmers in the same Market producing the same meat product but have very different practices. Smith also agrees it would be unfair to not allow them to finish the season.

Lawrence moved to allow Ee-Ii-Ee-Ii-Oo Ranch to finish out the 2023 Market season with only their pork products and for the Policy subcommittee to propose future policies on animal welfare for inclusion in the 2024 Market Handbook. Larson seconded.

Roll Call Vote: Ayes: Lawrence, Smith, Larson, Parker, Hill. Nays: None. Abstentions: Morsek. Motion carried.

REPORTS

1. WSFMA Conference report – DePhelps, Lawrence, Argona

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Report has been tabled for future meeting.

2. Community Events Manager report – Argona

Report has been tabled for future meeting.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

- **Jul. 29, 7:45 am to 1 pm – RMA Customer count**
Minimum of five Commission members and/or volunteers.
Confirmed: J. Hill, J. Larson
- **Aug. 12, 9 to 11 am – National Farmers Market Week Celebration**
Minimum of three Commission members to assist with emceeing, engagement, and prize drawing.
Confirmed: J. Hill, J. Larson
- **Aug. 26, 7:45 am to 1 pm – RMA Customer count**
Minimum of five Commission members and/or volunteers.
Confirmed: J. Larson
Maybe: J. Hill, K. Morsek

2. Proposed Items for Future Agendas

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

- Strategic Plan update (August)

3. Farmers Market Commission regular meeting August 1, 2023 at Moscow City Hall in Council Chambers.

ADJOURN

Meeting adjourned at 5:33 pm

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Wednesday
July 5, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

NOTICE: It is the policy of the City of Moscow that all City-sponsored public meetings and events are accessible to all people. If you need assistance in participating in this meeting or event due to a disability under the ADA, please contact the City's ADA Coordinator by phone at (208) 883-7600, TDD (208) 883-7019, or by email at adacoordinator@ci.moscow.id.us at least 48 hours prior to the scheduled meeting or event to request an accommodation. The City of Moscow is committed to ensuring that all reasonable accommodation requests are fulfilled.

DRAFT

MOSCOW FARMERS MARKET COMMISSION



City of Moscow Citizen and Commission survey history

In 2002, the City issued its first biennial citizen survey, which included Commission questions. The Farmers Market Commission was established in 2013, so questions regarding the Moscow Farmers Market on the citizen survey prior to 2013 were likely developed by staff. Beginning in 2016, the City decided that a separate Commission survey would be sent out and Commission questions would no longer be included on the citizen survey. In 2017, the first stand-alone Commission survey was sent out, with 2019 being the second stand-alone Commission survey.

In an effort to provide a comprehensive overview of questions asked, the following information was provided to our office by Executive Assistant Taylor Riedner in March 2023. The citizen survey did not include questions on the Moscow Farmers Market in the following years: 2002, 2004, and 2012.

2006 Citizen Survey

- Would you support banning dogs from the Farmers Market?

Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't Know
23%	19%	22%	17%	15%	4%

2008 Citizen Survey

- It is easy to shop at the current Farmers Market location

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
20%	51%	12%	10%	3%	4%

- In the past twelve months how frequently have you visited the Farmers Market?

0-4 Visits	5-9 Visits	10-15 Visits	16-21 Visits	22-26 Visits
40%	27%	18%	7%	8%

2010 Citizen Survey

- I support the use of public funds to construct a permanent home for the 34-year old Farmers Market

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
17%	26%	25%	15%	11%	4%

MOSCOW FARMERS MARKET COMMISSION



2014 Citizen Survey

- I feel the Moscow Farmers Market is an important asset to our community.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
63%	24%	7%	2%	2%	1%

- Did you attend the Moscow Farmers Market in the last year?

Yes	No
82%	18%

- If you attended the Moscow Farmers Market in the last year, please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Somewhat Satisfied	Not Satisfied	Don't Know
Hours of operation	43%	31%	4%	3%	1%	0%
Location	50%	26%	2%	2%	2%	0%
Parking availability	16%	30%	14%	10%	9%	4%
Cleanliness	38%	36%	5%	2%	1%	0%
Variety of Products	34%	41%	3%	3%	1%	1%
Quality of Products	40%	36%	4%	1%	1%	0%
Interaction with farmers/producers	44%	32%	4%	0%	1%	1%
Prices	19%	34%	16%	7%	5%	0%
Live Music	27%	33%	15%	3%	2%	1%
Prepared Food	23%	32%	12%	2%	1%	6%

- If you did not visit the Moscow Farmers Market in the last year, please tell us why:

I didn't know Moscow has a Farmers Market	0%
It isn't affordable for me or my family	4%
The date/time doesn't work with my schedule	7%
I don't feel welcome at the Market	2%
I prefer to shop elsewhere	6%
I've heard negative things about the market	1%

MOSCOW FARMERS MARKET COMMISSION



2014 Moscow Farmers Market (Q15m, Q16, Q17) commentary

The Moscow Farmers Market Commission was established in 2014 and this is the first year the commission has participated in the survey. Three questions were included in regards to the Moscow Farmers Market intended to gauge the value of the Market to the community, satisfaction with various aspects of the Market, what deters respondents from visiting the Market.

When asked to what level they agree with the statement, "I feel the Moscow Farmers Market is an important asset to our community," 87% of respondents noted the "strongly agree" or "agree" with the statement, 7% noted they were "neutral" on the matter, while 4% noted they "disagree" or "strongly disagree."

When respondents were asked if they attended the Market in 2014, 280 of the 340 respondents noted they did attend, while 60 reported they did not. Of the 280 who did attend, they were asked to rate their level of satisfaction on a variety of items related to the Market including hours of operation, location, parking availability, cleanliness, variety of products, quality of products, interaction with farmers/producers, prices, live music, prepared food, and a category for other comments was included. Most items received ratings of "very satisfied" or "satisfied" by about 75% of respondents including hours of operation, location, cleanliness, variety of products, quality of products, and interaction with vendors. Of the respondents, about 55% noted they are "very satisfied" or "satisfied" with prices and prepared food, and 46% are "very satisfied" or "satisfied" with parking availability. Listed in the following chart are all items rated in order of most satisfied to least satisfied.

Those respondents noted that they did not attend the Market, were asked to note the reasons why they do not attend. Of the 60 respondents who noted they did not attend, 7% attributed it to the date/time not working, 6% noted they prefer to shop elsewhere, 4% noted it isn't affordable, 2% reported that they don't feel welcome, and 1% have heard negative things.

MOSCOW FARMERS MARKET COMMISSION



2017 Commission Survey

- Did you attend the Moscow Farmers Market in the last year?

Yes	No
81%	15%

- If you attended the Moscow Farmers Market in the last year, please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Somewhat Satisfied	Not Satisfied	Don't Know
Hours of operation	36%	42%	7%	5%	2%	2%
Location	48%	37%	3%	0%	3%	2%
Parking availability	8%	23%	22%	17%	18%	9%
Cleanliness	30%	50%	7%	2%	2%	3%
Variety of Products	23%	52%	8%	4%	1%	3%
Quality of Products	33%	49%	7%	1%	1%	3%
Interaction with farmers/producers	32%	44%	12%	1%	1%	3%
Prices	7%	38%	31%	17%	7%	6%
Live Music	27%	35%	29%	4%	2%	5%
Programming (cooking demos, kids' classes, etc.)	5%	17%	44%	5%	2%	22%
Accessibility	16%	43%	20%	4%	3%	6%
Physical size/footprint of the Market	19%	51%	13%	4%	1%	3%
Layout of booths at the Market	17%	57%	12%	2%	2%	3%
Number of produce/agricultural vendors	21%	51%	13%	4%	1%	3%
Number of prepared food vendors	14%	14%	22%	5%	2%	5%
Number of craft vendors	11%	39%	30%	4%	2%	6%
Number of value-added vendors	8%	27%	32%	2%	2%	20%

MOSCOW FARMERS MARKET COMMISSION



- What is your number one reason for visiting the Moscow Farmers Market? Please check three options or not your reason in "other"

Purchase local produce/agricultural products	73%
Purchase arts/crafts	23%
Downtown shopping outside the market	16%
Visiting with friends	31%
People watching	23%
Purchase prepared food	27%
Purchase value-added products	4%
Educational activities	4%
Musical entertainment	25%
Nothing else to do on Sundays	12%
Other	N/A
No Answer	N/A

2017 Moscow Farmers Market (Q4, Q5, Q6) commentary

Farmers Market attendance... (Q4)

This question, from the Farmers Market Commission, simply asked respondents whether or not they attended the Moscow Farmers Market in 2017. More than 80% note they attended the market.

Reason for attendance... (Q5)

The Commission followed up by asking respondents who attended the 2017 Market the most important reason for their attendance. Respondents were able to check more than one of the 10 listed features. The top two features noted included purchasing local produce and visiting with friends.

Satisfaction with Market... (Q6)

Residents were asked to rate 17 components of Farmers Market based on a Likert Scale from "Very Satisfied" to "Not satisfied." Two responses, "Programming" and "# of value-added vendors," had high "Don't Know" response rates of 20 percent or greater, making those results statistically invalid, which could also show a higher percentage of respondents do not use those features, as correlated in the previous question. Of note, the least satisfying measure in regards to the Market was "Parking Availability." All results are noted in the following table.

MOSCOW FARMERS MARKET COMMISSION



2019 Commission Survey

- Did you attend the Moscow Farmers Market in the last year?

Yes	No	No Answer
82%	18%	3%

- If you attended the Moscow Farmers Market in the last year, please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Somewhat Satisfied	Not Satisfied	Don't Know	No Answer
Hours of operation	37%	46%	7%	3%	1%	2%	4%
Location	50%	35%	6%	2%	2%	1%	4%
Parking availability	14%	23%	16%	18%	19%	7%	4%
Cleanliness	39%	45%	7%	2%	0%	3%	3%
Variety of Products	34%	46%	10%	3%	1%	3%	3%
Quality of Products	45%	40%	7%	2%	0%	3%	3%
Interaction with farmers/producers	44%	40%	8%	1%	0%	3%	3%
Prices	19%	41%	16%	12%	4%	4%	3%
Live Entertainment	21%	41%	18%	4%	2%	9%	4%
Programming (cooking demos, kids' classes, etc.)	10%	20%	30%	1%	1%	32%	6%
Accessibility	23%	39%	12%	6%	4%	11%	4%
Physical size/footprint of the Market	26%	50%	12%	2%	2%	3%	4%
Layout of booths at the Market	31%	48%	10%	2%	0%	4%	4%
Number of produce/agricultural vendors	28%	50%	9%	4%	1%	3%	3%
Number of non-agricultural vendors that offer arts/crafts	19%	45%	21%	4%	2%	5%	4%
Number of non-agricultural vendors that offer prepared/processed foods	17%	43%	23%	5%	2%	6%	4%
Market vendors located from within 200 air miles from Moscow	23%	36%	17%	1%	1%	17%	4%

MOSCOW FARMERS MARKET COMMISSION



- Please note the top two reasons why you attended the Moscow Farmers Market.

Purchase agricultural products	31%
Purchase arts/crafts	10%
Shop at downtown businesses	6%
Socialize (people watching, visiting with friends)	20%
Purchase prepared food	14%
Participate in educational activities and programs	2%
Live entertainment	10%
Other	0%
No Answer	7%

MOSCOW FARMERS MARKET COMMISSION



Farmers Market Commission Subcommittees

Subcommittees meet outside of regularly scheduled Commission meetings to focus on specific aspects of the Moscow Farmers Market or pursue special projects to the Commission. Commission members may be asked to assist with a subcommittee they are not regularly assigned to on an as needed basis when requested by staff.

POLICY SUBCOMMITTEE

- Josh Larson, 2022
- Mackenzie Lawrence, 2021
- Kerry Morsek, 2021
- Jenny Parker, 2021

Serve as the initial revisionists of the Market Handbook. This subcommittee works with Market staff to suggest and update policies and ensure policies are in line with Market operations. Primarily active in the Fall and Winter.

CRAFT & FOOD JURY SUBCOMMITTEE

- Josh Larson, 2022
- Sam Martinet, 2021
- Gerardo Alvarez, 2023
- Kassie Smith, 2023

Serve as the primary judging panel for any scheduled Moscow Farmers Market Juries. This subcommittee reviews current jury standards and provides feedback and recommendations on the Market's jury process. Primarily active in the Winter and Spring.

SITE VISIT SUBCOMMITTEE

- Colette DePhelps, 2019
- Jamie Hill, 2019
- Sam Martinet, 2022

Serve as the primary visitors to Agricultural Vendor operations. This subcommittee assists to document farms, ranches, gardens, etc. for record keeping and to stay informed about the issues facing Agricultural Vendors, as well as to be able to attest that Vendors are the operators and owners of their business. Primarily active in the Spring and early Summer.

BRANDING SUBCOMMITTEE (CURRENTLY INACTIVE)

- Jamie Hill, 2019
- Colette DePhelps, 2019
- Sam Martinet, 2021

The Commission meets regularly on the first Tuesday of the month from 4 to 5:30 p.m. in Council Chambers on the second floor of City Hall, 206 E. Third Street.

MOSCOW FARMERS MARKET



A special project to ensure the identity of the Moscow Farmers Market is captured and protected through visual representation. This subcommittee will serve as the initial reviewers of a design tool kit that will contain design elements applicable to equipment, merchandise, and promotional items. As needed.

FEES SUBCOMMITTEE *(DISSOLVED OCTOBER 4, 2022)*

Serve as the initial reviewers of the current fee schedule. This subcommittee works with Market staff to assess fees on an annual basis, with the ultimate goal of working towards a comprehensive, multi-year fee plan that reflects an equitable structure. Primarily active in the Spring and early Summer.

The Commission meets regularly on the first Tuesday of the month from 4 to 5:30 p.m. in Council Chambers on the second floor of City Hall, 206 E. Third Street.