

MOSCOW FARMERS MARKET COMMISSION



JT Manning
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>

Tuesday
January 7, 2025

4:00 PM

Council Chambers
206 E. 3rd St.

WELCOME AND ATTENDANCE

MEMBERS: Gerardo Alvarez, JT Manning (Chair), Kassie Smith (Vice Chair), Jodi McClory, Phil Blankenship, Samantha Martinet (4:20 pm)

ABSENT: Josh Larson, Colette DePhelps

STAFF: Amanda Argona (Community Events Manager), Laura Perrigo (Community Events Specialist)

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.

McClory read the mission statement out loud.

2. Approval of Farmers Market Commission December 3, 2024 Minutes (ACTION ITEM)

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

Smith moved to approve the minutes. Alvarez seconded.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstain: None.
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 city of residence for the record and limit your remarks to three (3) minutes.

None offered.

4. 2025 Farmers Market Commission calendar

An annual overview of Commissioning projects, tasks, and involvement.

Argona presented the annual scope of work to the Commission, noting events when members are requested and/or expected to be present. Smith requested to have all Craft & Food Juries scheduled for the morning citing less confusion. Alvarez was also in favor of aligning all juries to the same morning timeline. Argona said that relevant items will be listed on upcoming Agendas as event/outreach dates approach and members will still need to confirm availability at that time.

5. Poster Artwork submission guidelines (ACTION ITEM)

Annual review of guidelines to artists wishing to submit artwork for feature on the official Moscow Farmers Market Poster.

PROPOSED ACTIONS: Accept submission guidelines, or take such other action deemed appropriate.

The Commission confirmed no changes were needed to the Poster Art submission guidelines.

Smith moved to approve the submission guidelines. Blankenship seconded.

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

6. Onboarding process (ACTION ITEM)

The Onboarding Subcommittee are proposing the following recommendations for adoption by the Farmers Market Commission:

- Revisions to Title 3, Chapter 5, pending approval by Legal Department, that state Farmers Market Commission members shall participate in an annual bias and conflicts disclosure process.
- Onboarding of newly appointed Commission members to be overseen and managed by the Commission Vice-chair and staff liaison.

PROPOSED ACTIONS: Accept process, or take such other action deemed appropriate.

McCory inquired if current members who didn't have this type of opportunity would be able to participate. Current Commission members who feel they would benefit from a more formal onboarding process are encouraged to participate.

Argona invited subcommittee members to speak to any of the recommendations. Martinet noted an annual conflict and disclosure process would improve transparency within the group.

Martinet moved to direct staff to make the needed revisions to Title 3, Chapter 5. Smith seconded.

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

Martinet moved to accept that the Vice-chair and staff liaison oversee the onboarding process with new members. McClory seconded.

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

7. 50th Anniversary commemoration engagement (ACTION ITEM)

The Branding Subcommittee are proposing the following ways to celebrate 50 years of the Moscow Farmers Market:

- Wares and goods
 - Select Vendors offering items that feature the Market's 50th anniversary graphic through a license-to-use application, agreement and fee.
 - 18-month Market calendar for sale featuring community contributions (i.e. recipes, photos, quotes, etc.).
 - 50th anniversary Market merch for sale (i.e. bags, shirts, etc.) pending selected Vendors offerings.
 - 50th anniversary Market merch for free in the form of magnets, stickers, buttons, etc.
 - 50th anniversary Market gift boxes with donated Vendor goods available via prize drawings.
 - Permit Vendors to opt-in for bulk pricing to offer their own gift boxes available for purchase at their booths.
- Events and activities
 - Feb. 2026 – Community Art Show opens at 1912 Center
 - Mar. 2026 – Community Art Show closes at 1912 Center
 - Feb./Mar. 2026 – Vendor Appreciation community reception at 1912 Center
 - May 2, 2026 – Ribbon cutting ceremony on opening day
 - Aug. 2026
 - Vandals @ the Market, every Saturday in August (1, 8, 15, 22, 29)
 - Aug. 8 – National Farmers Market Week Celebration chef demonstration
 - Oct. 31, 2026 – Closing ceremony with Halloween Costume Contest
 - Dates TBD
 - MCOC + VC and Latah Co. Historical Society show
 - Third Street Gallery "Produce" show
- Social Media
 - 50th anniversary hashtag as method of entry for Market gift box prize drawings
 - Vendor features (posts, 90 sec. reels, and longer-form YouTube videos)

- Origin stories and creative process
- Where to purchase 50th Anniversary licensed wares
- Who is offering 50th Anniversary Vendor gift boxes
- What Vendor products are available in 50th Anniversary Market gift boxes

PROPOSED ACTIONS: Accept proposed 50th Anniversary commemoration, or take such other action deemed appropriate.

Argona reviewed the commemoration proposal. She noted that the subcommittee's goal was to leverage community support of the Market, while being mindful of staff availability and responsibilities, especially during Market season. The Commission focused on the gift boxes and clarification was provided that Vendors interested in preordering 50th Anniversary packaging for their use at their booth with their goods would be invoiced accordingly. This same packaging would be used for curated giveaways made up of goods donated by Vendors.

Alvarez suggested adding a small cookbook as one of the merchandise items. Argona noted that a recipe book was one of the suggested items on the citizen survey, but did not garner as much interest as a calendar. She indicated that the calendar will include recipes submitted by the community. Blankenship inquired about the timeline to produce merchandise items. Argona responded with a rough timeline beginning this month to have a submission period open for community content. The 2025 season will be an outreach year to gather materials and to be able to produce products for the 2026 season. Staff will reach out to Vendors as well to estimate who is interested in using the 50th Anniversary logo and who would be interested in donating goods for prize packages.

Argona informed the Commission that local artist and current Vendor Julene Ewert, who designed the Market's current graphics, has agreed to design the Market's 50th Anniversary graphic.

Martinet moved to accept the 50th Anniversary commemoration. Alvarez seconded.

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

REPORTS

1. Policy Subcommittee – Larson, Alvarez, Blankenship, Manning, and Argona

The proposed revisions will be sent to Vendors for feedback. Feedback will be presented to the Commission for discussion and further edits. The Commission will vote to accept or deny changes accordingly with any changes moving on to the Legal Department for review and ultimate consideration by Council. Argona indicated that the 2025 Handbook will be finalized and printed by the Vendor Orientation on Thu., Apr. 10.

Smith requested to add "plants" to the verbiage in the proposed "Seafood Vendor" category. Argona referenced minor revisions made to the Handbook, such as formatting, that will likely have little to no impact. Due to the monetary component of penalties requiring

alignment with the City's budget and fee process, the subcommittee agreed to address any changes to this section for the 2026 Handbook. McClory inquired about Agriculture Vendors attending the Market before a Site Visit. It was indicated that proposed changes were made to Appendix 6 that do not allow a Vendor to be granted a space assignment until a Site Visit is complete.

2. Market Manager report – Argona

Argona recapped the 2024 season, including annual gross sales reporting totals and updates to the Vendor roster. Smith inquired if staff would ever cap the number Vendors granted Tier 3 status. Argona stated that historic occupancy data shows Tier 3 Vendors occupying about 75% of spaces. To ensure that there are open spaces available to Tier 1 and 2 Vendors, Argona indicated that no more than 80% of Vendors in the Market can claim Tier 3 status.

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

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

- 2025 Handbook (action item)

2. Farmers Market Commission regular meeting Tuesday, February 4, 2025 at Moscow City Hall in Council Chambers

ADJOURN

Meeting adjourned at 5:13 pm.

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.

MOSCOW FARMERS MARKET COMMISSION



Proposed Revision – Page 6

Core Values

Economic Opportunity: Contributing to the greater Moscow economy with emphasis on assisting independently-owned, start-up, and/or minority-owned enterprises, while encouraging Vendors to locally source materials and ingredients direct from regional businesses and/or producers.

Proposed Revisions – Page 8

Definition of Terms

These definitions are included to provide a background for terms used throughout this document. The Market relies on a variety of sources in formulating and adapting terms to keep on trend with farmers market best practices. Sources include but are not limited to: American Farmland Trust, Certified Naturally Grown, Farmers Market Coalition, U.S. Department of Agriculture, Washington State Farmers Market Coalition, etc. The ultimate interpretation of these definitions lies with the Community Events Manager.

Handmade: Items that show evidence of manual and conscious skills, human imagination, and dedication of one's own design, creativity, and making.

Regenerative Agriculture: A holistic approach to addressing improvements in traditional agricultural systems by generating positive impacts that build soil health, promote animal welfare, and remedy social inequities.

Proposed Revisions – for inclusion on Page 9

Agricultural Vendors

Seafood: Vendors who harvest aquatic animals and vegetation where the majority of products sold are whole and/or fillets of fish, shellfish, crustaceans or plants either raw, smoked, canned or dried. Seafood must be harvested from within Pacific Northwest waters of the following states: Idaho, Washington, Oregon, and Montana.

Proposed Revisions – Page 10

Non-Agriculture Vendors

Food Artisan Vendors: Vendors who offer handmade food products in limited quantities using traditional and/or cultural cooking or preparation methods. Vendors in this category must make these items in accordance with local and state regulations. State code requires the use of commercial kitchens to prepare certain foods. The following sub-categories apply to Food Artisan Vendors:

Specialty Foods: Vendors who create and process foods not intended for immediate consumption, including, but not limited to, preserves, jams, jellies, ciders, beer, wine, syrups, salsas, smoked/cured meats and/or cheeses, dried fruits, dried herbs, roasted nuts, seasonings, drink mixes, flavored oils, etc., with all such ingredients not grown or raised by the producer.

2024-2025 Policy subcommittee

Josh Larson, At-Large Rep.

Gerardo Alvarez, Specialty Food Rep.

JT Manning, At-Large Rep.

Phillip Blankenship, At-Large Rep.

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Ready to Eat Foods: Vendors who create ready-to-eat foods made on-site on Market day or prepared in advance and served on Market day that are ready for immediate consumption.

Craft Artisan Vendors: Vendors who offer handmade or manually designed products that are of a home, studio, or cottage-type industry using an intermediate type of technology rather than industrial-type production. Vendors in this category may not sell items made by others unless it is a part of the final product design (i.e. a wooden honey dipper that accompanies a ceramic honey pot; a chain for a pendant; a frame for a photo; etc.).

Proposed Revisions – Page 20

Sale and Distribution of Non-Approved Items

The sale, distribution, or display of non-approved items such as canned or bottled beverages, literature, live animals, information, signage, etc. not related to the Vendor's normal product offerings and/or services is prohibited.

Proposed Revisions – Page 24

Vendor Space Assessment & Audit

All Vendors are subject to a space assessment and audit at Market by the Community Events Manager and/or Farmers Market Commission members acting in an official capacity. Vendors may be asked to produce current, required permits or have their goods or menus inspected. The purpose of the on-site walk-through is to maintain transparency and authenticity in the Market by ensuring Vendors are held accountable regarding any sourcing and/or practices claims.

Proposed Revisions – Page xi

Appendix 6 – Vendor Approval

1) Basic Eligibility

A Vendor is eligible to participate in the Market if they are the grower/producer of the products they are interested in selling at the Market and these same products are grown/produced within 200 air miles of Moscow, ID. Franchises, multi-level marketing companies, and retail chains are not eligible to participate in the Market.

2) Qualifications for eligible Agricultural Vendors

a) Apiarist, Fresh Produce/Nursery, Livestock, and Value-Added Vendors qualify for Market participation upon completion of the following:

- i) Create a Marketspread account and complete applicable season registration.
- ii) Attend the mandatory Vendor Orientation.

2024-2025 Policy subcommittee

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- iii) Complete a Site Visit with the Farmers Market Commission and Community Events Staff. Site Visits must be completed prior to a Vendor being assigned space at the Market.
 - Purpose – The purpose of a Site Visit is to verify growing and/or production practices as listed by the Vendor in Marketspread, to ensure the Vendor has or will have tangible goods for sale that meet Agricultural subcategory definitions, as well as evaluate compatibility with the Market's mission statement and core values.
 - Issues and Actions – Any food safety and/or public health violations discovered during a Site Visit may result in a Vendor being unable to receive a space assignment at Market until the violation is rectified. Vendors who are deemed incompatible with the Market's mission statement and core values by the Site Visit subcommittee may not receive a space assignment at the Market until further notice by the Commission.
- b) Forage and Seafood Vendors qualify for Market participation upon completion of the following:
 - i) Create a Marketspread account and complete applicable season registration.
 - ii) Attend the mandatory Vendor Orientation.
 - iii) Forage Vendors are required to disclose where product was harvested within a five [5] square mile description. The Market may require the Vendor to sign a disclosure form that no laws were violated in harvesting or selling of wild mushrooms, plants, or berries.
 - iv) Seafood Vendors are required to disclose tributaries where product was harvested within a five [5] square mile description. Seafood must be commonly found within both the defined bodies of water on page nine (9) and identified tributaries. The Market requires Vendors in this sub-category to furnish any licenses and/or permits demonstrating that seafood was legally harvested, and sales are abiding by local, state, and federal laws and regulations.
- 3) Qualifications for eligible Non-Agricultural Vendors
 - a) Food Artisan and Craft Artisan Vendors qualify for Market participation upon completion of the following:
 - i) Sign-up to attend a Craft & Food Jury via the City of Moscow's Submittable online portal.
 - ii) Receive a minimum qualifying score of 70%.

2024-2025 Policy subcommittee

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Phillip Blankenship, At-Large Rep.

MOSCOW FARMERS MARKET COMMISSION



- iii) Create a Marketspread account and complete applicable season registration.
- iv) Attend the mandatory Vendor Orientation.
- b) Craft & Food Jury Information
 - i) Vendors are encouraged to have the following documents prepared prior to signing-up for their preferred Craft & Food Jury date:
 - Vendor Statement – A statement that describes any tools, techniques, and traditions utilized in crafting final product(s).
 - Sourcing List – A list showing where raw materials/ingredients are purchased or sourced from (i.e. businesses, farms, etc.).
 - Price/Menu List – Include pricing of items and/or a menu of product offerings as part of table display at the jury.
 - Completed Food Risk Assessment from Idaho North Central Public Health District or copy of current Food Permit License. **[Food Artisan Vendors only]**
 - Examples of packaging for unsealed/open food items (i.e. plates, bulk containers, to-go packaging, etc.). Styrofoam packaging and containers are not permitted. **[Food Artisan Vendors in the Ready to Eat Foods subcategory only]**
 - Rendering (digital, hand drawn, or photograph) of proposed booth layout that includes handwashing station location, prep areas, backstock, coolers, etc. **[Food Artisan Vendors in the Ready to Eat Foods subcategory only]**
 - ii) Day-of Jury
 - Set-Up and Take-Down – Tables are provided for Vendors. Vendors have one (1) hour to complete their table set-up and may not be present during the judging period. Vendors are required to collect their items at the end of a jury. Failure to do so results in a zero (0) score and items left behind are discarded.
 - Judging Criteria and Scoring – A jury panel handles, examines, and/or tastes presented items. Panelists are generally comprised of Farmers Market Commission members. A Vendor's score is based on their Table Display, Sourcing Information, and Product Design and Integrity. Each evaluator completes a score card (see examples on following pages) per Vendor. Score cards are tallied, and an average score is provided per Vendor.

2024-2025 Policy subcommittee

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MOSCOW FARMERS MARKET COMMISSION



iii) Post-Jury

- Re-Jurying – Vendors who do not receive the minimum score may re-jury at a later date pending space availability.
- Notification – Community Events Staff notifies Vendors of their results, and approved products if applicable, within two (2) business days. The Community Events Manager reserves the right to select fewer qualified Vendors based on availability of space and current Market product mix. Upon request, the Community Events Manager provides evaluation feedback to Vendors seeking to make improvements to their operation.
- Adding Products – Requests to sell additional products throughout the season are to be submitted to the Community Events Manager for review.
- Approved Non-Agricultural Vendors are subject to Site Visits if warranted by Community Events staff or Commission.

4) Approval Status

A Vendor is considered approved to sell their products and receive a space assignment in the Market when above eligibility and qualifications result in one of the following based on their vending category:

- a) A satisfactory Site Visit.
- b) An affirmative Commission decision.
- c) Disclosure forms and/or copies of current, applicable licenses and/or permits received by Community Events staff.
- d) Affirmative notification of jury score and approved juried products sent by Community Events staff.

5) Tier Selection

- a) First Season – New Vendors and Vendors that have been absent for two (2) consecutive seasons are eligible to select Tier 1 or Tier 2 packages (see Tier Packages on page 16). Approval status does not equate to guaranteed space assignment at the Market. Vendors who complete their first season may submit a request to the Community Events Manager to be promoted to Tier 3 status for the following season. Considerations for Tier 3 status includes the Vendor's attendance, timeliness, adherence to this Handbook, available space, and product mix.
- b) Special Considerations – Tier 3 status is not typically granted to new Vendors in their first season. Agricultural Vendors, and Non-Agricultural Vendors who receive a qualifying score of ninety percent (90%) or greater, requesting Tier 3 status in their first season shall appeal to the Community Events Manager for consideration.

2024-2025 Policy subcommittee

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MOSCOW FARMERS MARKET COMMISSION



SUBCOMMITTEE REVIEW NOTES

11/15/24 (9:30-11 am) – Larson, Manning, Blankenship, and Alvarez present.
12/2/24 (4-5:30 pm) – Policy subcommittee report
12/13/24 (9-10 am) – Larson, Manning, Blankenship, and Alvarez present.
1/7/25 (4-5:30 pm) – Policy subcommittee report; Vendor feedback period open
1/31/25 – Vendor feedback due
2/4/25 – Policy subcommittee action item
2/24/25 – 2025 Handbook revisions presented to Council Committee

2024-2025 FMC Policies Subcommittee totals:

- Larson – 1 @ 1.5 hour; 1 @ 1 hour
- Alvarez – 1 @ 1.5 hour; 1 @ 1 hour
- Manning – 1 @ 1.5 hour; 1 @ 1 hour
- Blankenship – 1 @ 1.5 hour; 1 @ 1 hour

10 hours outside of monthly meeting commitment

Notice to Vendors:

- January 10 – annual welcome letter
- January 20 – monthly Vendor email
- January 27 – reminder email to submit feedback by Jan. 31

Feedback received:

- 2 Artisan Craft Vendors
- 1 Livestock/Poultry Vendor

2024-2025 Policy subcommittee

Josh Larson, At-Large Rep.
Gerardo Alvarez, Specialty Food Rep.
JT Manning, At-Large Rep.
Phillip Blankenship, At-Large Rep.



Outlook

Re: January updates from the Moscow Farmers Market

From Stu Scott <SLS@Turbonet.com>**Date** Fri 1/10/2025 4:17 PM**To** Amanda Argona <aargona@ci.moscow.id.us>

CAUTION: This message originated from outside the City of Moscow's network. Exercise caution when clicking links or opening attachments. If in doubt, please contact Information Systems at extension 7004.

All the proposed changes look fine to me.

Stu Scott

On 1/10/2025 3:26 PM, Amanda Argona wrote:

Happy New Year Vendors!

We are mailing out welcome letters today (Fri., Jan. 10), so please keep an eye out. As this letter has several important dates, I recommend snapping a photo for future reference, or sticking it on the refrigerator for relative safe keeping. 😊

This month's email is focused on updates to the Market Handbook. Attached, you will find a clean version of the proposed revisions. If you would like to compare these to their current counterparts, visit <https://www.ci.moscow.id.us/619/Vendor-Handbook>.

Vendors will have until Fri., Jan. 31 to submit feedback to our office; any feedback will be presented to the Farmers Market Commission at their Feb. 4 meeting. Pending Commission action, the Handbook will move forward for review by the City's Legal Department with further presentation to City Council.

Please reach out if you have questions, or need to update your mailing address with us.

All the best,
Amanda

Amanda Argona

Community Events Manager

Moscow Farmers Market | Community Events Division

Our office has moved! | 504 S. Washington St., Moscow, ID 83843

Phone | 208.883.7132 Email | aargona@ci.moscow.id.us



Outlook

Regenerative Ag. definition

From Amanda Argona <aargona@ci.moscow.id.us>

Date Tue 1/14/2025 4:54 PM

To Texas Ridge <texasridge@hotmail.com>

Hi Erika,

I referenced the following places to put together a regenerative agricultural definition. The definition is based on repetitive and commons themes and language:

- Natural Resources Defense Council - <https://www.nrdc.org/stories/regenerative-agriculture-101>
- Rodale Institute - <https://rodaleinstitute.org/why-organic/organic-basics/regenerative-organic-agriculture/>
 - <https://rodaleinstitute.org/regenerative-organic-certification/>
 - <https://regenorganic.org/>
- The Land Institute - <https://landinstitute.org/media-coverage/the-roots-of-regenerative-agriculture/>
 - <https://lifeandthyme.com/food/the-roots-of-regenerative-agriculture/>
- American Farmland Trust - <https://farmland.org/accelerate-regenerative-agriculture/>
- Regenerative Agriculture Alliance - <https://www.regenagalliance.org/> (This website did not have a definition to reference, but was referenced by a Commission member).

Let me know if you have any questions, or feedback for the Commission.

Best,
Amanda

Amanda Argona

Community Events Manager

Moscow Farmers Market | Community Events Division

Our office has moved! | 504 S. Washington St., Moscow, ID 83843

Phone | 208.883.7132 Email | aargona@ci.moscow.id.us

Best,
Amanda

From: Texas Ridge <texasridge@hotmail.com>

Sent: Tuesday, January 21, 2025 8:38 AM

To: Amanda Argona <aargona@ci.moscow.id.us>; farmersmarket <farmersmarket@ci.moscow.id.us>

Cc: Colette DePhelps <cdephelps@uidaho.edu>; Jodi McClory-Swallowtail Flowers <jmcclory@gmail.com>; Josh Larson <dlhorsetraining82@gmail.com>; JT Manning <jtmanningre@gmail.com>; KSmith Ceramics <kmsmith4594@gmail.com>; Patty's Mexican Kitchen <gerardo@pattysmexicankitchen.com>; Phillip Blankenship <phil.blankenship@lightcast.io>; Sam Martinet <director@moscowchamber.com>; Drew Davis <ddavis@ci.moscow.id.us>; Cody Riddle <criddle@ci.moscow.id.us>

Subject: Re: January updates from the Moscow Farmers Market

CAUTION: This message originated from outside the City of Moscow's network. Exercise caution when clicking links or opening attachments. If in doubt, please contact Information Systems at extension 7004.

Dear Amanda and Moscow Farmers Market friends,

I have carefully reviewed the proposed 2025 Moscow Farmers Market Handbook changes and have attached my response. Please let me know if you have any questions.

I'm looking forward to being a Tier 3 vendor again this year.

Best regards,

Erika Sattler

Texas Ridge LLC

208-827-3363

[web](#) | [facebook](#) | [instagram](#)

"Everything good grows here."

From: Amanda Argona <aargona@ci.moscow.id.us>

Sent: Friday, January 10, 2025 3:26 PM

To: farmersmarket <farmersmarket@ci.moscow.id.us>

Cc: Colette DePhelps <cdephelps@uidaho.edu>; Jodi McClory-Swallowtail Flowers <jmcclory@gmail.com>; Josh Larson <dlhorsetraining82@gmail.com>; JT Manning <jtmanningre@gmail.com>; KSmith Ceramics <kmsmith4594@gmail.com>; Patty's Mexican Kitchen <gerardo@pattysmexicankitchen.com>; Phillip Blankenship <phil.blankenship@lightcast.io>; Sam Martinet <director@moscowchamber.com>; Drew Davis <ddavis@ci.moscow.id.us>; Cody Riddle <criddle@ci.moscow.id.us>

Subject: January updates from the Moscow Farmers Market

Happy New Year Vendors!

We are mailing out welcome letters today (Fri., Jan. 10), so please keep an eye out. As this letter has several important dates, I recommend snapping a photo for future



January 21, 2025

Dear Farmers Market Commission,

I am writing to communicate my feedback to the proposed rule changes for the 2025 Moscow Farmers Market season.

1. **Core Values (p. 6) I OPPOSE the change proposed to add “and/or minority-owned enterprises”**
It should not be a Core Value to single out, elevate, or reject any person or their business on the basis of gender or race.
2. **Definition of terms (p. 8) I OPPOSE the proposed definition of Regenerative Agriculture.**
The proposed definition misses the essential elements and principles of the practice of Regenerative Agriculture and seems to characterize it as a social movement. While “promoting animal welfare” and “remedying social inequities” may be positive results or outcomes of Regenerative Agriculture, they are not the definition.

The Market’s definition should be solely focused on the practice of agriculture and agronomy and the elements that distinguish Regenerative Agriculture from “degenerative agriculture.”
(Source: Regeneration International)

I propose the definition in the handbook should be as follows:

“Regenerative Agriculture is the process of restoring degraded soils using management practices based on ecological principles (e.g., adaptive grazing, no-till planting, no or limited use of pesticides and synthetic fertilizer, etc.) Regenerative agriculture strives to work with nature rather than against it. It is more than just being sustainable. It is about reversing degradation and building up the soil to make it healthier than its current state.” (Source: Noble Research Institute)

Additionally, if the Commission’s purpose for defining Regenerative Agriculture in the MFM handbook is to give Vendors, Patrons and Commission Members clear information about what’s expected by producers claiming this designation, the definition should also reference the following principles, which are inextricable from the practice of Regenerative Agriculture:

- **Cover the ground** (cover crop, mulch, etc.)
 - **Limit the disruption of the soil** (No till)
 - **Increase biodiversity**
 - **Keep living roots in the ground** (perennial system)
 - **Incorporate animals into the rotation** (rotational grazing)
- (Source: Regenerative Farmers of America)

Other established definitions that deal with the practice and principles of Regenerative Agriculture that would be better suited than the one currently proposed in the handbook are



listed below. If the Market adopts one of these definitions, it should also be accompanied by the list of principles above.

“Regenerative agriculture is farming and ranching in harmony with nature. The holistic principles behind the dynamic system of regenerative agriculture are meant to restore soil and ecosystem health, address inequity, and leave our land, waters, and climate in better shape for future generations.” Source: National Resources Defense Council (NRDC)*

**Note: Inequity in this context is not referring to “social inequity.” It is referring to inequity or imbalances found in the ecosystem, organisms, soil systems, water systems, etc.*

“‘Regenerative Agriculture’ describes farming and grazing practices that, among other benefits, reverse climate change by rebuilding soil organic matter and restoring degraded soil biodiversity – resulting in both carbon drawdown and improving the water cycle.” Source: Carbon Underground & Regenerative Agriculture Initiative, California State University at Chico

*“Regenerative agriculture is a conservation and rehabilitation approach to food and farming systems. It focuses on topsoil regeneration, increasing biodiversity, improving the water cycle, enhancing ecosystem services, supporting biosequestration, increasing resilience to climate change, and strengthening the health and vitality of farm soil.”
Source: Wikipedia*

3. Sale and Distribution of Non-approved items (p. 20) CLARIFICATION NEEDED on this change.

If the proposed addition of “live animals” would prevent me from advertising livestock for sale at my booth, I oppose the change. If the change would prevent a vendor that sells t-shirts from advertising kittens or parakeets, I have no opposition. Either way, the language should be clarified.

4. Vendor Space Assessment & Audit (p. 24) I SUPPORT the addition of this section to the handbook.

5. Appendix 6 – Vendor Approval (p. xi) Section iii. TYPO – Missing the word “NOT”

“Issues and Actions – Any food safety and/or public health violations discovered during a Site Visit may result in a Vendor being unable to receive a space assignment at Market until the violation is rectified. Vendors who are deemed incompatible with the Market’s Mission Statement and Core Values by the Site Visit subcommittee may **not** receive a space assignment at the Market until further notice by the Commission.”

If a Vendor is excluded for being “deemed incompatible with the Market’s Mission Statement and Core Values,” does the Vendor have any option for appeal?



When corrected, I SUPPORT the addition of section iii to Section 2. "Qualifications for eligible Agricultural Vendors"

Section 4. "Approval Status." CLARIFICATION NEEDED on this section.

This section states that only one of the following (a-d) are required for approval. Is that correct? Or are they ALL required for a vendor to be approved?

In summary, I support revisions or additions to the MFM Handbook that clarify language, expectations and definitions related to vendor production practices, behavior, and transparency, and the Market's role in enforcing or facilitating these rules. These changes will enhance the community's trust in the Market and improve the overall quality of vendors and products represented. I oppose changes to the Market Handbook that promote specific social outcomes, or that artificially elevate or advantage certain vendors over others. These types of changes will degrade public trust in the Market and ultimately lead to the loss of the Market's integrity.

Thank you for taking the time to consider my feedback.

Sincerely,

A handwritten signature in cursive script that reads "Erika Sattler". The ink is dark and the signature is fluid.

Erika Sattler
Texas Ridge LLC



Re: January updates from the Moscow Farmers Market

From Amanda Argona <aargona@ci.moscow.id.us>

Date Tue 1/21/2025 11:26 AM

To Texas Ridge <texasridge@hotmail.com>; farmersmarket <farmersmarket@ci.moscow.id.us>

Cc Colette DePhelps <cdephelps@uidaho.edu>; Jodi McClory-Swallowtail Flowers <jmccclory@gmail.com>; Josh Larson <dlhorsetraining82@gmail.com>; JT Manning <jtmanningre@gmail.com>; KSmith Ceramics <kmsmith4594@gmail.com>; Patty's Mexican Kitchen <gerardo@pattysmexicankitchen.com>; Phillip Blankenship <phil.blankenship@lightcast.io>; Sam Martinet <director@moscowchamber.com>; Drew Davis <ddavis@ci.moscow.id.us>; Cody Riddle <criddle@ci.moscow.id.us>

Morning Erika,

Thank you for sending along your feedback. I'll provide clarifications for just a few of the items you addressed:

Sale and Distribution of Non-Approved Items – Page 20

- Texas Ridge would be permitted to advertise livestock for sale, as well as guardian dogs, as this is part of your normal business operations and services. You are correct that our goal is to prohibit the advertising/selling of other types of animals, like the examples of kittens and parakeets you listed. Staff specifically referenced your business when crafting language for this policy, and as such added the following highlighted portion: *"The sale, distribution, or display of non-approved items such as canned or bottled beverages, literature, live animals, information, signage, etc. not related to the Vendor's normal product offerings and/or services is prohibited."*

Vendor Approval (Appendix 6) - page xi

- Thank you for catching this typo. After reviewing all of the reformatting and proposed changes to Appendix 6, the word "not" would be necessary as to not contradict Approval Status which states: *"A Vendor is considered approved to sell their products and receive a space assignment in the Market when above eligibility and qualifications result in one of the following"*

Approval Status (Appendix 6)

- I can understand how this is unclear. Approval status is granted when a Vendor meets one of the results based on the eligibility and qualifications of their Vendor category. As an example, Craft & Food Vendors are considered approved when they receive affirmative notification of their jury score and approved products (result "d"). I will propose clarifying language to the Commission so this is more clear.

- **American Farmland Trust (national agricultural land trust, research, and advocacy)**
 - <https://farmland.org/about/>
 - <https://farmland.org/accelerate-regenerative-agriculture/>

Regenerative agriculture is a holistic, systems approach to farming and the food system that results in improved ecological, social, and economic conditions, including:
 Producing abundant, healthy food; Enhancing soil health and soil biological life;
 Supporting functioning ecosystems where wildlife thrives; Supporting thriving rural communities; Creating opportunities for people of all backgrounds, but, particularly black, indigenous, and people of color.

- **Natural Resources Defense Council (environmental advocacy group)**
 - <https://www.nrdc.org/about>
 - <https://www.nrdc.org/stories/regenerative-agriculture-101>

There's no strict rule book, but the holistic principles behind the dynamic system of regenerative agriculture are meant to restore soil and ecosystem health, address inequity, and leave our land, waters, and climate in better shape for future generations.

- **Noble Research Institute (non-profit research organization)**
 - <https://www.noble.org/about/>
 - <https://www.noble.org/regenerative-agriculture/>

At its core, regenerative agriculture is the process of restoring degraded soils using management practices (e.g., adaptive grazing, no-till planting, no or limited use of pesticides and synthetic fertilizer, etc.) based on ecological principles.

Regenerative agriculture strives to work with nature rather than against it. It is more than just being sustainable. It is about reversing degradation and building up the soil to make it healthier than its current state.

- **Regenerative Farmers of America (regenerative farms and business directory)**
 - <https://www.regenerativefarmersofamerica.com/>
 - <https://www.regenerativefarmersofamerica.com/regenerative-agriculture>

Regenerative agriculture is an approach to farming that prioritizes soil health, biodiversity, and natural processes. It is a holistic, systems-based approach that seeks to create resilient and regenerative agricultural systems that restore and replenish natural resources. Regenerative farmers use a variety of practices such as crop rotation, cover cropping, reduced tillage, and the integration of livestock to improve soil health, conserve water, and promote biodiversity.

- **Regeneration International (non-profit movement and network)**
 - <https://regenerationinternational.org/what-we-do/>
 - <https://regenerationinternational.org/why-regenerative-agriculture/>
 - <https://regenerationinternational.org/2023/12/22/the-definition-of-regenerative-agriculture/>

"Regenerative Agriculture" describes farming and grazing practices that, among other benefits, reverse climate change by rebuilding soil organic matter and restoring

degraded soil biodiversity – resulting in both carbon drawdown and improving the water cycle.

- **Rodale Institute (non-profit research organization)**

- <https://rodaleinstitute.org/regenerative-organic-certification/>
- <https://regenorganic.org/why-regenerative-organic/>

- **Regenified (regenerative agriculture certification)**

- <https://regenified.com/about-us/>
- <https://regenified.com/regenerative-agriculture-explained-healing-the-earth-and-nourishing-our-future/>

Regenerative agriculture focuses on restoring the health of the entire ecosystem. It promotes biodiversity, soil health, water conservation, and climate resilience.

Practices used in regenerative farming include minimizing soil disturbance, maintaining living roots, keeping armor on the soil, building biodiversity, and integrating livestock.

The goal is to produce nutritious and high-quality food while also contributing to the overall well-being of the environment, ecosystem, farmer, and our communities.

- **The Land Institute (non-profit research organization)**

- <https://landinstitute.org/about-us/>
- <https://landinstitute.org/media-coverage/the-roots-of-regenerative-agriculture/>
 - <https://lifeandthyme.com/food/the-roots-of-regenerative-agriculture/>

Regenerative agriculture refers to an agricultural system that actually improves the natural resource base, leveraging practices that go beyond the current standard of sustainable agriculture. The distinction is subtle, yet important: sustainability means not depleting natural resources, while regenerative practices strive to improve the condition of those resources.



Outlook

RE: REMINDER-Feedback due next week

From perlinabead@gmail.com <perlinabead@gmail.com>

Date Mon 1/27/2025 5:43 PM

To Amanda Argona <aargona@ci.moscow.id.us>

CAUTION: This message originated from outside the City of Moscow's network. Exercise caution when clicking links or opening attachments. If in doubt, please contact Information Systems at extension 7004.

Amanda,

Thanks for the detailed explanations. I'm happy to add this information to my brain!

This is really a detail-oriented and professional operation...kudos to you and your staff!

Thanks.

Tina

From: Amanda Argona <aargona@ci.moscow.id.us>

Sent: Monday, January 27, 2025 5:02 PM

To: perlinabead@gmail.com

Subject: Re: REMINDER-Feedback due next week

Hi Tina,

Thanks for taking the time to read the proposed revisions and providing feedback. I've addressed some of your questions and clarifications below. The meeting will take place at Council Chambers, 2nd floor of City Hall, 206 E. Third St. at 4 pm.

- Page 8 "conscious skills" - The Commission wanted to address the use of AI-generated images, and the use of AI-software to produce images.
- Page 10 - A Vendor may use (and are encouraged to use) ingredients (single or more) grown or raised by a producer. This is to clarify how two Vendors with same or similar products may be classified differently as Agricultural-Value Added v. Non-Agricultural-Specialty Food.
 - Someone who is growing fresh herbs for dried spice mixes that they make is classified as Value-Added.
 - Someone who is sourcing fresh herbs from a local producer and/or other sources for dried spice mixes that they make is classified as Specialty Food.
- "Vendors who handmade" v. "Vendors who offer handmade" - No, a Vendor may not offer products handmade by someone other than themselves. This would be in direct conflict with:

- Page 20, Vendor Operating Policies Market Vendor Requirements
- Page xi, Appendix 6 Basic Eligibility
- "Intermediate type of technology" - Simple and practical tools, basic machines, etc. For example, someone operating a mechanized tufting gun to create a tufted rug in lieu of hand tufting is acceptable.
- "Mechanism for Jurors to ask questions of Vendors" - We have not allowed Vendors to be present during the judging process to allow judges to be candid in their discussion and jurying. However, I am not opposed to exploring how this may take place while maintaining the integrity of the judging process.
- "Approval Status" - We will be refining this further. Approval status is granted when a Vendor meets one of the results based on the eligibility and qualifications of their Vendor category. As an example, Craft & Food Vendors are considered approved when they receive affirmative notification of their jury score and approved products (result "d").

All the best,
Amanda

From: perlinabead@gmail.com <perlinabead@gmail.com>
Sent: Monday, January 27, 2025 9:35 AM
To: Amanda Argona <aargona@ci.moscow.id.us>
Subject: RE: REMINDER-Feedback due next week

CAUTION: This message originated from outside the City of Moscow's network. Exercise caution when clicking links or opening attachments. If in doubt, please contact Information Systems at extension 7004.

Greetings, Amanda.

Thank you for the reminder. I have reviewed proposed changes and do have a few comments/questions regarding Proposed Revisions. If I did not comment on a proposed revision, I liked the revision (or possibly didn't notice a change). And I did pay a bit more attention to anything that pertained to the topic of artisan vendor, since I understand more about that area.

Page 8: I understand manual skills and human generation. I am unclear about the meaning and therefore relevance of the term "conscious skills." When I looked up the actual definition, it talked about empathy, etc. I am not questioning its relevance but since I have no clue what that is meant to convey, I thought others might have the same question. And since it does pertain to my participation in the market, I'd love to know the answer to this.

Page 10: Last sentence of Specialty Foods, the word "all" such ingredients, does that mean a food vendor may not use any single (or more) ingredient raised by the producer?

Also, under Craft Artisan Vendors, last year says "vendors who handmade," and this proposed change says "who offer handmade." Does that mean it may be handmade by someone other than the vendor? Also, I am unclear on what constitutes an "intermediate type of technology." An example would be helpful to readers, or at least to this reader.

Page xi, Appendix 6, 3(b)(i): Regarding the first two bullet points about Vendor Statement and Sourcing List, I appreciate these changes; it is more specific and concise.

Page xi, Appendix 6, 3(b)(ii): Regarding Day-of Jury, same, changes are more informational and concise. And a question, is there some vehicle for jurors to ask questions of the vendor? Just curious as I would think that might be helpful, but maybe not. Just my two cents.

Page xi, Appendix 6, 3(b)(iii) : Post, third bullet point "Adding Products," I think the term "additional products" is vague and/or ambiguous. Also think it might help to name the Community Events Manager so a vendor would *easily* know exactly who to go to with questions and for approval.

And finally, **4) Approval Status:** First sentence says "one of the following." To me that indicates a vendor only has to meet one of the criteria in "a" through "d." Perhaps it should say "all applicable" instead of "one."

Thank you for your diligence and attention to detail with our wonderful Moscow Market! I hope this is the kind of feedback you were looking for.

Also, what time is the meeting on February 4? I would love to attend if I'm not working.

Thank you.

Tina Baker/Perlina



Memo

To: Bill Belknap, City Administrator
Cc: Cody Riddle, Deputy City Administrator
From: Amanda Argona, Community Events Manager
Date: January 23, 2025
Re: Farmers Market Commission budget request

The Farmers Market Commission guides the vision and values of the Moscow Farmers Market. It is the duty of the Commission to suggest ways to promote and improve the Market, propose and/or review Market policies, keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings, and to otherwise act in an advisory role to City Council. The Commission reports to City Council annually in September and advises City staff as needed. Commission members represent the various constituencies of the Market, including vendors, patrons, and downtown businesses.

The Commission requests \$5,500 for FY26. This year, one member is attending the Washington State Farmers Market Association conference in Leavenworth, WA (Feb. 22-24) and two members are attending the InTents Conference in San Diego, CA (Mar. 10-12). The \$5,500 allocated to the Commission covers the majority of Commission member travel, lodging, and registration expenses and partial per diem. Staff will also attend both conferences, affording the opportunity to attend multiple, relevant sessions.

The primary use of the Commission's budget is to attend conferences and workshops that provide trends and insights affecting Farmers Markets. The secondary use is for the purchasing of outreach and promotional items for Commission member use in support of the Market.