

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
April 1, 2025

4:00 PM

Council Chambers
206 E. 3rd St.

Meeting called to order at 4:00 pm.

WELCOME AND ATTENDANCE

MEMBERS: Kassie Smith (Vice-Chair), Phillip Blankenship, Josh Larson, Sam Martinet, Kristin Strong, JT Manning (Chair), Jodi McClory, Gerardo Alvarez, Colette DePhelps (4:05 pm)

STAFF: Amanda Argona (Community Events Manager), Laura Perrigo (Administrative Specialist), Drew Davis (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.

Martinet read the mission statement out loud.

2. Approval of Farmers Market Commission March 4, 2025 Minutes (ACTION ITEM)

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

Smith moved to approve the minutes. Larson seconded.

Roll Call Vote: Ayes: Manning, McClory, Alvarez, Blankenship, Smith, Strong, Larson.
Nays: None. Abstain: Martinet.
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.

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No public comment was made.

4. 2025 Moscow Farmers Market Poster selection recap – Argona

The voting period for this year's poster art ended on Fri., Mar. 31 at 8 a.m. After a three (3) week voting period, over 1,054 votes were collected.

- Paterson, L. – 117
- Harper, S. – 134
- Ewert, J. – 181
- Stutzman, C. – 281
- Heywood, K. – 341

Attached for the Commission's review is a report on artist submissions, outreach, and voting.

Kieran Heywood's artwork titled "Mama And Ducklings Go To The Market" will be this year's featured artwork on the Market Poster. Artist participation was low this year, with only eight entries submitted for consideration. Staff will pursue a different outreach strategy next year for this annual artist opportunity. Heywood has been notified as the selected artist. A press release and social media announcements will be published later this week.

5. 2025 Site Visits – Argona

Each year, staff closes the recruitment process for new Agricultural Vendors between St. Patrick's Day and the Spring Equinox. This allows staff time to screen Vendors for eligibility, qualifications, and approval. The tentative Site Visit schedule is as follows:

- Mon., Apr. 28 – J3L Meat, Long Creek, OR (10+ hour day)
- Tue., Apr. 29
 - Canyon View Farmstead, Genessee, ID
 - J. Burk, Bovill, ID
 - Saline Co. Produce, Fernwood, ID
- Wed., Apr. 30
 - Geist Farm, Garfield, WA
 - Link'd Hearts Ranch, Palouse, WA
 - Wild River Blooms, Lewiston, ID

Seven new Agriculture Vendors are expected to join the 2025 Market season.

If approved, J3L Meats and their products, will be the furthest Vendor located within the 200 air-mile radius to attend Market. Items expected to be seen on Site Visits include broiler

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and layer hens, flowers, tomato starts, and diversified vegetable production. If approved, the Market will have two Vendors offering USDA processed chicken for sale; a first in Market history.

DePhelps and Argona coordinated the Site Visit schedule and confirmed with other Site Visit subcommittee members for availability. DePhelps inquired about product saturation in the Market zones with regard to meat and viability of J3L Meats attendance given their distance. Argona indicated that while there are several producers who offer beef and/or pork, only Weekes Family Farm consistently brings beef to the Market.

Argona indicated there is a goal of revisiting other producers in June who have not been visited in over a decade. Discussion ensued around product categories, saturation, and Vendor capacity and whether it needs to be addressed for sustainability of sales and Vendor retention at the Market.

REPORTS

1. **WSFMA Conference – Perrigo, Larson**

Larson and Perrigo presented highlights from this year's WSFMA Conference. Discussion included protocol for Washington prepared food Vendors selling in Idaho, hosting a dot survey, and ways to increase marketing for the Market's programs.

2. **InTents Conference – Argona, DePhelps, Smith**

Argona, Smith, and DePhelps presented their takeaways including: the use of car-proof barricades in regard to risk management; reassessing safety protocol on Site Visits; inducting the Farmers Market into City Code; and exploring ways to share Vendor stories with the community. Smith felt the Moscow Farmers Market excelled in egress access, safety risk management, and focusing on local sourcing in comparison to some of the local Farmers Markets in San Diego.

DePhelps presented the idea of adding some educational workshops at the annual Vendor orientation to help Vendor businesses be more viable and educate on safety practices. Argona suggested creating an Agriculture Vendor Guide similar to the Craft and Food Jury Guide.

3. **Community Events Manager report**

Argona and Commission members reviewed requests made by a few Vendors. Mon Cheri

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Soapery is requesting to sell candles at her booth to unload some container inventory. Martinet and the members recalled past conversations revolving around Vendors bringing items that didn't apply to their booth. The Commission agreed that the candles should not be permitted.

Henry's Lumpia would like to add a sausage dish to its menu. Argona looked to the Commission to confirm if this aligned with their current offerings. The Commission encouraged local sourcing and agreed it fits with what they already offer at Market.

After discussing other Vendor requests around adding produce/nursery related items, and historic practices, the Commission indicated it is most appropriate for the Policy subcommittee to review and develop a more consistent protocol about non-agricultural Vendors adding produce/nursery items.

Argona reported that Tier 3 Vendors occupy about 73% of available spaces, with most of those Vendors traveling within a 100-mile radius.

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.

2. Upcoming Deadlines and Subcommittee meetings

- Sat., May 10 – Commission hosting 2025 Poster Artist
- Thu., Apr. 10 – Vendor Orientation

3. Farmers Market Commission regular meeting May 6, 2025 at Moscow City Hall in Council Chambers

ADJOURN

Meeting adjourned at 5:33 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.

TO: Moscow Farmers Market Commission
FROM: Alyssa Link, Owner of Link'd Hearts Ranch
Personal Statement for Tier 3 Status Request for First Year Vendor

Hello Commission Members,

My name is Alyssa Link, and I am the owner of Link'd Hearts Ranch near Kamiak Butte in Palouse, WA. Today, I would like to briefly share with you our farm's history, the recent changes to our farm, and my two main reasons for requesting Tier 3 status in our first year at the Moscow Farmers Market.

My family started our farm business over a decade ago, back in 2014. We were privileged to have the guidance of Eric and Sheryl Zakarison as we began raising pastured poultry. Today, we supply the majority of our feed from Zak's. I like to share that every purchase of our chicken supports two local family farms. Until 2024, we were a smaller-scale operation that processed all of our chickens ourselves under a Washington Department of Agriculture Permit. Over the years, our product demand has grown, and our family needs have evolved.

In the autumn of 2024, our family decided to purchase the adjoining property to our farm, which my parents had previously owned. This additional acreage has allowed us to pursue my dream of being on the farm full-time. You see, I am the farmer, and my husband works at WSU. And while he is my partner in our farm life, I am the face our customers know best. I have a reputation for being professional, friendly, and dependable. I have spent years at other area farmers' markets selling our eggs and taking orders for our chickens in Washington.

With this new dream unfolding, our business model has expanded. We have made significant investments in our farm to enhance production, infrastructure, and marketing. All of our chicken will now be processed under USDA inspection, which allows us to finally bring our frozen chickens and cuts to farmers' markets to sell and cross state lines. Over the last several years, we have noticed an increasing number of Idaho residents visiting our farm to purchase our chickens. So we are thrilled to be bringing them to the Moscow Farmers Market. Our customers are already planning to see us on Saturdays at the market.

My reasons for requesting Tier 3 Status are twofold: Customer service and success. Customers need consistency and dependability. Chicken is a staple of many family dinners. Weekly access to our chicken will mean customers don't have to worry about the calendar; they just know I will be there when they need me and exactly where to find me. Especially in the first year, when new customers are getting to know us, this reliability is key to building trust and a relationship between our farm and families. I believe being a Tier 3 vendor in our first year will allow us to provide excellent customer service to Moscow Farmers Market shoppers.

My second reason is personal. My farm is my baby now, and I need to nurture it with care and attention. In the last year, I have also come to realize that for my farm to succeed, I need to be both a farmer and a businesswoman. Our farm expansion was a significant financial investment for our family. This means now I need to meet my financial obligations. While I love meeting new



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May 6, 2025 Manager Report

JT Manning
Chair

Kassie Smith
Vice Chair
Crafts Vendor representative

Phillip Blankenship
At-large member

Colette DePhelps
University of Idaho
representative

Joshua Larson
At-large member

Sam Martinet
Moscow Chamber of
Commerce + Visitor Center
representative

Jodi McClory
Produce Vendor
representative

Gerardo Alvarez
Specialty Food Vendor
representative

Kristin Strong
At-large member

Amanda Argona
Staff Liaison

Drew Davis
Council Liaison

Community Events Division
Moscow Farmers Market
221 East 2nd Street
P.O. Box 9203
Moscow ID 83843
Phone (208) 883-7132
[www.ci.moscow.id.us/197/
Farmers-Market](http://www.ci.moscow.id.us/197/Farmers-Market)

Vendor changes/requests

- Link'd Hearts Ranch Tier 3 status
- Blackbird Treats fruit hand pies

Policy considerations from Site Visits

- Public land v. private land foraging (i.e. huckleberries, morels, etc.)
- Product classification of skulls and hides and other non-plant derived materials

customers and chatting with old ones, at the end of the day, I need every opportunity to make my products available for purchase. Farmers Market attendance fluctuates with weather or local events. For example, if I am at the market every week, I have the best chance of enduring the ups and downs and still meeting my goals. If I only came twice a month and one of my days was a low-earning day, this could put a month between income, making it difficult for our farm to sustain itself.

You may have a concern that new vendors at the Moscow Farmers Market can often be overwhelmed, burn out, or struggle to keep enough product on hand to meet demand. I have learned to counter overwhelm with education and planning. I have asked Amanda Argona many questions and attended the new vendor orientation. When I'm learning something new, I arrive early with extra time to avoid stress and anxiety. Our family has designed our booth to be easy to set up and tear down, and my teenage daughter will be helping me on Saturdays as needed to avoid burnout. My decade of dedication to pastured poultry and direct-to-consumer sales demonstrates that I have weathered enough storms and survived to keep moving forward. Finally, we have increased the number of broilers we are raising this season, enough that we anticipate having a year-round supply and no longer being a seasonal business. If my supply of any product begins to run low due to higher demand than expected, my husband will be on standby at the farm to bring additional product to market as needed. It's a perk of being a local; our farm is just a short drive away.

Thank you for reviewing my letters of recommendation and my personal statement. I am looking forward to attending the meeting in person. If you have any further questions, I would be happy to address them. I hope you will approve my request for Tier 3 status.

Sincerely,
Alyssa Link
Link'd Hearts Ranch.

02/15/2025

To Whom it May Concerns:

My name is Stacy Pettitt and I have lived in the Palouse for roughly 25 years. I have been a consumer of the Moscow Farmer's Market, the Pullman Farmer's Market as well as natural producers of food in the Palouse during that time. I am writing this letter in support of Linkd Hearts Ranch getting into the Moscow Farmer's Market.

I have been buying chickens (and eggs) from Alyssa and Linkd Hearts Ranch since heir inception. I have always been impressed with the business model, the kindness, professionalism and aligned values of the farm. I would highly recommend them for the market. They would be a welcome member.

If you have any questions or need further recommendation, please don't hesitate to reach out.

Thanks,

Stacy Pettitt

509 432 6623

Mary Collins
1104 Collind Rd.
Pullman, WA 99163

March 22, 2025

Moscow Farmers Market Board
Moscow, ID 83843

Dear Moscow Framers Market Board,

It is my pleasure to recommend Link'd Hearts Ranch and Alyssa Link as a vendor for the Moscow Farmers Market. I have been a customer of hers for five years. During that time she has provided high quality chicken produced in a humane and healthy manner. Alyssa is dependable and very personable. I believe she and her products will be a popular asset to the market.

Sincerely,
Mary Collins

03/23/2025

To Whom it may concern.

I am writing this letter of reference on behalf of Alyssa Link, Linkd Hearts Ranch. Alyssa and I have worked together during the last decade. She is a dependable, principled businessperson who strongly believes in providing the people of the Palouse with a superior and very tasty product.

Through her hard work, determination and thoughtfulness she is expanding her farm/ business to enable even more people to purchase a quality product (poultry and farm produce).

I cannot think of a better vendor to add to the Moscow Farmer's market.

Regards,

Sheryl Hagen-Zakarison

Zakarison, LLC/ Zak Feeds