

## **Moscow Farmers Market**

**City of Moscow, Idaho** received \$34,784 to increase access and outreach of the Moscow Farmers' Market to the community. The project targeted low-income residents and at-risk populations. It promoted existing EBT system, and provided consumer and farmers market vendor educational curricula.

[Final Report FY09](#)



Heart of the Arts

Nancy J. Chaney  
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Wayne Krauss  
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Dan Carscallen  
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Tim Brown  
Council Member

Tom Lamar  
Council Member

Sue Scott  
Council Member

Walter M. Steed  
Council Member

Gary J. Riedner  
City Supervisor

City of Moscow, City Hall  
c/o Gary J. Riedner, City Supervisor  
206 East 3rd Street  
P.O. Box 8203  
Moscow ID 83843  
Phone (208) 883-7000  
Fax (208) 883-7018

Website: [www.ci.moscow.id.us](http://www.ci.moscow.id.us)  
Hearing Impaired (208) 883-7019



## Final Performance Report

**Date:** December 19, 2011  
**Recipient Name:** City of Moscow  
**Title Project:** Moscow Farmers Market (MFM)  
**Grant Number:** Farmers Market Promotion Program (FMPP)  
12-25-G-0929  
**Location (City/State):** Moscow, Idaho  
**Contact Name:** Alisa Stone, Grants Manager  
**Telephone Number:** 208-883-7600

### Project Summary

- The project time frame for the Farmers Market Promotion Program (FMPP) award was September 28, 2009 through September 28, 2011. The City of Moscow staff that managed the project is Alisa Stone, Grants Manager, handled grant administration, reporting and fiscal requirements and Kathleen Burns, Art Director, implemented the programs and services.
- The first goal accomplished by the Moscow Farmers Market (Market) using FMPP funding was to increase access and outreach through the implementation of an Electronic Benefit Transfer (EBT) program to assist low-income families. The establishment of the EBT program provided local access to those families receiving benefits to purchase fresh foods goal at the Market. The EBT technology to pay using wooden coin script was implemented in the spring of 2009 and showed continual growth through the 2011 market season (see Section 1 of Exhibit Binder).
- The second goal was to grow the Market through an extensive marketing campaign called "Marketing the Market" which was very successful in increasing sales volume and self-sufficiency of season vendors and the overall market to include multiple walk-on vendors each week. A variety of marketing resources were used to improve visibility and to inform citizens of Market benefits to the consumer and the economy. A variety resources and training opportunities were made available to the participating farmers and various market vendors to develop their small agriculture production knowledge and to improve business management skills. A Registered Dietician (RD) was also contracted to teach consumer-based education and to demonstrate the value of fresh foods and to encourage and promote healthy eating habits focused at nutritionally at-risk citizens in the Palouse Region (see Section 5 of Exhibit Binder).
- FMPP funding also assisted in providing free fixed-route public transportation services each Saturday morning during the market season of 2010 which provided additional access to the Market.

### Project Approach

- Backyard Harvest, a local-nonprofit who managed the EBT program also developed and implemented a marketing program called "Shop the Market." The marketing plan was implemented to expand local consumer choices for low-income families and nutritionally at-risk citizens across the Palouse by providing access to EBT



funds through the use of script money to purchase fresh fruits and vegetables, eggs, bread, meat, cheese, and honey. The marketing plan included a direct mailing of postcards using printed labels from the local office of the Idaho Department of Health and Welfare to Region 2 recipients, posters placed in public areas throughout the Palouse, City of Moscow Website and other forms of social media where used to inform residents about the EBT program at the Market (see Section 1 and 4 of Exhibit Binder).

- The marketing plans also included a focus on the general consumer and those residents of the Palouse that had not previously attended the market. Vendors were asked to provide a list of the items they were planning to sell to include in the marketing materials. Multiple resources were used to include radio, newspaper, City web site, email distribution lists, newspaper, listserv from the University of Idaho (UI) Agricultural Extension Office, UI Soil Stewards (UISS), Moscow and Pullman Chamber of Commerce, word-of-mouth, street banners, poster contest and recipe cards. Marketing tools also included the use of "social media" i.e. Facebook and Yelp, which provided the most benefit at no-cost and the quickest way to spread information reaching out to a limitless audience. All of the implemented marketing tools improved Market visibility and informed residents of the benefits not only to the consumers but to the local and regional economy. Ads were placed in Northern Journey Magazine, North Central Idaho Tourism Magazine, and the garden sections of two local newspapers (see Sections 2 thru 5 of Exhibit Binder).
- New producers were recruited on a continual basis and the 2010 season saw a record of 110 walk-on vendors enlisted by our ads in the local newspapers inviting backyard gardeners to join the Market and sell their garden fresh products. We provided the opportunity for new vendors to sell products at the market and to allow them to test and improve their business practices so they could become a season Market vendor the next spring (see Section 7 of Exhibit Binder).
- Various pieces of equipment to include tables, chairs, wagons and handcarts were purchased to accommodate the patrons in the food court and to provide assistance with transport/delivery of bulk and case food purchases. Portable hand washing stations were located in the food court area of the Market for vendor and consumer use to prevent the spread of food borne infections.
- Training was provided to farmers/vendors to include business development and management, marketing, booth setup and displays, organic farming, food safety regulations, sustainable practices, Idaho State Tax Commission sales and use tax tracking and reporting requirements, and Health Department rules and regulations for participation in Market (see Sections 7 and 9 of Exhibit Binder).
- The City was able to contract with a local registered dietician named Helen Brown to provide consumer-based education workshops at the Market. A UI intern was also hired to work with Ms. Brown to assist in purchasing fresh market foods to be prepared and served at the Market on a weekly basis during the 2010 season. Each week two to three new recipes were provided to the consumers using many of the fresh foods available at the market and one was prepared and served at the City booth. Other topics hosted and shared by Ms. Brown included healthy diets and food safety information. This activity was very well attended and crowds were





found huddled around the City booth hoping to get to test a sampling of the food and get the free recipe cards.

- The UI Extension Educator, Cinda Williams, and graduate students have performed two Rapid Market Assessments (RMA) of the Moscow Farmers Market. The first RMA was performed during the summer of 2009 and the second one during the summer of 2011 which was funded by the FMPP grant. The RMAs were performed to obtain quantitative and qualitative information showing the number of vendors, shoppers, sales, economic impact, and other key data such as determining the biggest draws to the Market, identifying peak shopping times, customer likes and dislikes, and to find out what improvements might draw in more shoppers (see Section 6 of Exhibit Binder).
- Recycling containers were purchased and placed throughout the Market for use by vendors and consumers to reduce waste, encourage recycling, and reduce the carbon footprint of the market.

### **Goals and Outcomes Achieved**

- Increased access and outreach of the Market to the community.
- Established partners through multiple advertising and marketing techniques.
- Targeted low-income residents, children, and senior citizens of the Palouse Region through the use of an EBT system.
- Provided sustainable agricultural consumer-based education.
- Moved all food vendors to one isle to establish a "Food Court" with tables to sit down and eat food while visiting with neighbors and friends.
- Implemented a sanitary program with hand-washing stations in food court.
- Vendors accepted responsibility for cleaning of chairs and tables in front of their booth in the Food Court aisle.
- Enhanced and increased market sales volume.
- We achieved self-sufficiency by having vendors clean up their own tables.
- Established partners through multiple advertising and marketing techniques.
- Provided vendor training and education.
- Implemented a recycling program.
- The "Taste the Market" program was very successful and the recipe cards from the 2010 summer season were very coveted items. Customers became acquainted with the food preparation and tasting and looked forward to trying out new recipes and foods each week.
- Providing free fixed-route public transportation on Saturday mornings provided a new field of clientele access to the Market.

### **Beneficiaries**

- The Market brings life into downtown Moscow during the months of May through October every Saturday from early morning to early afternoon and opens the door to encourage social interaction between all walks of life.
- The Market stimulates the local economic development by increasing employment, encouraging consumers to support Market vendors and local business, and thus keeping the money within the local community.
- The Market attracts business to retailers in the vicinity.





- The Market helps reduce food miles, thus vehicle pollution, noise, and fossil fuel use and reduces packaging of fresh food.
- The Market encourages more environmental production practices, such as organic farming.
- The Market provides the perfect arena for direct contact and feedback between customers and producers.
- The Market helps to improve diet and nutrition by providing access to fresh food and plays an important role in educating the consumer as to the production and food origin.
- The Market is a direct source of information and inspiration on how to cook and prepare fresh ingredients.
- The beneficiaries of the Market range from the environment itself to every person young and elderly. Low-income households, children, senior citizens, the City of Moscow, Market vendors, Chamber of Commerce, business owners, UI Extension, UI and WSU students and faculty from diverse ethnic groups, local and regional artisans, UISS, Master Gardeners, Rural Roots, local farmers, and the community as a whole as well as the economy.
- Assistance to the Market beneficiaries was provided by Backyard Harvest through facilitation of the EBT program and the implementation of the "Shop the Market" campaign. The Idaho Department of Health and Welfare assisted with outreach to let EBT recipients know about the program and the North Central Health District provided training and assistance to the vendors. Moscow Valley Transit provided transportation on Saturdays during the 2010 season, a service that had not been previously provided.

### **Lessons Learned**

- The benefits of developing a "Food Court" within the Market for patrons to sit and enjoy their eating experience far out-weighs the problems with maintaining a clean and trash free environment and the set up and tear down of the tables and chairs that were purchased with the FMPP grant funds. We learned that maintenance, storage, and facilitating hourly checks were vital for the cleanliness of the Food Court. Developing a system for food vendors to assist in the cleanliness of tables during the Market will be a priority for the 2012 season.
- The hand washing stations that were purchased with the FMPP grant funds were a very important addition to the Market and specifically the Food Court. However, they created their own problems of setup, maintenance and storage. They need to be power washed on a regular bi-monthly schedule throughout the months of the Market in order to maintain proper cleanliness. Storage also became an issue because of their weight and bulkiness.
- The EBT usage increased with each market season as shown in the attached report from Backyard Harvest (see Section 1 of Exhibit Binder). The growth has created a need to find a different non-profit organization to manage the program as Backyard Harvest does not have sufficient staff to continue. The City is hoping the UI Extension Office will be able take over the program for the 2012 season as a part of their internship services. The City will also need to find a source to pay for the EBT program facilitation. At this time that source has not been identified.



- We have found that many customers come to the Market without cash or a checkbook and want to use a credit/debit card to pay for their purchase. At this time, none of the vendors in the Market are set up to accommodate this request. These customers are directed to banks with outdoor ATMs that they can use to get cash and come back to pay the vendor. Many times people leave rather than coming back with cash and sales are lost. We are currently looking for an entity that would be willing to manage a portable cash machine to be brought to the Market each Saturday during the season. The ideal solution would be for each vendor to have a portable wireless debit/credit machine in each of their booths but many do not want to make the commitment and sales are not high enough to cover the fees associated with the processing costs. Many of the vendors will never step into this arena so the most effective solution is to have a cash machine at the Market.
- As Idaho progresses and implements additional programs, we hope to be able to accept WIC and the Senior Nutrition Program. The state of Idaho is not currently working with the Federal Government on these two programs which unfortunately will limit the ability to broaden Market services in this area.
- The "Taste the Market" program was very successful and the recipe cards from the 2010 summer season were very coveted items. Customers became acquainted with the food preparation and tasting at the Market and looked forward to trying out new recipes and foods each week. This was a great addition to the Market services that was funded by the FMPP grant. The UI Extension Office continued this program using a student intern at the Market for the summer of 2011 however it was only available two Saturdays each month but customers preferred the every-week-tasting. We are encouraging the UI Extension to implement the program weekly for the 2012 Market season.
- Although a recycling program was implemented in the Market, the Market itself does not generate any recyclable products. All products that were put into the designated recycling receptacles were from other places and not purchased at the Market. We will continue the program in order to reduce the overall carbon footprint to the City.
- The RMA performed during the 2009 season suggested the Market remain open an hour later from 12 pm to 1 pm which was implemented for the 2010 season. Vendors were unhappy at first but when they saw the value of the sales staying open an additional hour the complaining subsided.
- The 2011 RMA data provided us with data to make some inexpensive changes to the 2012 Market season to include purchasing additional wagons to assist customers in transporting their bulk purchases. We were not aware that the customers had to wait for the use of a wagon which was information the vendors had not shared with the Market Manager.
- Due to the rising cost of utilities and the need for more staff to manage the Market on a weekly basis we had to increase seasonal and walk on vendor rates. Even with the rate increase there was an increase of three seasonal vendor and 21 walk-on vendors during the 2011 Market season.
- A comparison of the 2009 and 2011 RMA reports revealed new things, same things, and overall showed an increase in sales and attendance. The \$5,000+ increase in sales from 2009 to 2011 is attributed to the ability to accept EBT using





wooden coin script at the Market (see Section 6 of Exhibit Binder). During the 2011 Market season Backyard Harvest processed 448 EBT transactions with total sales of \$8,083 up from 2009 with a total 158 EBT transactions and \$2,557 in sales. This data shows a 65% increase in transaction and a 69% increase in sales under the EBT program (see Section 1 of Exhibit Binder).

- In the 32 years of operation, the Moscow Farmers Market has not had a specific set of guidelines or requirements which Staff could use to manage the Market even though several City Departments work together to smoothly operate on a weekly basis May through October. The City Arts Director is assigned the task of overall market management and operations which takes approximately 40% of her overall annual staff time. In addition to the Arts Director the City's Legal, Administrative, Park and Recreation, Street, Fire and Police Departments participate in the safe management and operation of the Market. There is also a Farmers Market Advisory Committee that works with the Arts Director and the Market Manager to oversee the operational aspects of the market program. Due to many issues that have occurred over the past three years it became very apparent that rather than a "Vendor Handbook" what was really needed is "City of Moscow, Farmers Market, Policies and Procedures." The Arts Director worked with the City Legal Department to prepare this document which encompasses much of the data that would have been in a vendor handbook along with all the operational rules vendors must follow in order to be a seasonal or walk-on vendor at the Market. The document consisted of the following (see Sections 7, 8 and 9 of Exhibit Binder):
  - Three packets were developed: a season vendor packet, a non-profit packet, and a walk-on vendor packet. Each packet included an application form, the policies of the Market, a hold harmless agreement, an Idaho Sales Tax Form, and specific information unique to the group applying to the Market.
  - These packets were a great help in gathering information and educating the applicants about the policies and procedures, obtaining forms filled out and submitted, and in providing introductory information about the Market. This new tool will assist management in oversight, regulation, and compliance which will in turn increase and enhance the economic viability of the Market.
- The Market currently operates in a parking lot behind buildings that face the Main Street running through downtown Moscow. There seems to be a division of people who want to leave the market in the current location and others who want to close two blocks of downtown to through traffic and move the Market to Main Street. This concept was presented two years ago and the Arts Director was defeated in her attempt to even do a trial run for the last two weeks of the season. However, the Market has continued to grow each year and is capped at the number of vendors it can allow to operate. If moved to Main Street more vendors could participate and a wider array of items could be available for sale. The two schools of opinion on this issue are in a constant discussion about their views on this topic. At this time, it is still unknown if the Market will be moved to Main Street for the 2012 season.



## **Additional Information**

There were several ways that we promoted the Moscow Farmers Market both in print and online as listed below (see Section 4 and 5 of Exhibit Binder):

- **Market Sticker:** We ordered 10,000 stickers to promote the Market dates, times, and information. These stickers were handed out to Market vendors, customers and the general public.
- **Comment Cards:** In 2010 the City designed comment cards to hand out at the Market. These cards provide a method for members of the public and visitors to share ideas, complaints, and positive feedback about the Market. Information collected from the cards allowed the City to record information about the commenter to include: where they are from, primary purpose of their visit, how they heard about the Market, and how much they plan to spend during their visit.
- **How was your visit?:** A small flyer was made to promote the Market and was handed out to the Market vendors, customers, and the general public. The flyer contains information about the Market and advertises the Yelp and Trip Advisor pages as described below.
- **Yelp:** In July 2011 the City added the Moscow Farmers Market to several online social media websites, including Yelp. The listing contains information about the Market, including location, contact information, a short descriptive paragraph, and 23 colorful images of the Market by photographers Alison Meyer and Sharon Brewer. As of November 09, 2011 the Moscow Farmers Market Yelp Page has had a total of 43 views. Check it out at: <http://www.yelp.com/biz/moscow-farmers-market-moscow>
- **Trip Advisor:** This site contains information as Yelp.  
[http://www.tripadvisor.com/Attraction\\_Review-g35539-d2076374-Reviews-Moscow\\_Farmers\\_Market-Moscow\\_Idaho.html](http://www.tripadvisor.com/Attraction_Review-g35539-d2076374-Reviews-Moscow_Farmers_Market-Moscow_Idaho.html)
- **Facebook:** In May 2010 a Facebook "group" page was created for the Moscow Farmers Market. DJ Scallorn, the Arts Assistant made regular posts to the page with information about the Market musicians, special programs, and events. As of November 09, 2011 the page had a total of 224 Members. In the early part of 2011 Facebook announced that it would begin archiving group pages and requested that these groups create new pages with their revised format. On May 13, 2011 Erica Dolinky, the Market Manager made the new Facebook Community Organization page and began posting information about the Market, Market Vendors, and events. As on November 09, 2011 the new Facebook Community Organization page had 176 likes and 1 person was talking about the Moscow Farmers Market.  
GROUP: <http://www.facebook.com/#!/group.php?gid=128292200514883>  
COMMUNITY: <http://www.facebook.com/#!/pages/Moscow-Farmers-Market/186842321362865>
- **North Central Idaho Travel Association (NCITA):** In August 2011, a banner ad for the Market was placed on the NCITA's website. This ad appears at the bottom left of the page and includes the Market days, times, information, and a link to the Market's page on the City of Moscow's Website.  
<http://www.visitnorthcentralidaho.org/>
- **Local Harvest:** In May 2008, the Market was listed on the website for Local Harvest and in May 2010 and November 2011 it was updated to include the new extended





time for the Market and reflect other updated information.  
<http://www.localharvest.org/moscow-farmers-market-M1943>

- **America's Favorite Farmers Market Vote - # 1 in Idaho:** In August 2011, the America's Favorite Farmers Market promoted by American Farmland Trust the Moscow Farmers Market was named the # 1 Market in Idaho. The Moscow Farmers Market received a total of 108 votes. For being named the #1 Farmers Market in Idaho, the Moscow Farmers Market was awarded a certificate and a stack of stickers to promote the Market. VOTE MAIN: [http://action.farmland.org/site/PageServer?pagename=best\\_local\\_farmers\\_market\\_vote](http://action.farmland.org/site/PageServer?pagename=best_local_farmers_market_vote)
- **Top State Listings:** <http://www.farmland.org/americas-favorite-farmers-markets-states.asp#ID>
- **You Are Here Maps:** In April 2011 a graphical map of the Market was designed to highlight the different vendors and the location of the seasonal vendors. This map was available as an oversized 24"x36" poster on an A-Frame board and an 8.5"x11" handout to help customers at the Market find their favorite vendors.
- **Press Releases:** In June 2010 the City was able to obtain the image rights to 41 colorful photos taken at the Moscow Farmers Market in 2009 by local photographer Alison Meyer. These photos were featured on the 2010 Moscow Farmers Market collectible poster, in press releases about the Market for the 2010 Market Season, and in a Gallery Exhibit at City Hall. In April 2011 we were able to obtain the image rights to 18 colorful photo collages and 20 colorful photos taken at the Moscow Farmers Market in 2010 by Sharon Brewer. Sharon is a photographer from Alabama who visited Moscow and was inspired by the Moscow Farmers Market. These photos were featured in press releases for the 2011 Market Season and in a Gallery Exhibit at City Hall (see Section 2 of Exhibit Binder).
- **Backyard Harvest:** For the 2010 and 2011 Market seasons, the City partnered with a local organization, Backyard Harvest, to manage the EBT program at the Market. Backyard Harvest provided the Market with a postcard and 4 poster designs to promote the program. Postcards were mailed in 2010 and 2011 to individuals who would benefit from the EBT program at the Market. <http://www.backyardharvest.org/>

## Summary

- The Market has experienced an overall 20% increase in sales revenue since 2009. Vendors were not required to submit their sales data until the 2011 market season so we do not have prior comparable data other than what is collected through the RMA process and what was voluntarily shared. The 2011 Market saw a change in food vendors with the addition of a bread/bakery items, cheese, meat, eggs, and dairy vendors and also an increase in specialty foods being cooked on site and sold as breakfast and lunch to customers. RMA research showed that a majority of the customers attending the Market were from Moscow and the parallel County of Whitman in Washington State. The majority of customers spent on average of \$20 each time they visit the Market.
- Customers also identified that they would like each vendor to have better signage and information posted about who they are, where they are from, and how their



products and produce is grown or prepared. Because Moscow is home to the UI it has a very diverse customer based during the months of August through October with students attending the Market from 75+ different countries and many are seeking items similar to their homeland products.

- Other than not having a local non-profit to manage the EBT program next season the Market did not experience any problems as a result of the implementation grant funded activities. Without the FMPP assistance we would not have been able to implement an EBT program the past two years nor would we have been able to provide the consumer-based education through the "Taste the Market" program. The challenge is going to be how to continue those things implemented with FMPP funding into self-sustaining programs. Partnerships developed with Backyard Harvest and the UI Ag Extension Program has been instrumental in the expansion of Market services. Many of the marketing and consumer-based education techniques implemented at the Moscow Farmers Market could easily be replicated at other markets and we would be more than happy to share our experience and knowledge with others to assist them in developing a successful market.
- Over the two-year grant period the City of Moscow spent \$95,161, not including the \$34,474 from FMPP grant funding, to cover market expenses including the wages for a market manager and 40% of the Arts Director staff time. These expenses were offset by \$45,258 in vendor revenue from space rental fees and other miscellaneous sales. As an average, the expended \$25,000 per year to operate the Moscow Farmers Market annually during the months of May through October.

### **Contact Person**

Alisa J. Stone, Grants Manager

206 East Third Street

PO Box 9203

Moscow, ID 83843

Phone: 208-883-7600

Alt: 208-883-7080

Fax: 208-883-7018

TDD: 208-883-7019

Email: [astone@ci.moscow.id.us](mailto:astone@ci.moscow.id.us)

[www.ci.moscow.id.us](http://www.ci.moscow.id.us)



# Farmer's Market Promotion

## Program

- 1.) **Shop the Market & EBT information includes:**  
2011 Vendor's Guide, 2011 Annual Report, and Shop the Market media fliers.
- 2.) **Press Release documents includes:**  
All Press Releases
- 3.) **Publications includes:**  
All publications.
- 4.) **Social Media includes:**  
Print off pages of all web pages containing Market information and publication.
- 5.) **Marketing includes:**  
The City survey, business cards, "How was your Visit?" flier, and Alison Meyer exhibit information card.
- 6.) **Rapid Movement Assessment includes:**  
RMA's from 2009 & 2011
- 7.) **Vendor information includes:**  
Documents, applications, and maps.
- 8.) **Non-profit Vendor information includes:**  
Documents, applications, and maps.
- 9.) **Policies & Procedures includes:**  
All Policies and Procedures having to do with vendors and the Market itself.
- 10.) **Partners includes:**  
Entire list of all Market partners.

**Shop the Market  
&  
EBT Information**



# SHOP THE MARKET

## 2011 VENDOR'S GUIDE

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### I. MAKE SURE YOUR WOODEN TOKENS/MARKET MONEY IS GENUINE



green ink



purple ink

### 2. MAKE SURE YOU ARE SELLING APPROVED ITEMS

☛ *Market Money* CAN be used to buy the following:

fruits	eggs
vegetables	meat
bread	herbs
cheese	starts & seeds for food production
honey	bulk hot food items (to be consumed at home).

*Market Money* CANNOT be used to buy the following:

crafts  
individual hot food items (to be consumed at market)  
starts & seeds to grow non-edible plants

NO CHANGE SHOULD BE GIVEN FOR ANY *Market Money* PURCHASES, but (when possible) try to round up to the amount of the currency with additional produce, etc.

### 3. DIRECT SHOPPERS WITH QUESTIONS OR CONCERNS BACK TO THE CITY BOOTH

### 4. SAVE AND REDEEM YOUR MARKET MONEY

Come to the CITY BOOTH from 7:45am–1:15pm to receive your reimbursement check or cash. Market Money need not be redeemed weekly, but can be saved and redeemed in larger increments. Any amounts below \$20 will be redeemed with cash. Any amounts above \$20 will be redeemed with a check. The final market in October will be the last day to redeem Market Money in 2011.

### 5. MORE QUESTIONS? CONTACT AMY AT 208.669.2259 OR EMAIL [AMY@BACKYARDHARVEST.ORG](mailto:AMY@BACKYARDHARVEST.ORG)



## Shop the Market

### 2011 Annual Report

**SHOP THE MARKET** is a program which expands local consumer choices for low-income families across the Palouse by allowing them to use their federal food assistance (SNAP) benefits at our local farmers markets. The program began with an 8-week pilot program starting in September 2008 at the weekly Moscow Farmers Market. Based on a positive response from both the general public and the vendors, the program was expanded in 2009 to also include the Moscow Food Co-op's Tuesday Growers Market. In 2010 and 2011, the program was again offered at these two markets with families continuing to use their SNAP benefits to purchase fresh fruits & vegetables, eggs, bread, meat, cheese, honey, seeds and plant starts from local vendors.

*Partnering Organizations* | *Shop the Market* is run by a local 501(c)3 non-profit, Backyard Harvest Inc, in partnership with the City of Moscow and the Moscow Food Co-op. Backyard Harvest is recognized as the official EBT/SNAP vendor by the USDA and is responsible for overseeing all financial transactions. Backyard Harvest is also responsible for providing staff to administer the program and perform all the associated design work. The City of Moscow and the Moscow Food Co-op, meanwhile, provided booth space, covered communication expenses and worked with Backyard Harvest to market the program.

*Marketing & Press* | Throughout the summer, *Shop the Market* posters and fliers were placed in prominent locations around town. Postcards were also sent to the homes of SNAP recipients in both May and September. Additionally, Backyard Harvest and the Moscow Food Co-op purchased tokens to use for five token incentive days held in June, July, August, September and October at the Tuesday Growers Market. People who used their SNAP benefits received a free \$5 token.

#### *Transactions* |

	2009	2010	2011
	# Trans   \$ Tokens	# Trans   \$ Tokens	# Trans   \$ Tokens
May	16   \$227	11   \$174	36   \$637
June	18   \$292	35   \$511	73   \$1004
July	23   \$149	45   \$790	76   \$1309
August	38   \$680	60   \$1159	99   \$1511
September	40   \$813	82   \$1613	88   \$1367
October	23   \$396	61   \$1346	76   \$1886
		\$500 (\$5 Incen)	\$369 (\$5 Incen-\$2 Coupon)
<b>TOTALS</b>	<b>158   \$2557</b>	<b>294   \$6093</b>	<b>448   \$8083</b>

*Vendors |*

Fifty-five vendors participated in the *Shop the Market* program this season. Several steps were taken to make their involvement as easy as possible. Market Money could be redeemed during any market, with cash being offered from vendor transactions of less than \$20. This was possible because of \$500 of Backyard Harvest deposited in the *Shop the Market* account to cover the normal four day lag between the distribution of the scrip and the transfer of the funds by JPMorgan into the *Shop the Market* account.

*Incentive Program |*

The Moscow Food Co-op and Backyard Harvest purchased \$354 worth of tokens to offer monetary incentives for families to visit the Tuesday Growers Market and use their SNAP benefits (note: \$15 of tokens left over from the 2010 Incentive Program were also distributed). The first Tuesday of each month \$5 token were given away and monthly \$2 coupons were issued:

June \$5 Incentive	\$55
July \$5 Incentive	\$40
Aug \$5 Incentive	\$65
Sept \$5 Incentive	\$85
Oct \$5 Incentive	\$110
7 \$2 Coupons	\$14

*Unredeemed Tokens |*

There was \$82 of additional scrip that was unredeemed to bring the total amount to \$306 that is currently circulating. There is no way to ascertain which portion remains with SNAP clients and which portion the vendors lost/failed to turn-in. The funds that represent this unredeemed scrip will have to remain in the account to cover any tokens turned in during the 2012 season.

*Uncashed Vendor Checks |*

As of November 4, 2011 there was \$232 in uncashed vendor checks. Presumably these will be deposited and cleared before the end of the year. They include the following:

7/2	#2164	Pokey Creek	\$61
10/22	#2231	Durfey	\$34
10/29	#2252	Elizabeth Taylor	\$72
10/29	#2253	Sun	\$21
10/29	#2254	Pokey Creek	\$22

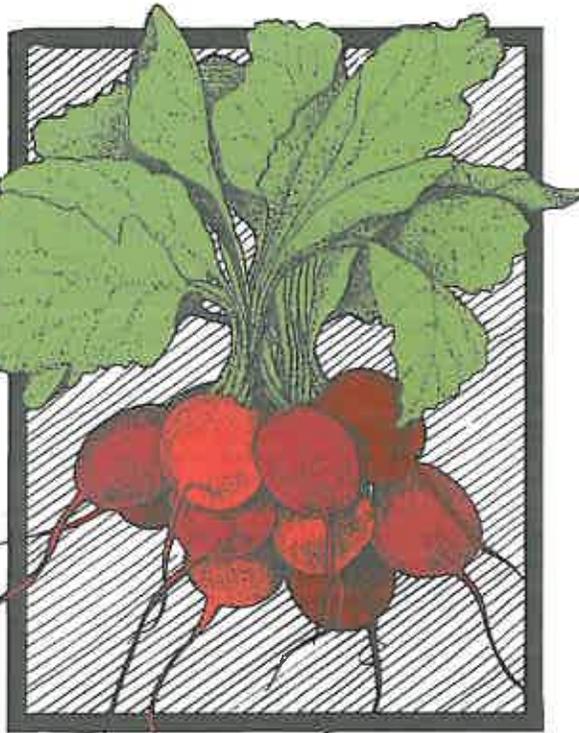
2011 Shop the Market Account Summary |

<b>OPENING BALANCE</b>	<b>\$821.35 (\$536.74 BYH funds)</b>
<b>2011 DEPOSITS</b>	<b>\$8,431.62</b>
CTS Holdings EBT Transfers	\$7,711.00
BYH Token Purchase for Incentive Days	\$354.00
Remaining Cash Reimbursement funds	\$361.00
CTS Holding Interest	\$5.62
<b>2011 WITHDRAWALS</b>	<b>\$8,156.68</b>
2011 Market Money Reimburse	\$8,112.00
Bank Fees	\$44.68
<b>2011 UNCASHED VENDOR CHECKS</b>	<b>\$232.00</b>
<b>CARRY OVER 2012</b>	<b>\$864.29</b>
BYH FUNDS (\$536.74--\$44.68 bank fees)	\$492.06
2010 STM FUNDS (Unredeemed + CTS Add. Dep + Cash Reim)	\$284.61
2011 STM FUNDS (Unredeemed + CTS Add. Dep)	\$87.62

2011 Shop the Market Program Income & Expenses |

<b>INCOME</b>	<b>\$5614</b>
BYH Cash	\$1524
BYH In-kind (A. Grey volunteer hrs)	\$864
City Cash	\$2325
City In-kind (donated space)	\$486
FMNP Grant	\$165
Co-OP Cash	\$250
<b>EXPENSES</b>	<b>\$5614</b>
Saturday Farmers Market Coordinator (189hrs @ \$11.20hr [inc.tax/ben])	\$2800 (\$1300 BYH CASH/ \$1500 CITY CASH)
Tuesday Growers Market Coordinator (66hrs @ \$11.20hr [inc.tax/ben])	\$739 (BYH IN-KIND)
Administration(5 hrs @ \$25hr)(STM reporting)	\$125 (BYH IN-KIND)
Bank Fees	\$45(BYH CASH)
Verizon Phone Line	\$744 (CITY CASH)
Electricity	\$81 (CITY CASH)
Booth Space—Saturday Market	\$486 (CITY IN-KIND)
Booth Space—Growers Market	\$75 (BYH CASH)
Incentive day token purchase	\$250 (Co-OP)
	\$104 (BYH CASH)
Printing (postcards + posters)	\$115 (FMNP GRANT)
Postage	\$50 (FMNP GRANT)

SHOP THE MARKET



**SNAP BENEFITS ACCEPTED!**

MOSCOW FARMERS MARKET  
TUESDAY GROWERS MARKET

**Moscow Farmers Market**

Saturday, 8am–1pm  
Friendship Square  
between Main & Jackson Sts

**Growers Market**

Tuesday, 4:30–6:30pm  
Moscow Food Coop  
121 E. 5th Street

Moscow markets are filled with  
locally grown food, flowers,  
plants & crafts.

There is live music, too!

Please join us  
from May–October.

**SNAP benefits now accepted  
for most food items  
and veggie seeds & starts.**

---

# SHOP THE MARKET



You can now use your **FOOD STAMP BENEFITS** to purchase (among other things) fresh fruits & veggies, bread, cheese, eggs, meat, seeds & plant starts at the

## **MOSCOW FARMERS MARKET**

*8am–1pm, Saturdays, Friendship Square*

## **TUESDAY GROWERS MARKET**

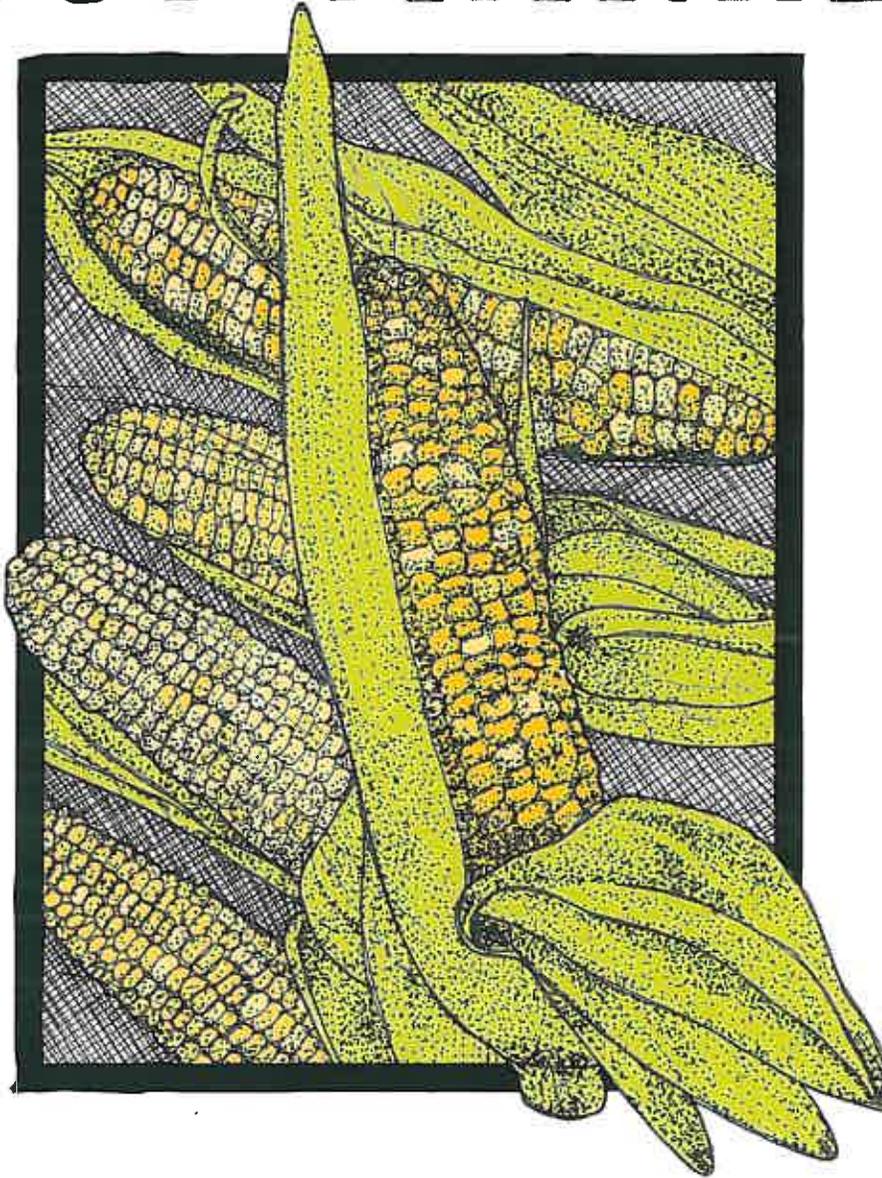
*4:30pm–6:30pm, Tuesdays, Moscow Food Co-op Parking Lot*

Both markets are open May through October.

Just look for the booth with the Shop the Market sign to access your benefits.

SHOP THE MARKET is made possible by *Backyard Harvest*, the *City of Moscow* and the *Moscow Food Co-op*.  
For more information please call 208.669.2259 or visit [www.backyardharvest.org/shopthemarket](http://www.backyardharvest.org/shopthemarket)

# SHOP THE MARKET



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**MOSCOW FARMERS MARKET**

*8am-1pm, Saturdays, Friendship Square*

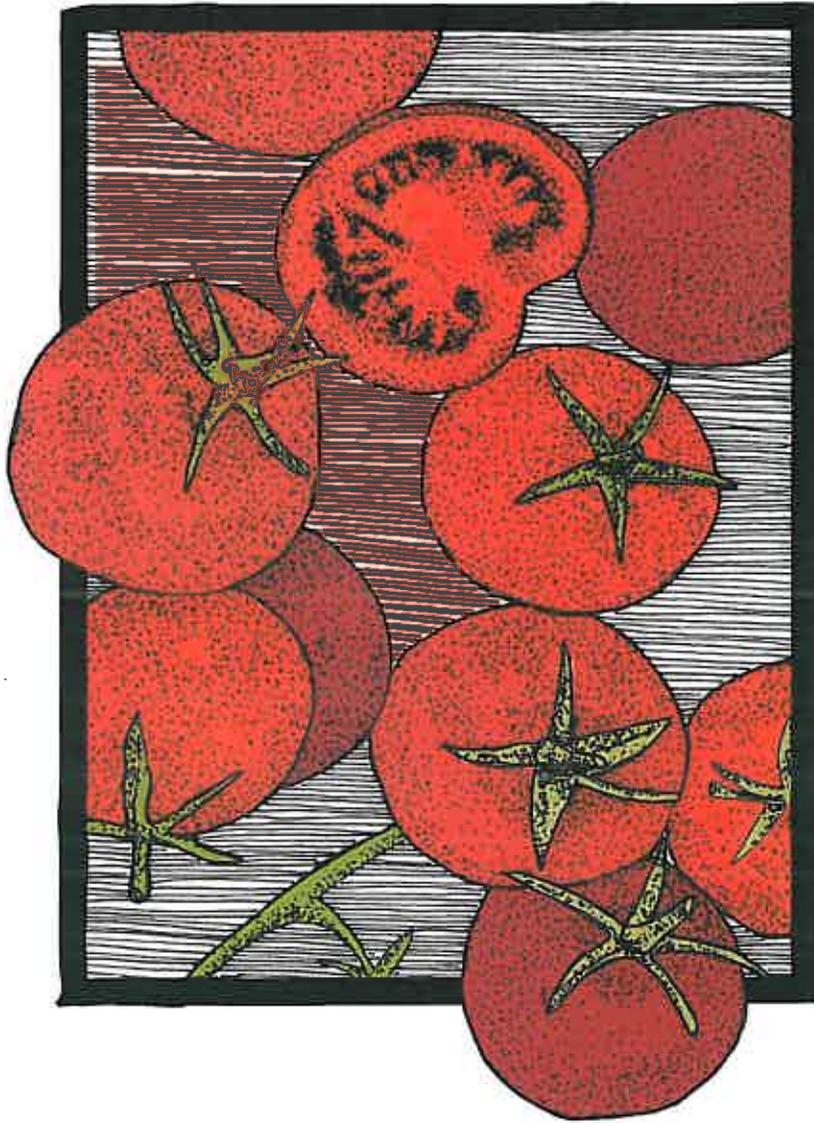
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For more information please call 208.669.2299 or visit [www.backyardharvest.org/shopthemarket](http://www.backyardharvest.org/shopthemarket)

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# **Press Release**



City of Moscow  
Arts

# Press Release

**To:** Interested Media

**From:** DJ Scallom, Arts Assistant, 206 E. 3<sup>rd</sup> St., Moscow, Idaho 83843, telephone: (208) 883-7036, Fax: (208) 883-0737, e-mail: [dscallom@ci.moscow.id.us](mailto:dscallom@ci.moscow.id.us)

**cc:** Kathleen Burns, Arts Director

**Date:** October 26, 2010

**Re:** Moscow Farmers Market

---

## Moscow Farmers Market



All good things must come to an end. The last Moscow Farmers Market 2010 is this Saturday, October 30, 2010. The Market runs from 8am – 1pm May through October and features live music, local produce, craft vendors, and food vendors. At Friendship Square live music starts at 9:30am! Don't forget to sign the card thanking our vendors and supporters of the Moscow Farmers Market 2010.

Also fall is showing its colorful face at the market with apples, pears, squash, potatoes, herbs, flowers, plums, tomatoes, peaches, corn, melons, peppers, carrots, zucchini, beats, and cucumbers. Come and support Idaho's oldest Farmers Market by purchasing a stainless steel water bottle or our organic cotton shopping bags that have "Moscow Farmers Market" on them. You can check them out at the city booth. And, if you need help getting your purchases to your vehicle, try using one of the free market wagons. Don't forget the Market is accepting SNAP too!

**See you Saturday, May 7, 2011 for the Moscow Farmers Market 2011.**

\* Alison Meyer Photo used by permission.



# CITY OF MOSCOW

Arts Department  
206 E Third Street  
Moscow, ID 83843

Contact: DJ Scallorn, Art Assistant

p | 208.883.7036

e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)

w | <http://www.ci.moscow.id.us/art/>



## PRESS RELEASE

**Title: Moscow Farmers Market**

**05-24-2011** – Join us Saturday, May 28<sup>th</sup> for the Moscow Farmers Market at Friendship Square in Downtown Moscow! The Market runs from 8am – 1pm May through October and features live music, fresh local produce, delicious homemade baked goods, healthy nursery plants, beautiful flowers, and quality handmade crafts. At Friendship Square live music will be provided by Bill Perconti & the LCSC Jazz Band at 9:30am and then Paul and Janet Anders at 11:45am! Also, don't miss the performance by Festival Dance at 9:00am.



Meet the Moscow Farmers Market Vendor of the week: Affinity Farm. This booth features varieties of organic vegetables that change depending on the growing season. Highlights include beets, carrot bunches, greens, cucumbers, eggplant, garlic peppers, tomatoes, and many others. Affinity Farm has been a vendor at the Moscow Farmers Market for 2 years and began as a family farm established in 2001. This vendor can be found in the Alley of the Market.

Come and support Idaho's oldest Farmers Market by purchasing a stainless steel water bottle or our organic cotton shopping bags that have "Moscow Farmers Market" on them. You can check them out at the city booth. And, if you need help getting your purchases to your vehicle, try using one of the free market wagons. Don't forget the Market is accepting SNAP too!

\* Sharon Brewer image used by permission

The City of Moscow Farmers Market is a proud partner and sponsor of Shop the Market and recent grant recipient of the Farmers Market Promotion Program Grant. Check for updates and let us know how we are doing on Facebook at Moscow Farmers Market, Yelp, and Trip Advisor!

###

**Story Contact:** DJ Scallorn  
**Phone:** 208.883.7036  
**Email:** [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)

**High Resolution Photos are available.**

*The City of Moscow delivers quality municipal services while ensuring responsible use of resources. We anticipate and meet the needs of our diverse population in order to build public trust and enhance a sense of community.*

## DJ Scallorn

City of Moscow

Arts Assistant

p | 208.883.7000 ext. 7204

f | 208.883. 0737

e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)



**From:** DJ Scallorn  
**Sent:** Tuesday, July 26, 2011 11:45 AM  
**Subject:** Moscow Farmers Market

## CITY OF MOSCOW

Arts Department  
206 E Third Street  
Moscow, ID 83843  
Contact: DJ Scallorn, Art Assistant  
p | 208.883.7036  
e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)  
w | <http://www.ci.moscow.id.us/art/>



## PRESS RELEASE

**Title:** Moscow Farmers Market



**7-26-2011** – Join us Saturday, July 23<sup>rd</sup> for the Moscow Farmers Market at Friendship Square in Downtown Moscow! The Market runs from 8am – 1pm May through October and features live music, fresh local produce, delicious homemade baked goods, healthy nursery plants, beautiful flowers, and quality handmade crafts. At Friendship Square live music will be provided by Tom Drake and Friends at 9:30am and then stick around for Dave Smith of the Solo Loco Band at 11:45am! Don't miss the UI Extension Booth Nutrition in a Snap from 10:00am – noon.

Please vote for the Moscow Farmers Market as your favorite Farmers Market at: [www.farmland.org/vote](http://www.farmland.org/vote).

Meet the Moscow Farmers Market Vendor of the week: Coyote Custom Art. This booth features handmade items including batik, fabrics, feathers, and tie dye. This vendor can be found in Bay 3 of the Market.

Come and support Idaho's oldest Farmers Market by purchasing a stainless steel water bottle or our organic cotton shopping bags that have "Moscow Farmers Market" on them. You can check them out at the city booth. And, if you need help getting your purchases to your vehicle, try using one of the free market wagons. Don't forget the Market is accepting SNAP too!

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City of Moscow  
Arts Assistant  
p | 208.883.7000 ext. 7204  
f | 208.883. 0737  
e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)



# CITY OF MOSCOW

Arts Department  
206 E Third Street  
Moscow, ID 83843

Contact: DJ Scallorn, Art Assistant

p | 208.883.7036

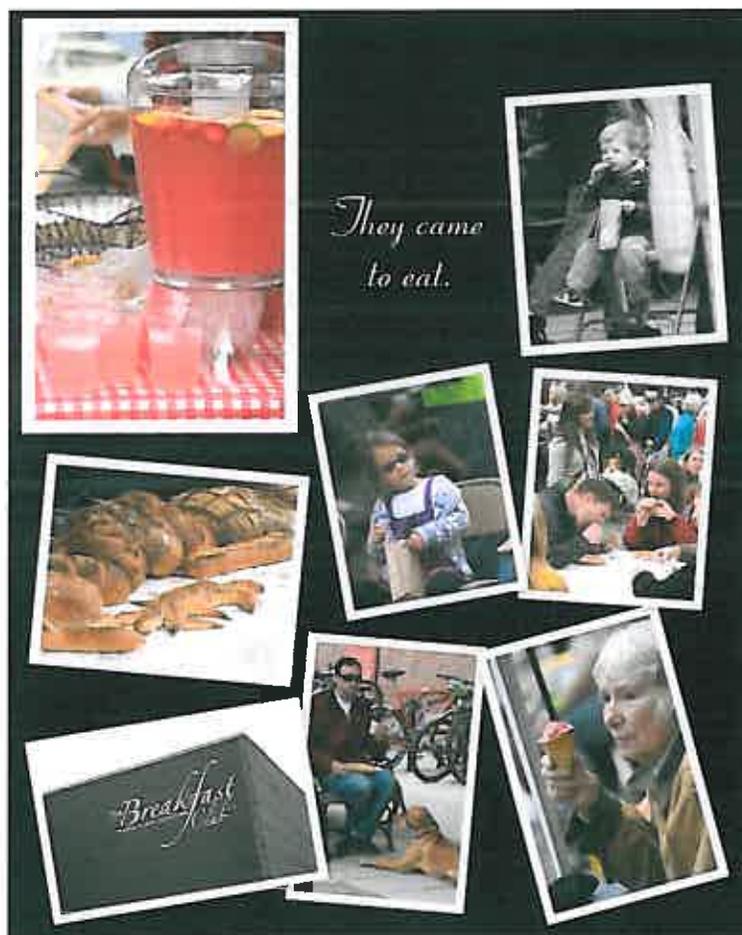
e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)

w | <http://www.ci.moscow.id.us/art/>



## PRESS RELEASE

Title: Moscow Farmers Market



*They came  
to eat.*

**8-30-2011** – Join us Saturday, September 3<sup>rd</sup> for the Moscow Farmers Market at Friendship Square in Downtown Moscow! The Market runs from 8am – 1pm May through October and features live music, fresh local produce, delicious homemade baked goods, healthy nursery plants, beautiful flowers, and quality handmade crafts. At Friendship Square live music will be provided by Forgotten Freight at 9:30am and then stick around for Ian Skavdahl at 11:45am!

Meet the Moscow Farmers Market Vendor of the week: Sticky Fingers Farm. This booth features handmade ice cream including a wide variety of dairy free and vegan options with creative and unique flavors. This vendor can be found in Bay 2 of the Market.

Come and support Idaho's oldest Farmers Market founded by the Moscow Arts Commission by purchasing a stainless steel water

bottle or our organic cotton shopping bags that have "Moscow Farmers Market" on them. You can check them out at the city booth. And, if you need help getting your purchases to your vehicle, try using one of the free market wagons. Don't forget the Market is accepting SNAP too!

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## DJ Scallorn

City of Moscow

Arts Assistant

p | 208.883.7000 ext. 7204

f | 208.883. 0737

e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)



## CITY OF MOSCOW

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206 E Third Street

Moscow, ID 83843

Contact: DJ Scallorn, Art Assistant

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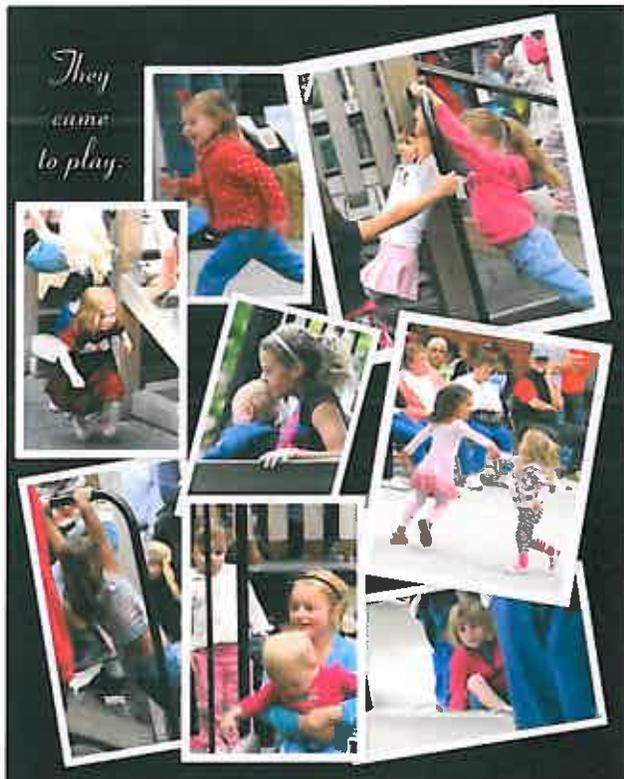
w | <http://www.ci.moscow.id.us/art/>



# PRESS RELEASE

**Title: Moscow Farmers Market**

**September 27, 2011 – Join us Saturday, October 1<sup>st</sup> for the Moscow Farmers Market at Friendship**



Square in Downtown Moscow! The Market runs from 8am – 1pm May through October and features live music, fresh local produce, delicious homemade baked goods, healthy nursery plants, beautiful flowers, and quality handmade crafts. At Friendship Square live music will be provided by the Natalie Rose at 9:30am and then stick around for Casey Kristosserson at 11:45am!

Don't miss the Great Moscow Food Drive from 8am – 1pm. Please bring canned foods, non-perishable foods, hygiene, and household items to help out area families needing food assistance. Items collected will go to the Moscow Food Bank and the Trinity Food Pantry.

Meet the Moscow Farmers Market Vendor of the week: Alison Meyer Photography. This booth features unique and original photographs, notecards, books, calendars, and stationery pads. This vendor can be found in Bay 1 of the Market.

Come and support Idaho's oldest Farmers Market by purchasing a stainless steel water bottle or our organic cotton shopping bags that have "Moscow Farmers Market" on them. You can check them out at the city booth. And, if you need help getting your purchases to your vehicle, try using one of the free market wagons. Don't forget the Market is accepting SNAP too!

\* Sharon Brewer image used by permission

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**Email:** [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)

**High Resolution Photos are available.**

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City of Moscow

Arts Assistant

p | 208.883.7000 ext. 7204

f | 208.883. 0737

e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)



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Arts Department  
206 E Third Street  
Moscow, ID 83843  
Contact: DJ Scallorn, Art Assistant  
p | 208.883.7036  
e | [dscallorn@ci.moscow.id.us](mailto:dscallorn@ci.moscow.id.us)  
w | <http://www.ci.moscow.id.us/art/>



## PRESS RELEASE

**Title: Moscow Farmers Market**

**October 25, 2011 – Join us Saturday, October 29<sup>th</sup> for the Moscow Farmers Market at Friendship Square**



in Downtown Moscow! The Market runs from 8am – 1pm May through October and features live music, fresh local produce, delicious homemade baked goods, healthy nursery plants, beautiful flowers, and quality handmade crafts. At Friendship Square live music will be provided by Soulstice at 9:30am!

Also, don't miss the Moscow Police Department's Prescription Drug Program.

All good things must come to an end. The last Market of the 2011 season is this Saturday. See you May 05, 2012!

Meet the Moscow Farmers Market Vendor of the week: Pine Crest Gardens. This booth features varieties of fresh produce, cut flowers, jams, plants, and clay beads. Highlights, depending on the growing season, include: cherries, raspberries, tomatoes, carrots, beets, chard, lettuce, parsley, and peppers. This vendor can be found in Bay 1 of the

Market.

Come and support Idaho's oldest Farmers Market by purchasing a stainless steel water bottle or our organic cotton shopping bags that have "Moscow Farmers Market" on them. You can check them out at

the city booth. And, if you need help getting your purchases to your vehicle, try using one of the free market wagons. Don't forget the Market is accepting SNAP too!

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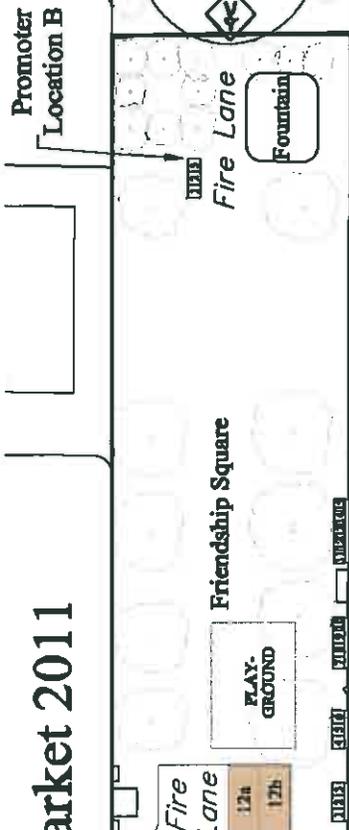
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# Publications

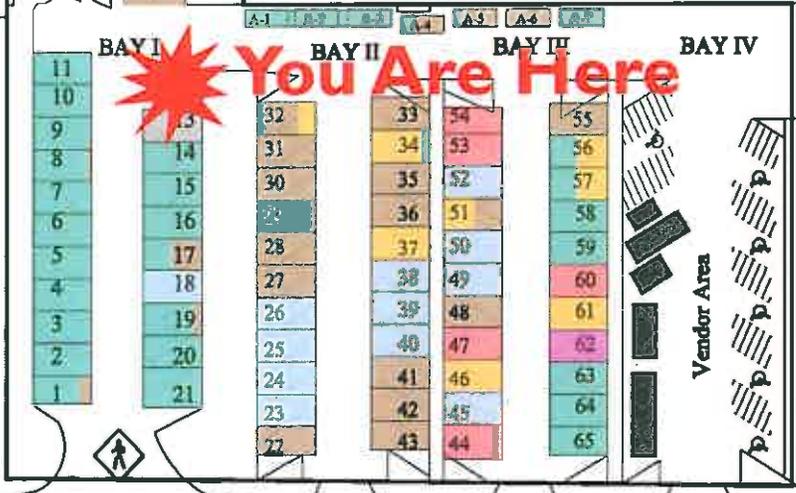
# Moscow Farmers Market



- Affinity Farm
- Orchard Farm
- Sally Chang Designs
- East Ocean Designs
- Cochrane Farms
- Fiddler's Ridge Farm
- Palouse Prairie Wholesome Grains
- Forest Nursery
- Brockman's
- Harvard Yale Honey Co LLC
- Hagen Orchard
- Cottonwood Creek Flowers
- Tonnemaker Hill Farm
- Photography by Alison Meyer
- City of Moscow Information Tent
- Elk Meadow Farm and Nursery, LLC
- Genesee Valley Daolist Hermitage
- Living Soil Microfarms
- Pine Crest Gardens
- Jerry Lee Farm
- Pokey Creek Farm
- Santa Creek
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Farmers Market 2011



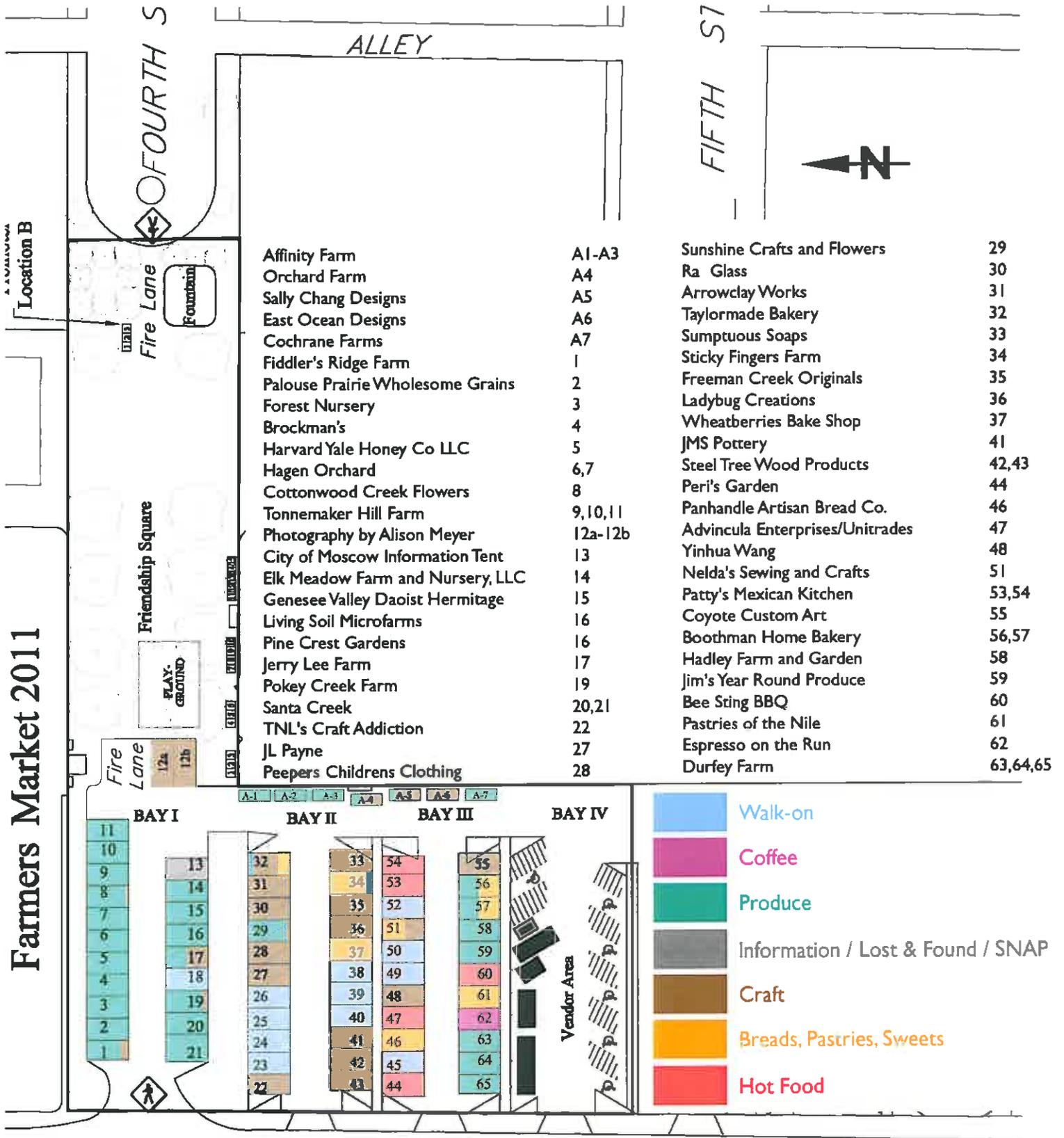
- Walk-on
- Coffee
- Produce
- City of Moscow Tent
- Craft
- Breads, Pastries, Sweets
- Hot Food

JACKSON ST.



[www.moscow.id.us/art/fm/](http://www.moscow.id.us/art/fm/)

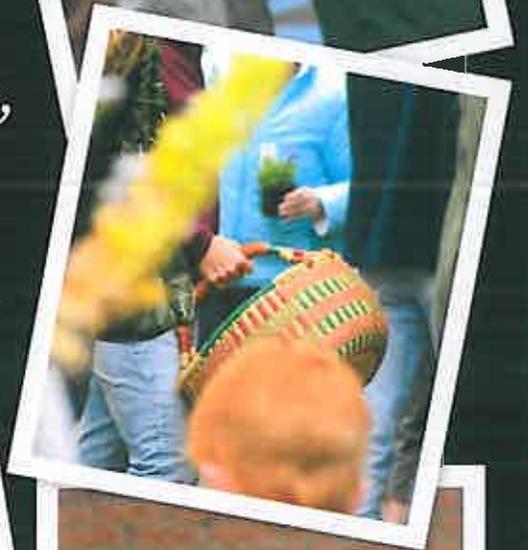
# Farmers Market 2011



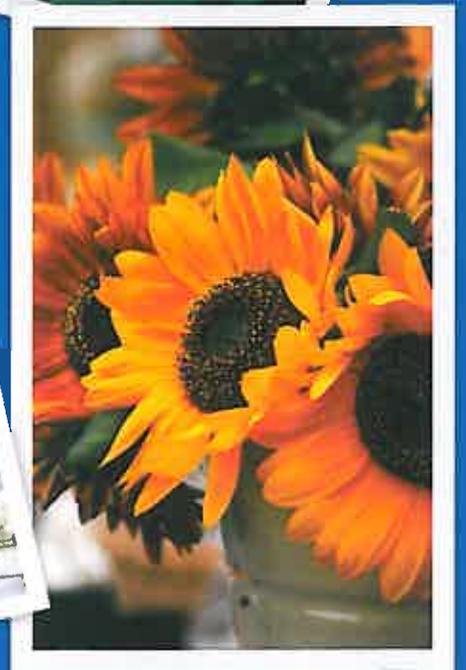
[www.moscow.id.us/art/fm/](http://www.moscow.id.us/art/fm/)



*They pulled wagons, carried baskets,  
and packed boxes  
with fresh goodies.*



*They came  
for flowers.*



*They  
came  
to play.*









Cabbages  
1.50 each

Green Beans  
5/99 lb

Zucchini  
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Yellow  
Squash  
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Green Beans

White  
Bread

White  
Bread

Potatoes

White  
Bread

White  
Bread

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**Moscow Farmers Market**  
 Category: Farmers Market [Edit]  
 Friendship Square  
 Moscow, ID 83843  
 (208) 883-7036  
[www.moscow.id.us/adfm/index.aspx](http://www.moscow.id.us/adfm/index.aspx)

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 Sat 9 am - 1 pm  
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**Hours:**  
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Moscow Farmers Market, Moscow

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SEARCH

City, hotel name, etc

Would you rather:

Home → United States → Idaho (ID) → Moscow → Things to Do → Moscow Farmers Market

## Moscow Farmers Market Like

Type: Flea/ Street Markets  
 Friendship Square Moscow, ID  
 208-310-9208  
<http://www.moscow.id.us/art/fmfarmersmarket@ci.moscow.id.us>



Photos (27)

**Owner description:** This Saturday event celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with the..... more »

### Travelers Who Viewed This Attraction Also Viewed

- University of Idaho Arboretum & Botanical Garden  
Location: Moscow, ID
- Latah Trail Bike Path  
Location: Moscow, ID
- Hamilton-Lowe Aquatics Center  
Location: Moscow, ID

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See all sites

Other TripAdvisor sites: [SeatGuru](#) [Family Vacation Critic](#) [Cruise Critic](#)

## Moscow Farmers Market

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 Erica Dolinsky Looking for some beautiful jewelry? Visit East Ocean Designs this weekend at the market! You can learn more about Jane and her jewelry on her website: [www.eastoceandesigns.com](http://www.eastoceandesigns.com)


[www.eastoceandesigns.com](http://www.eastoceandesigns.com)  
 My inspiration comes from nature; as I work, I look out to a green meadow and tree lined creek sumo


 June 1 at 4:39pm · Like · Comment · Share


 Erica Dolinsky Come visit another Certified Naturally Grown vendor at the market! See Beta Bunzel in Bay from Living Soil Microfarms and visit their website: [www.livingsoilmicrofarms.com](http://www.livingsoilmicrofarms.com)


[www.livingsoilmicrofarms.com](http://www.livingsoilmicrofarms.com)  
 Living Soil Microfarms grows a large variety of produce using raised-bed intensive gardening methods. A near permanent mulch promotes a healthy soil ecosystem by providing organic matter


 June 1 at 4:39pm · Like · Comment · Share


 Erica Dolinsky Please be sure to "like" the new Moscow Farmers Market page and get updates about music at the market, vendors, and what produce you can expect to see! <http://www.facebook.com/pages/Moscow-Farmers-Market/186842321362865>


 The Farmers Market has become a popular Moscow tradition since it was first established in 1977. The Saturday morning event celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with the community and it...  
 Page: 176 like this  
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**Information**  
 Category: [Organizations](#) · [Community Organizations](#)  
 Description: **The Farmers Market has become a popular Moscow tradition since it was first established in 1977. The Saturday morning event celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with the community and its produce, meat, delicious homemade baked goods, healthy nursery plants, beautiful flowers and quality handmade crafts. The market is located downtown in Friendship Square next to the Moscow Hotel. It is held each Saturday, May through October, from 8:00am - 1:00pm. Local musicians perform from 9:30 - 11:30 a.m. each week.**

**Privacy Type:**  
 Open; All content is public.

- Admins**
- Erica Dolinsky (Louisville, KY)
  - Kathleen Burns
  - D.J. Scallion

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## Moscow Farmers Market

Community Organization · Moscow, Idaho

Wall Moscow Farmers Market · Everyone (Top Posts)

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

**FARMERS MARKET**  
 Will you join us for **ONE MORE MARKET?** This Saturday marks the last market of the season. Thanks to all the vendors and community members who made this season a success!  
 Like · Comment · Share · October 27 at 7:54am · Like

2 people like this.

**Kris Sauer Wallace** I'd like to offer free donuts to vendors this Saturday. Thanks for another great market season!  
 October 27 at 11:55am · Like

**Tom Lamar for City Council** Looking forward to tomorrow. After that, I'm going to go into Farmer's Market withdrawal...  
 October 28 at 3:42pm · Like

Write a comment...

**Moscow Farmers Market**  
 This weekend: get your winter squash, listen to some fabulous, and warm-up with some delicious Turkish, Egyptian, or Filipino food! Only 4 more markets left this season!  
 Like · Comment · Share · October 5 at 12:00pm · Like

3 people like this.

Write a comment...

**Moscow Farmers Market**  
 Only 6 more markets left this season! Join us this Saturday and get your peppers roasted, taste delicious local wine, and enjoy music by the Sweet Adelines!  
 Like · Comment · Share · September 19 at 11:40am · Like

2 people like this.

**Tom Lamar for City Council** I love the peppers and the peaches!  
 September 20 at 12:01am · Like

Write a comment...

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- Orchard Farm
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- Upstate Okanogan Parade
- Wagon With Bill Stinson & Tom
- Central Okanogan International Jazz Festival
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**Northwest Passage Scenic Byway**  
**Free Discover Visitor Guide**  
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**Northwest Passage Scenic Byway**  
 Welcome to North Central Idaho, where FUN is affordable! Outdoor recreation such as fishing, camping, hunting, rafting or a jet boat tour in Hell's Canyon in Idaho's largest region is a delight from the first breath!

**Northwest Passage Scenic Byway - one of the Top 10 Scenic Drives**  
 North Central Idaho's western hospitality offers the friendliest lodging and RV Park properties you'll find anywhere, adding just that much more to your Idaho vacation. Order your Free Travel Guide today, and check out the regional map for North Central Idaho.

**Keep in Touch Fun Report**  
 Email: \_\_\_\_\_  
 Name: \_\_\_\_\_  
**SUBMIT**

**Swiftwater RV Park**  
[www.swiftwater.com](http://www.swiftwater.com)  
 2014-2015 Season Now Open!

Community Links  
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 SAC | Granddunes Chamber of Commerce | Hell Canyon Visitor  
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**Moscow Farmers Market**  
 (Moscow, Idaho)




 (11 reviews)

The Moscow Farmers Market is a popular Moscow tradition that was established in 1977. This Saturday morning event celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with the community and its visitors. Highlights include fresh produce, meat, delicious homemade baked goods, healthy nursery plants, beautiful flowers and quality handmade crafts. The Market is located downtown in Friendship Square next to the Moscow Hotel. It is held each Saturday, May through October, from 8:00am - 1:00pm. Local musicians perform from 9:30am - 11:30am and 11:45am - 1:00pm each week.

*(This listing was last updated on Nov 2, 2011)*

**Location**

Friendship Square  
 Moscow, ID 83843  
[\[ get directions \]](#)

**When and Where**

*(May-October)*  
 Friendship Square  
 Saturday, 8:00 a.m. - 1:00 p.m.

**Contact Information**

Kathleen Burns  
[www.moscow.id.us/art/index.aspx](http://www.moscow.id.us/art/index.aspx)  
 (208)863-7036

**EMAIL US**



Thanksgiving Specials

**Store Categories:**

- Chocolate & Desserts
- Christmas Wreaths
- Coffee & Tea
- CSA Subscriptions
- Dairy & Eggs
- Dried Fruits & Nuts
- Farm Crafts
- Flowers
- Fresh Fruits
- Farm / Garden
- Gifts / Gift Cards
- Grocery and Produce
- Herbal Tinctures
- Herbs and Health
- Honey / Bee Products
- Lavender
- Local Foods
- Meats and Shellfish
- Pet Needs
- Preserves



 magnify image

The Market is located downtown in Friendship Square next to the Moscow Hotel. It is held each Saturday, May through October, from 8:00am - 1:00pm.  
  
 Each week, local musicians perform from 9:30am - 11:30am and 11:45am - 1:00pm.

**Coming Events**  
  
**No Events on File**  
  
 See all events for this area....

**Latest Reviews:**  
 Care2 Review: We love this market!  




  
 Care2 Review: We love this market!  




  
 Care2 Review: We love this market!  



  
 Care2 Review: We love this market!  





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Thank you for participating in the 2011 America's Favorite Farmers Market contest and for letting the world know why you love your local market

Farmers markets are an asset to our communities and deserve our support. You can help your favorite farmers market gain the recognition it deserves and ensure that it and others like it continue to thrive

[Congratulations to the winners of the 2011 America's Favorite Farmers Markets contest!](#)

[Top 20 Favorite Farmers Markets](#)

[Top 5 Favorite Farmers Markets in Your State](#)



**Donate**  
 Help Save Our Farms  
 American Farmland Trust

"The American Farmland Trust is delivering a critically valuable service by going above and beyond to educate the public about the value and importance of preserving farmland." ~ Falls Church Farmers Market

## Idaho

Did you know that the state of Idaho has been losing more than 35 acres of farmland per day? You have the power to help save our farms and farmland. You can support Idaho farmers and farmers markets by taking these simple actions.

-  [Donate to support American Farmland Trust's work](#) to save our farm and ranch land, work with communities to secure a sustainable future for farms, and support policies that help farms thrive.
-  Spread the [No Farms No Food](#) message by requesting a free bumper sticker.
-  Vote in the [America's Favorite Farmers Markets](#) contest so that we help you grow your local farmers market!

**Idaho's Current Favorite Farmers Markets**  
Voting closes at midnight on August 31st

TOP 5	MARKET	# OF VOTES	MARKET SIZE
1.	Moscow Farmers Market	108	
2.	Capital City Public Market	47	
3.	Emmett Farmers Market	13	
4.	Idaho Falls Farmers Market	2	
5.	Marsing Farmers Market	1	

 = Boutique 15 and fewer Vendors  
 = Small 16 - 30 Vendors  
 = Medium 31 - 55 Vendors  
 = Large 56+ Vendors

## Illinois

Did you know that the state of Illinois has been losing more than 65 acres of farmland per day? You have the power to help save our farms and farmland. You can support Illinois farmers and farmers markets by taking these simple actions.

-  [Donate to support American Farmland Trust's work](#) to save our farm and ranch land, work with communities to secure a sustainable future for farms, and support policies that help farms thrive.
-  Spread the [No Farms No Food](#) message by requesting a free bumper sticker.

Embed this Widget on your website:

```

<script>var
AFMstate
= 'ID';</script>
<script
src="http://marketvo
te.farmland.org/topm
  
```



# Marketing

Please choose the best answer for each question.

What event are you attending today? \_\_\_\_\_

Resident  Out of Town Guest Home Zip Code: \_\_\_\_\_ Date: \_\_\_\_\_

If you are an Out of Town Guest – how long will you be visiting?

1 - 3 Days  4 - 6 Days  7 - 10 Days  11-14 days  More than 14 Days

What are the primary and secondary reasons for your visit today?

(Mark 1 for primary, 2 for secondary)

This Event  Family  Business  Shopping  Outdoor Activities  
 Dining Out  Sporting Event  Cultural/Historical Interest  Art Galleries  
 Other: \_\_\_\_\_

How did you hear about this event?

Newspaper  Word of Mouth  Attended Before  Didn't Hear  
 Other: \_\_\_\_\_

What is your budget for this event?

\$0 - \$20  \$21 - \$50  \$51 - \$100  \$101 - \$200  More than \$200

THANK YOU!

## Market Musings

Photographs Inspired by the Moscow Farmers Market

by

Alison Meyer

Includes the  
premiere of  
the 2010  
Farmers Market  
poster, designed  
by Alison!

Third Street Gallery  
Moscow City Hall  
206 E. Third Street  
2nd & 3rd floor

Opening reception  
& poster signing:  
April 29, 2010  
5 pm - 7 pm.

Refreshments provided  
Through June 4th.



## Moscow Farmers Market

How was your visit?

When you get home,  
please tell us how we are doing.



[www.moscow.id.us/art/fm/](http://www.moscow.id.us/art/fm/)

## Moscow Farmers Market

SATURDAY

8am - 1pm

May - October



[www.moscow.id.us/art/fm/](http://www.moscow.id.us/art/fm/)



# COMMUNITY FOOD WORKS



## TUESDAY GROWERS MARKET

MAY-OCTOBER | 4:30-6:30 | CO-OP PARKING LOT

FRESH PRODUCE | MEATS | EGGS | HERBS  
SEEDLINGS | CUT FLOWERS + MORE!

**WE ARE NOW ACCEPTING VENDOR APPLICATIONS**

SEASON RATES | \$75 FULL STALL | \$40 HALF STALL  
WALK-ON RATES | \$5 FULL STALL | \$3 HALF STALL

FOR APPLICATION AND MORE INFORMATION CONTACT BRITT HEISEL AT  
**GROWERSMARKET@MOSCOWFOOD.COOP**

MOSCOW FOOD CO-OP + BACKYARD HARVEST



American Farmland Trust  
SAVING THE LAND THAT SUSTAINS US

November 2011

Dear DJ,

I want to thank you again for participating in American Farmland Trust's America's Favorite Farmers Market contest. You are truly doing amazing work to enhance your community and support your local farmers. The America's Favorite Farmers Markets contest would not be possible without your constant involvement and engagement and I hope that you will participate in future campaigns to spread the word about saving America's farm and ranch land.

As you well know, America has been losing more than an acre of farmland to development every minute. As a market manager you represent one of the best ways to protect the land for future generations by keeping farms in business. We appreciate all that you do to connect the dots between farmers and consumers in your community week after week.

I hope you enjoy the enclosed, I Support My Farmers Market stickers, certificate and apron from Epicurious.com as tokens of our appreciation!

Thank you again for all of your hard work and congratulations on a well earned ranking in America's Favorite Farmer's Market Contest. We hope that you continue to build support for your market!

Sincerely,



Gretchen Hoffman  
American Farmland Trust

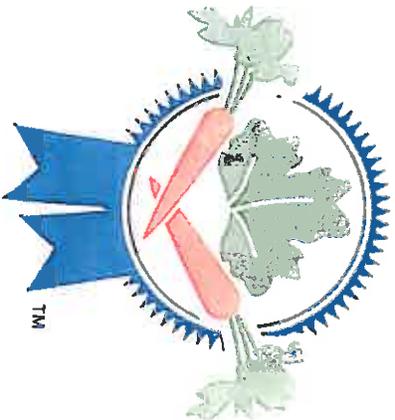
Congratulations

AMERICA'S FAVORITE  
Farmers Market

American Farmland Trust is proud to honor

*Moscow Farmers Market*

As America's Favorite Farmers Market in the state of Idaho



In honor of your help saving American farmland, and getting fresh, local food to your community.

*Signatures*

*Jane Bickler*

*Date 11/7/11*



American Farmland Trust

# **Rapid Market Assessment**

**Moscow Farmers' Market**  
**Rapid Market Assessment**  
**8 August 2009**

Market Name: Moscow Farmers' Market  
Date of Assessment: August 8, 2009  
Market Hours: Saturdays, 8:00 am to 12:00 pm  
Location: Friendship Square, between Main and Jackson Streets, Moscow, ID  
Market Manager: Tym Park  
Market Staff: Paid full-time, Arts Director; part-time seasonal, paid FM Manager;  
Part-time sound technician and one seasonal part-time volunteer  
Fees: Season pass fees average \$5 to \$25 per week for a 28 week season;  
Walk-on space fees are \$18 to \$25  
Vendors: Approximately 65 vendors:  
50 % Produce  
25% Specialty food  
25% Crafts  
Estimated Market Sales: **\$47,753.65**  
RMA Team Members: Cinda Williams, UI Extension Educator, Latah County, Moscow  
Lydia Clayton UI Extension Educator Nez Perce County, Lewiston  
Kathe Tift, UI Extension Educator Nez Perce County, Lewiston  
Melissa Radloff, Rural Roots, Moscow, ID  
Chris Waybright, UI Engineering student, Moscow, ID  
Charlie Park, volunteer, Viola, ID  
Kasondra Cross, volunteer, Pullman, WA  
George Durrin, Farmers' market vendor, Viola, ID  
Kathleen Burns, Arts Director, Moscow, ID  
Chris Sokol, Moscow Public Library, Moscow, ID  
Tristan Sokol, student, Moscow Arts Commission, Moscow, ID  
Joann Muneta, Moscow Arts Commission, Moscow, Idaho  
Peg Sack, Moscow Arts Commission, Moscow, ID  
Marci Miller, UI student Soil Stewards, Moscow, ID  
Greg Freistadt, UI student, Soil Stewards, Moscow, ID

RMA Report Author: Cinda Williams

**Part 1: Consumer Information:**

**Estimated Total Audience: 5017**

	<b>Count</b>	<b>Percentage</b>
8:00 am to 9:00 am:	869	17%
9:00 am to 10:00 am:	1379	27%
10:00 am to 11:00 am:	1685	34%
11:00 am to 12:00 pm:	1084	22%

**Comments:** From observation (and numbers reflecting the same) the peak time for customers appears to be between 9 and 11 am. There were still many people in the market during the last hour of the market. The dot survey respondent numbers were higher in the 11 am to 12 noon time period (this is not directly proportional to numbers in the market; may be a reflection of the word getting out about the dot survey in later half of market).

All shoppers entering the market from Jackson Street entrances were counted together and made up 35% of the total.

**Question #1: Would you support a policy banning dogs and small animals from the market?**

	<b>Count</b>	<b>Percentage</b>
YES	220	25%
NO	592	67%
NOT SURE	75	8%

**Comments:** Overall, 67% of the surveyed market customers responded that they would NOT support a ban on dogs in the farmers' market. Two issues were brought to the attention of RMA volunteers conducting this survey: 1) the survey location was set up in an area of the market that was closed off to dogs (this occurred by accident not by design and anyone with a dog that wanted to do the survey was allowed to participate) and 2) several customers asked for clarification relating to 'Assistance Dogs'. It was also noted that after 'word got out' about the voting on allowing dogs in the market, many more people came to vote. While the percentage of total responses in the last hour was not that much higher (30% of the total days responses), the percentage of "No" votes during the 11 am to 12 noon period was 77 percent, while the percentage against the ban during the 8 to 9 am period was only 56 percent.

**Question #2: About how much have/will you spend at the market today?**

<u>Dollar Amounts</u>	<u>Shopper Percentage</u>
\$0	5%
\$5	11%
\$10	18%
\$15	15%
\$20	25%
\$30	15%
\$40	5.5%
\$50+	5.5%

**Comments:** Spending is estimated by shopping group (adults who spend from one “wallet”) and not per individual. Over 50 % of shoppers indicate they will spend between \$5 and \$20 in the market.

Additional information calculated from this question:

**Average amount spent per shopping group = \$19.05**

Average amount spent per shopping group from 8:00 am to 10:00 am =\$21.81

Average amount spent per shopping group from 10:00 am to 12:00 pm =\$16.87

**Total market sales** can be estimated as follows:

5017 shoppers divided by 2.0 adults per shopping group = 2508

2508 (shopping groups) divided by 833 (the number of shoppers who completed survey Q #2) = 3.01. This number factors in the number of people who were in the market that were not surveyed.

We then multiply 3.01 times the dollar amount that survey respondents indicated they would spend or  $\$15,865 \times 3.01 = \mathbf{\$47,753.65}$

### Question #3: Where do you live?

<u>Locations</u>	<u>Shopper Percentage</u>
Moscow	55%
Other Latah County	8%
Pullman and Whitman County	21%
LC Valley; Asotin and Nez Perce County	2%
Other N. ID and E. WA	3%
Out of area, visitor, and tourist	11%

**Comments:** About 55% of the shoppers responding to the survey were from Moscow. The percentage of respondents from Moscow stayed mostly steady throughout the market. The percentage of people from 'Pullman/Whitman County', 'Other N ID or E WA', and 'Out of area/Visitors' each doubled from the 8 am – 9 am period to the 11 am to noon period.

### Question #4: What is the # 1 change you would recommend to improve the market?

<u>Possible changes listed</u>	<u>Shopper Numbers</u>	<u>Percentage</u>
Move Market to Main St	42	5
Shade Sheds over Parking Bays	48	5.7
Expand Market Hours:	292	34.7
Install ATM/ cash machine near market	114	13.6
No Change	345	41

**Comments:** The highest percentage of shoppers (41%) surveyed indicated they would recommend no changes for the market. It is important to note that of the choices presented to respondents, 41% indicated that they would recommend 'no change', however the structure of this data does not indicate whether any additional changes (other than those listed) would be recommended by respondents.

## **Part 2: RMA Team Member Comments, Suggestions and Observations**

The purpose of this section of the report is NOT to provide an overall “grade” to this market or rank it against any other market; rather the team of volunteers used their “fresh eyes” to provide feedback about the individual elements that they observed. They noted what they liked, what they thought could be changed or improved and questions they had. The RMA process is about sharing – both the market being observed and the observers should gain new insights and ideas.

### **Atmosphere**

Feel of the market, type of shoppers, conversations, educational activities, color, etc.

#### **Most important messages about the atmosphere to convey to Market Manager:**

- Great social atmosphere-people plan to “meet” at the market
- Fun and Festive atmosphere!
- Positive, bustling atmosphere, people like the market!

#### **Most significant observations team members will take back with them:**

- Popular all season and a regional draw.
- Music adds so much.
- Configuration of vendors-fun/festive
- Good shopper diversity
- Music is a big draw.

*What team members appreciated about the atmosphere of the market:*

- Familiar family-oriented atmosphere-the community like their market
- Appeals to individuals as well as large family groups
- Great music-crowd gets market food
- Music adds so much.
- Configuration of vendors fun/festive
- Good shopper diversity
- Nice to have it begin in May and end in October
- Happy people
- Many different things to do-listen to music, play on playground, shop, eat.
- People are generally so happy
- Great combination of music and vendors

*Suggested changes or improvements regarding the atmosphere of the market:*

- More educational activities-cooking classes, children related activities would add to the variety.

- I love the dogs but maybe they should be more strongly discouraged, not because they bother people but because it seems cruel to dogs to walk in a crowded area, stand on hot pavement in high heat conditions and have no access to water.
- More educational kiddy activities
- More Moscow FM signage
- More seating
- Playground is great for a gathering place for children but did not see child-oriented activities within market to engage children.

## **Vendors and Products**

Product mix, product quality, signage, display, customer service, etc.

<p><b>Most important messages about the vendors and products to convey to Manager:</b></p> <ul style="list-style-type: none"> <li>• Great mix-strong customer service</li> <li>• Love the mix of vendors!</li> <li>• My family would like to see more produce and plant stalls, especially earlier in the season. Surely someone in the LC Valley has early tomatoes! Also more organic stuff.</li> <li>• Separate “produce, “crafts” “prepared food”</li> <li>• Excellent Quality Products!</li> <li>• A great mix of vendors and products</li> </ul>
<p><b>Most significant observations team members will take back with them:</b></p> <ul style="list-style-type: none"> <li>• Viable market-good signs, service, product mix, organization</li> <li>• Wide variety of offerings from raw food to non-edible to products</li> <li>• Food vendors are an important part</li> </ul>






*What team members appreciated about the vendors and products:*

- Good mix of produce, art, crafts, flowers, and ready to eat products.
- Good customer service, vendors are courteous, friendly, helpful, and not pushy.
- Mixed arrangement of vendors.
- Mostly good signage for vendors.
- The market seems very well-organized.
- Not many major “issues” that stood out for improvement.
- Nice displays/canopies, most vendors had signs.
- Good mix and quality throughout.
- Variety of booths/products keeps things interesting.
- That everything is local.
- That you’re pretty flexible for vendors.
- I like the non-profit set-up.

*Suggested changes or improvements regarding the products or vendors:*

- I would like vendors organized by product-1 Bay produce, 1 Bay crafts, 1 Bay prepared food.
- Encourage all vendors to have signs for their booths.
- Make all prices include taxes...it's easier.
- Very few vendors have signage about their booth-who are they?
- Difficult to send others to specific vendors.

### **Physical Site**

Access, parking, flow of people, liability issues, organization

**Most important message to Market Manager about the physical site:**

- Large dogs around food and very small children.
- Moving to downtown (Main Street) would provide more parking!
- Parking bays work well to organize compactly. I walk or ride my bike to the market so parking does not affect me and it's difficult to tell how it might be for those who drive.
- Parking is an issue.
- Places to sit and eat near the food vendors, I think we need a large area to spread out and expand the market.

**Most significant observations volunteers will take back with them:**

- Encourage people to linger with more food and tables, places to eat in shade.
- People seem to like the physical site as it is.
- Bathrooms/hand washing is a must.
- Clean market/organized vendor space

*What volunteers appreciated about the atmosphere at the Market:*

- Wide aisles between vendor bays-easy to walk around others without bumping into them
- Proximity to downtown.
- Keeping dogs out of food vendor area
- Proximity to downtown businesses, playground, and Friendship square, with more music.
- Downtown location is "central" to businesses
- Locations should be a win-win for community
- Flow is good with wide rows
- Well organized- I like the different areas for producers/plants, crafts and foods
- Information booth is good a addition

- There is a place to get out of the congested areas by the playground and Friendship square-but not enough seating?

*Suggested changes or improvements regarding the physical site:*

- It gets quit congested in the vendor area-hard to maneuver with strollers
- Concern over look of parking. The parking lot area is not very clean today
- A place to sit and eat would be nice.
- Shopping carts/wagons? (But not sure it's reasonable-too crowded.)
- Need Recycling bins next to garbage cans.
- I've heard some people say that the hours 8-12 is not long enough and that they'd like the market to run later than noon.
- Bathrooms?
- Hand washing station?
- Parking.
- Flow of market has stopped completely around large popular product vendors
- Stating the obvious: you need more space.
- Parking is not plentiful- especially difficult for elderly.

### **General Public Comments**

Additions to dot answers, conversation points, comments on survey, market, etc.

**Most important 'general messages (some overheard from the public) to convey to the Market Manager:**

- Keep engaging customers and asking for input.
- The market is a marvel of good management and civility-thank you!
- Seating area for folks.

**Most significant general observations or things heard that volunteers will take with them:**

- Seating areas are important.
- Encouraging that so many market-goers were interested in participating in the survey.
- People appreciated the opportunity to add comments, but the 4-dot approach kept things easy and organized.
- People love the Moscow FM

*General positive comments from volunteers, market attendees or vendors:*

- People liked to do Dot Survey-like to provide input-they suggested the “comment” page
- Most people in very good moods-finding what they wanted.
- I heard a conversation-2 gentleman looking at filled flip chart paper and commenting on results-felt this assessment was a great idea-noticed “expand hours” was getting a lot of dots and shared that the whole market should be expanded onto main street.

*General comments and suggestions for changes from volunteers, attendees or vendors:*

- Comments from Dots Surveyors: add recycling bins, clean-up market area.
- Tables/chairs Area to enjoy food/atmosphere.
- Feels congested. Open up structure.
- Lack of bathrooms is an issue for a lot of people.
- Longer hours.
- Move to Main Street.
- Maybe this already exists at the market booth but if not: keep a stack of “How is the Market doing” survey/comment sheets for the whole season.
- You could have a suggestion box or comment page every week at market.
- Possibly have “dog welcome” hours.

**Comments from customers (as collected on separate flip chart):**

- Keep the dogs
- Install Port-a-Potty’s
- Put up signs to restrooms
- List of vendors for future contacting
- Add cheese vendors
- Increase the amount of produce vendors
- Distinct “Food” and “Stuff” markets like in Missoula
- Put in some tables and chairs for eating and/or more benches
- Increase parking area
- Increase amount of vendors, more “staff” as well
- Room for wellness activities...examples: Square ball, yoyo contest, etc.
- Dedicated Public Restrooms
- Tables for eating on
- Could some vendors take credit cards?
- Move someplace else with more parking
- Increase amount of “staff”
- No dogs
- Keep the dogs out!
- No! I love seeing all the dogs
- Focus on what is important

- The people are cool and so are the available products I find, it puts a smile on my face.
- The fun of coming to the market is seeing all the dogs☺
- Allow dogs but on leashes, yes!
- We love the market!
- A move to Main St. would support the downtown businesses
- Please expand market dates-we want the market all year long!
- Move to 1912 center in winter
- Expand the size of market
- Add green landscaping (trees, shrubs, etc.) (more important than parking sheds)
- I like it downtown, but not the parking lot/pavement atmosphere
- Keep the dogs! They're nicer than some of the people!
- Sell bottled water
- Please change hours from 9am to 1pm, like the Sandpoint farmer's market-thank you!
- Scoot the vendors back to the sidewalks to allow more walking space for customers.
- Add a day-sometimes during the week.
- Change the days of the week, I like to leave for the weekend
- Cooking classes associated with farmers market, like canning and fresh cooking.
- Also could be a great way for local restaurants to showcase their chefs and put local products to use, yum and fun!
- I think the dogs should be allowed
- Longer hours on Saturday and Sunday
- Work with the city and businesses to improve the entire alley
- More benches mid-market to enjoy food, and neighbors

**Moscow Farmers' Market  
Rapid Market Assessment  
July 30, 2011**

Market Name: Moscow Farmers' Market  
Date of Assessment: July 30, 2011  
Market Hours: Saturdays, 8:00 am to 1:00 pm  
Location: Friendship Square, between Main and Jackson Streets, Moscow, ID  
Market Manager: Erica Dolinky  
Market Staff: Paid full-time, Arts Director; part-time seasonal, paid FM Manager;  
Part-time sound technician and one seasonal part-time volunteer  
Fees: Season pass approximately \$7 to \$30 per week for a 26 week season;  
Walk-on space fees are \$10 to \$25  
Vendors: Approximately 65 vendors (including 21 walk-ons) on that day:  
35.5% Produce  
26% Specialty Food  
38.5% Crafts  
Estimated Market Sales: **\$53,067**  
RMA Team Members: **Cinda Williams**, UI Extension Educator, Latah County, Moscow  
**Kristen Koenig**, UI Sustainable Ag Program Associate, Moscow  
**Lisa Duplessei**, Capital City Market staff, Boise  
**Pat Munts**, WSU Spokane County Extension, Spokane  
**John Allen**, Orofino Farmers' Market vendor, Orofino  
**Kathryn Allen**, Orofino Farmers' Market volunteer, Orofino  
Joann Muneta, Moscow Arts Commission, Moscow  
Mary Ellen Brewick, Moscow Food Coop Volunteer, Moscow  
Laurie Mooney, UI Master Gardener Volunteer, Moscow  
Mary Estes, UI Master Gardener Volunteer, Palouse  
Kerry Morsek, UI Master Gardener Volunteer, Moscow  
Nate Suhr, UI Engineering student volunteer, Moscow  
Cathy Perillo, Rural Roots BOD, Moscow

**RMA Report Author: Cinda Williams**

## Part 1: Consumer Information:

**Estimated Total Audience: 5329**

	<b>Count</b>	<b>Percentage</b>
8:00 am to 9:00 am:	806	15%
9:00 am to 10:00 am:	1252	23%
10:00 am to 11:00 am:	1484	28%
11:00 am to 12:00 pm:	1267	24%
12:00 pm to 1:00 pm:	520	10%

**Comments:** From observation (and numbers reflecting the same) the peak time for customers appears to be between 9 am and 12 pm. Peak time appears to be from 10 am to 11 am. (This is reflected in the numbers completing the survey with 27% of dot survey responders occurring in the same time frame.)

The highest percentage of shoppers (31%) entered from south Main Street. The north Main Street entrance accounted for 26% of shoppers. All shoppers entering the market from Jackson Street entrances were counted together and made up 25% of the total. The remaining shoppers (18%) came in from the alley or across the parking lot located south of the market.)

### **Question #1: How much have you (or will you) spend at the market today?**

<u>Dollar Amounts</u>	<u>Shopper Percentage</u>
\$0	5%
\$5	12%
\$10	18%
\$15	14%
\$20	23%
\$30	13%
\$40	7%
\$50+	8%

**Comments:** Spending is estimated by shopping group (adults who spend from one “wallet”) and not per individual. About 55% of shoppers indicate they will spend between \$10 and \$20 in the market. Total shopper spending in the market was estimated at \$18,920.

Additional information calculated from this question:

**Average amount spent per shopping group = \$19.92**

Average amount spent per shopping group from 8:00 am to 10:00 am =\$23.35

Average amount spent per shopping group from 10:00 am to 1:00 pm =\$17.61

Average amount spent per shopping group is calculated by dividing the total amount shoppers indicate they spent (\$18,920) by the number of shopping groups surveyed on this question (950).

This equals the average amount spent per shopping group.

**Total market sales can be estimated as follows:**

5329 shoppers (total count for market) divided by 2.0 adults per shopping group = 2664

(The number of adults per shopping group ranges from 1.6 to 2.0. We are using 2.0 to reflect a more conservative estimate on spending.)

2664 (shopping groups) multiplied by the average amount spent per shopping group (\$19.92).

**Total market sales = \$53,067**

## Question #2: Where do you live?

<u>Locations</u>	<u># of shoppers</u>	<u>Percentage</u>
Moscow	462	48%
Other Latah County	91	9%
Pullman and Whitman County	230	24%
LC Valley; Asotin and Nez Perce County	49	5%
Other N. ID and E. WA	32	3%
Out of area, visitor, and tourist	103	11%

**Comments:** About 48% of the shoppers responding to the survey were from Moscow. Almost one fourth of shoppers were from Pullman/Whitman County, with only 9% from greater Latah County outside of Moscow.

**Question #3: What is your primary reason for coming to the market today?**

Agricultural Products	68%
Crafts	6%
Prepared Foods	7%
Socializing	16%
Music	3%

**Comments:**

Overall, 68% of shoppers indicated the primary reason they come to the market is for agricultural products. In the first half of the market (8 - 10 am), 78% of the respondents said they came for agricultural products in contrast to the latter half of the market (10 am - 1 pm) when 62% of those surveyed came for agricultural products. Socializing as the primary reason for attending the market increased from 10% in the first half of market to 20% later in the market.

Many respondents indicated this was a difficult question to answer because they go to the market for multiple reasons.

**Question #4: Do you plan on doing any additional shopping or eating in the downtown area this morning? If yes, how much do you anticipate spending?**

**Market Average**

Yes	66%
No	34%

**Breakdown for early vs. later hours in the market**

	<u>8 am to 10 am</u>	<u>10 am to 1 pm</u>
Yes	60%	70%
No	40%	30%

**Comments:**

Sixty-six percent of shoppers at the market indicated they would be shopping at other downtown merchants that day. The average dollar amount spent by each shopping group that answered “yes” to “planning to do additional shopping in the downtown area” was \$13.11

**Total outside market spending:** Calculated by the average dollar amount that shopping groups anticipated spending downtown (\$13.11) multiplied by the total number of shopping groups (2664) in the market = \$34,925.

## **Part 2: RMA Team Member Comments, Suggestions and Observations**

The purpose of this section of the report is NOT to provide an overall “grade” to this market or rank it against any other market; rather the team of volunteers used their “fresh eyes” to provide feedback about the individual elements that they observed. They noted what they liked, what they thought could be changed or improved and questions they had. The RMA process is about sharing – both the market being observed and the observers should gain new insights and ideas.

### **Atmosphere**

Feel of the market, type of shoppers, conversations, educational activities, color, etc.

#### **Most important messages about the atmosphere to convey to Market Manager:**

- It's fun!
- Happy atmosphere

#### **Most significant observations team members will take back with them:**

- Great place to be! I want to come back!
- Friends meeting friends

#### ***What team members appreciated about the atmosphere of the market:***

- Everyone is sharing.
- A great social atmosphere to learn, laugh, try something new, and meet someone new
- Music
- Lots of room to wander
- Shade in many places
- Friendly, lots of young and old
- Mix of educational booths are good overview of community.
- Very busy! A lot more than I expected
- Loved that the Extension office was there with a food demo
- A lot of produce buyers...yea!
- Liveliness, color, variety
- Music really added to the atmosphere when it started
- Local produce information
- Very busy and congested when we arrived at 10 am – made it seem more festive to have a lot going on.

#### ***Suggested changes or improvements regarding the atmosphere of the market:***

- Music a little quieter – seemed too loud
- More wagons

## Vendors and Products

Product mix, product quality, signage, display, customer service, etc.

### Most important messages about the vendors and products to convey to Manager:

- Add debit/credit

### Most significant observations team members will take back with them:

- Importance of signage. I want to know who they are and where they come from.
- Encourage vendors to reach out to shoppers

### What team members appreciated about the vendors and products:

- Good mix of produce, fruit, bakery, spread out throughout the market
- Craft and artisans are good.
- Many vendors had products up where you could see them.
- Color themed booths drew me in.
- Great price points for the art products.
- Great variety of products, etc. something for everyone.
- Happy atmosphere and pleasant vendors
- Good variety of food and crafts

### Suggested changes or improvements regarding the products or vendors:

- One furniture booth was too crowded to really see.
- Could use more veggies and flowers.
- Some vendors lacked signage – wasn't sure who/what they were
- No reselling of any ag products
- Would be great to take debit/credit along with EBT. You have the machine, seems like good addition.
- Saw one vendor that had a handmade sign hanging from their table like this:

~~Organic~~ \$4.50/lb.  
BLUEBERRIES

It appeared that "organic" was crossed out, but not clear if it was or not and it made me suspicious of that vendor. Were they reselling WinCo berries?

- More interaction of artisans with the public as they pass by

## Physical Site

Access, parking, flow of people, liability issues, organization

### Most important message to Market Manager about the physical site:

- Keep doing what you are doing!
- Recycle/compost/bathroom signs
- It's a great market!
- Really organized
- Info booth could be used better.
- Nice job overall
- Local, local, local
- Good layout – all makes sense and easy to learn for newcomers

### Most significant observations volunteers will take back with them:

- How nice and supportive the people are here.
- Talking to people you may have never met...
- Wonderful market
- Parking areas around the market should be advertised
- Reconsider layout of their own market from seeing how well MFM is laid out

### *What volunteers appreciated about the physical site of the Market:*

- The variety of goods being sold
- The quality of everything
- Great access, flow of market works...
- Central to town, easy to find, easy to park
- Good amount of space for each vendor.
- Great parking
- Friendly manager
- Bathrooms were great and accessible
- Enjoyed the seating area
- Good flow to set up – real easy to walk through and see everything
- Like the wagons
- Local fresh produce
- Artisan products
- Layout – enough room to maneuver but not too spread out. Food in one area, good variety of vendors
- Good idea to have one booth for the market manager

### *Suggested changes or improvements regarding the physical site:*

- Parking issue is the only thing I see – but not sure what you can do about that.
- Better recycling/composting
- Bathrooms are hidden.
- During my time at the market I saw a lot of dog arguments. It seems to be an issue.
- Information booth could be set up better ( Banner was covering the booth.)

- Parking is always iffy
- Use merchant sidewalks to promote businesses
- On a hot July day, would be nice if there were shade tents in 2 and 3<sup>rd</sup> bays, especially where tables set up for eating). By midmorning, it is pretty hot down there – correlates with fewer people in that area. (esp. Bay 2)

## **General Public Comments**

Additions to dot answers, conversation points, comments on survey, market, etc.

<b>Most important ‘general messages (some overheard from the public) to convey to the Market Manager:</b>
-----------------------------------------------------------------------------------------------------------

<b>Most significant general observations or things heard that volunteers will take with them:</b>
---------------------------------------------------------------------------------------------------

### *General positive comments from volunteers, market attendees or vendors:*

- Majority of people were happy to give input
- Impressed at the number of people from outside the area
- Most people said they were spending money at the Coop after leaving market (Q #4)
- People said the dot survey was a great way to get information.
- Many people were VERY positive about the “dot survey.”
- Response from folks regarding “doing the dots” was more positive/higher if asked “did you do the dots yet?” compared to “do you want to do the dots?”
- Happy social atmosphere

### *General comments and suggestions for changes from volunteers, attendees or vendors:*

- A couple more Do the Dots signs would be helpful. To really cover market and especially get people from the food end up to the dot survey area. (May result in better representation of attendees.)
- Arrows on the “do the dots” signs are helpful (to direct people to the right place).
- Worry about dogs
- Parking
- One person thought the music should run as long as the market is open – It adds to the shopper’s experience. She liked the type of music.

**Comments from customers** (as collected on separate flip chart and in no particular order):

- Love it! Music is great! Market is great!
- Too many dogs sniffing your legs and/or feet!
- We love the option to bring dogs. Love the music.
- Keep it the same!!!
- Do not remove growers from Lewiston/Clarkston or Prosser/Yakima. They are the reason we drove 30 miles to shop here. Growers yes, resellers no.
- Love everything except the dogs!
- Bring back the fabulous India bead artist! Some of the finest work here.
- Love the Market! Fresh food, good prices, music, social.
- The market is wonderful. But please, no dogs. And keep the level of the music sound system down so we can converse!
- I love it! One of the best I've enjoyed.
- We don't all find the dogs lovable – here there are too many!
- From Michigan – I came to see what the Moscow market was like. It looks great! ☺
- It's the best!
- It's great to have all the growers! I like that you can bring dogs and the music! I love the family farms! And the local crafty products!
- I love the market but the music is very loud and the space is tight. Any way it could be expanded? Love, love it ☺
- Wonderful event and food; too many dogs.
- This kind of market should be a common denomination across America! Great community builder – imagine it!
- Move the booths to along Main St. to get people to buy in shops and businesses. Use parking lot primarily for parking.
- I really value buying direct from the growers, glad you have so far discouraged resale.
- I love the market but the music is often too loud to allow conversation.
- I love the market here – better group dynamics than on one street.
- Too many dogs: an accident waiting to happen with kids and elderly. Tangled in leashes, barking, dog fights seem to be almost erupting. Many markets ban dogs from the local market.
- Please allow vendors to come from Yakima valley. Local is good, but we have few farmers here who grow the variety available from further south.

**About RMA:**

- Should have been a category for “the whole experience” that is our reason (for coming)!
- I came for all the reasons mentioned (on survey) music, socializing, arts and crafts, etc...! Love it!
- I came because of ag products, crafts, music and socializing all in one place.



## Attachment A Performance (Progress) Report

### Vendor Education and Training

1. "Economic Success for Artists in the 21<sup>st</sup> Century." Presented by Bruce Baker. October 30-31, 2010: A weekend workshop held locally in Moscow that addressed vendor both design, sales, product development, etc. The City provided in-kind support in the form of donated space for the workshop events to be held free of charge.
2. "Growing the Market—Growing Your Profits." November 6, 2010: A North Idaho Farmer's Market Workshop attended by Arts Director Kathleen Burns and four market vendors
3. Entrepreneur Workshops—Locally held vendor training opportunities held cooperatively by University of Idaho Extension, the City of Moscow, and 2 Degrees Northwest. Included:
  - a. "Planning for Success in this Economy." March 1, 2011
  - b. "Marketing for Success." March 8, 2011
  - c. "Financial Management." March 22, 2011
  - d. "Next Steps." March 29, 2011
4. Other regional efforts at vendor training include: "Business Tools for Artists and Specialty Food Creators" put on by 2 Degrees Northwest, USDA Rural Development, and Heart of the Arts, Inc., Clearwater RC & D Council, CCEDC, and Idaho Commission on the Arts.

### Administrator Training

1. "Idaho Summit on Hunger and Food Insecurity." October 19, 2010. Outlined goals including the following relevant to this grant:
  - a. Creating campaign for nutrition education and benefit assistance program
  - b. Developing an Idaho Food Stamp Outreach Plan
  - c. Creating an Idaho Farmer's Market Association
2. 2011 Washington State Farmers Market Association "Planning for Prosperity" January 28-29, 2011: State-wide conference with the following goals:
  - a. Strengthening volunteer voices and enhancing collaboration between vendors, farmers, and agencies
  - b. Developing inclusive practices to better serve communities
  - c. Building leadership skills to sustain and expand local programs
  - d. Renewing commitment to effect change



## AGENDA

### 2011 ANNUAL MOSCOW FARMERS MARKET VENDOR MEETING

1912 Center Arts Classroom  
April 13, 2011  
6 p.m.

1. Welcome:
  - Nancy Becker: North Central Health Department
  - Patty Gilmore: Idaho Tax Commission
  - Amy Grey: Backyard Harvest
2. 2011 Market Coordinator: Erica Dolinky
3. New Policies
  - 100 mile and 50 mile rule
  - Resale Language
  - Gross Sales Reporting
  - Season Vendor Attendance/Vacation
4. Problem Areas
  - Unloading & Loading Map Traffic
  - Vendor Parking
  - Food Vendor Tables. Adopt a Table, set up, clean, decorate, menu, take down.
5. New for 2011 Farmers Market Season
  - Walk On Vendor Meeting and paperwork
  - Storage at Moscow Pullman Daily News
  - Volunteer Recruiting (Erica)

**2011 Moscow Farmers' Market  
Pre-season City Staff Meeting  
April 26, 2011  
Mayors Conference Room**

1. Introductions:

**City Staff:**

Who is everyone, what City of Moscow department, what they do for the Moscow Farmers Market.

2. History of the Market

- Stats
- Vendor Amounts
- Walk on Vendors
- Non-Profit Groups

2. Schedule

3. Supplies

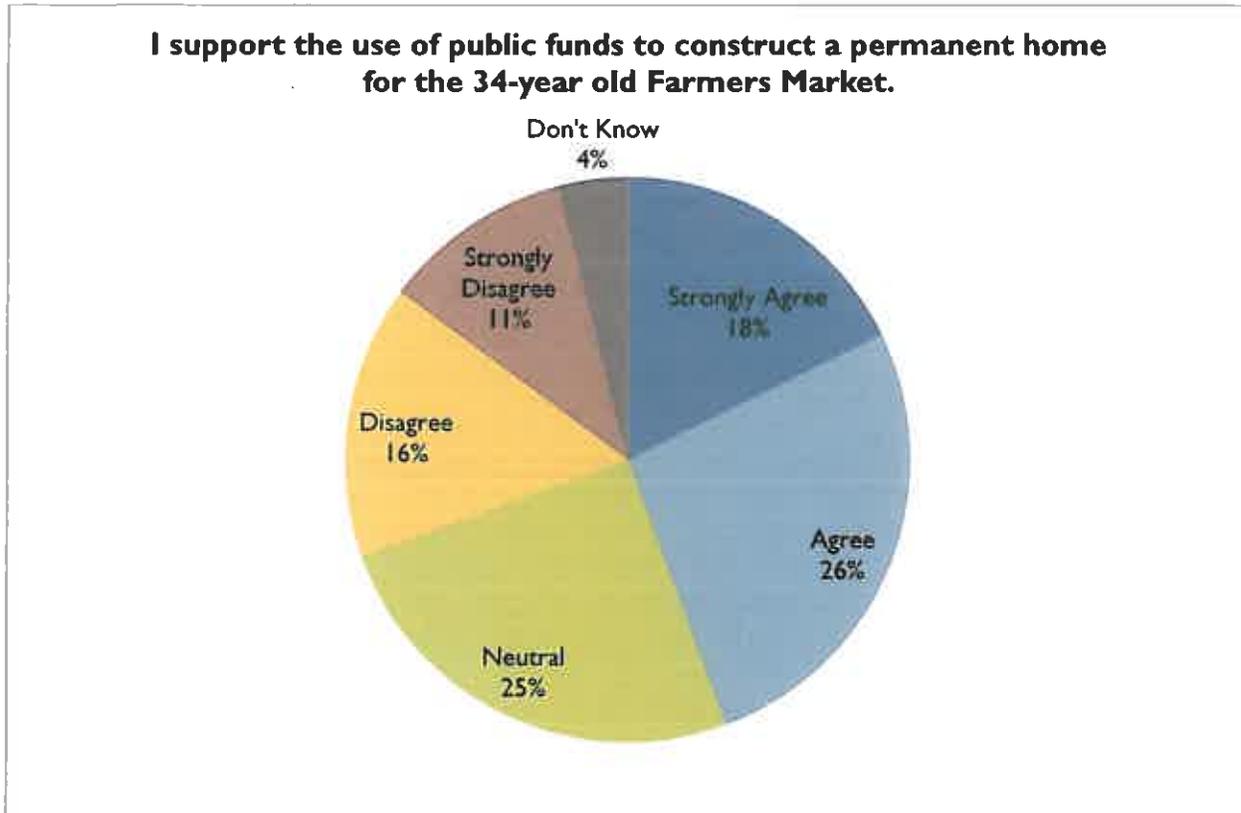
4. Needs

5. Communication Tree

6. Keeping Track: Budget & Impact.

## Arts Commission

The Arts Commission posed two questions in the 2010 survey, the first asking respondents for their opinion regarding construction of a permanent home for the Farmers Market, without noting a specific location. According to the survey 44% of respondents “strongly agree” or “agree” with the statement, “I support the use of public funds to construct a permanent home for the 34-year old Farmers Market.”



**Figure 19 - Farmers Market Support**

The second question asked respondents their preference for placement of public art in the community. Outlined in the table to the right are all responses, which notes “libraries” are the most specific preferred site at 30%, just after “all of the above” at 40%. Additional “other” comments included one specifying a preference for rotating gardens/sculptures, two noting no public art should be paid for with public dollars, one noting anywhere and one noting everywhere, six noting Main Street or downtown, three noting businesses or shopping centers, one noting city entrances, three noting no preference, and one noting that a tree would be preferred.

Preference for Placement of Public Art	
City Parks and Trails	24%
Municipal Buildings	28%
None of the Above	11%
Libraries	30%
Public Walkways	20%
All of the Above	40%

**Table 2 - Public Art Placement**

## 2011 MOSCOW FARMERS' MARKET APPLICATION

Applications must be filled out COMPLETELY and payment must be received by March 31, 2011. If not able to pay full amount, please make payment arrangements with City of Moscow Arts Department. Checks are payable to "City of Moscow".

Please review the "City of Moscow, Idaho Farmers' Market Policies" before completing this application.

Farm or Business Name: \_\_\_\_\_

Your Name: \_\_\_\_\_  
(Last Name) (First Name) (Middle Initial)

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\*Farm or Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\*If different from your mailing address. If your farm has no actual address, please describe its location (using major roads, intersections, etc.).

Daytime Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Evening Phone: ( ) \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Circle the best way for us to contact you during the Market Season: cell email day phone fax

Idaho / Washington State Tax (UBI) Number: \_\_\_\_\_

Market Vehicle Make and Model: \_\_\_\_\_

Vehicle Length: \_\_\_\_\_ Width: \_\_\_\_\_

General Liability Insurance Carrier and Policy Number: \_\_\_\_\_

Product Liability Insurance Carrier and Policy Number: \_\_\_\_\_

Note: Product Liability and General Liability Insurance Information is suggested but not mandatory for the 2011 Market Season.

If you intend to sell meat, poultry or seafood, please provide the name and contact information of the certified facility where you have it processed: \_\_\_\_\_

\_\_\_\_\_

List full names of family members, employees, or others selling with you (if any): \_\_\_\_\_

\_\_\_\_\_

List Specific Products To Be Sold At The 2011 Market And Approximate Dates Of Availability

Crop or Product	Start and End Dates	Crop or Product	Start and End Dates

Are you planning to bring any new products to Market?  Yes  No  
 If yes, please explain in detail.

\_\_\_\_\_

\_\_\_\_\_

Please check all licenses and permits you are required to have to operate your business and provide a copy of each with this application:

<input type="checkbox"/> Fisheries wholesale license	<input type="checkbox"/> Organic certification	<input type="checkbox"/> Idaho winery license
<input type="checkbox"/> Food processor permit	<input type="checkbox"/> Pesticide applicator license	<input type="checkbox"/> Hive registration
<input type="checkbox"/> Commercial kitchen permit	<input type="checkbox"/> Nursery License	<input type="checkbox"/> Egg handler
<input type="checkbox"/> Food handler permit	<input type="checkbox"/> Grade A dairy permit	<input type="checkbox"/> High hazard
<input type="checkbox"/> Temporary event permit (Health Department)	<input type="checkbox"/> Business license	<input type="checkbox"/> Foragers provide copies of any National or local forest permits, mycological society memberships, etc.
<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	<input type="checkbox"/> Other:

Note: Please circle days you will be at the Market  
 2011 Farmers' Market Season – 26 Saturdays

2011 Market Season 8:00 a.m. - 1:00 p.m.					
MAY	7	14	21	28	
JUNE	4	11	18	25	
JULY	2	9	16	23	30
AUG	6	13	20	27	
SEPT	3	10	17	24	
OCT	1	8	15	22	29

All applications, inquiries and correspondence should be sent to:

**City of Moscow**  
**Arts Department**  
**P O Box 9203**  
**Moscow, ID 83843**

Phone: (208) 883-7036  
 Fax: (208) 883-0737

**MY RESPONSIBILITIES AS A 2011 VENDOR**

I confirm that I have read the "City of Moscow Farmers' Market Policies" and the "General Release and Agreement to Hold Harmless, Defend, and Indemnify Between City of Moscow, Idaho and 2011 Farmers' Market Participant". I agree to comply with all policies contained in the City of Moscow Farmers' Market Policies. I agree to hold the City harmless, and to defend, and indemnify the City should property loss or personal harm or injury befall me or others that arises out of activities or events during my participation in the 2011 Farmers' Market. I confirm that I have all current and relevant licenses, permits, and registrations required for me to sell my product in the 2011 Market and that I will keep them current during the 2011 Market Season. Any products that I will be offering for sale at the 2011 Market will be presented to the City to be juried before I offer them for sale in the 2011 Market. I agree that I am responsible for the quality and safety of what I sell. I understand that I am responsible for making sure staff/family who work the 2011 Market has read and understood the 2011 Market Policies. I agree to offer for sale only what is listed in Appendix 5 of the Market Policies unless otherwise specifically allowed by the Arts Director or Market Manager. I agree to comply with all relevant State and local laws, rules, and regulations relative to the sale of the products I offer for sale at the 2011 Market. All of the information that I have provided to the City on this application is current, true and accurate to the best of my knowledge. I will correct or update my application information it is becomes incorrect or no longer current at any time during the 2011 Market Season.

Vendor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

FOR OFFICE USE ONLY

-----

\_\_\_\_\_ DATE APPLICATION RECEIVED

\_\_\_\_\_ DATE APPLICATION APPROVED

- CORRECT PAYMENT RECEIVED
- SURVEY RECEIVED
- LICENSES AND PERMITS COMPLETE

- RELEASE AND HOLD HARMLESS SIGNED
- 2011 PRODUCTS JURIED
- MARKET DATES APPROVED
- SPACE(S) ASSIGNED TO VENDOR

IF ALL CHECKED:

## 2011 FARMERS' MARKET SEASON VENDOR SURVEY

### I. Background Market Vendor Information:

This information is gathered to understand who is selling at the Market and the size of the business operations. It is used as part of the continuing advocacy of small farming/market business and to improve the Market's abilities to successfully support your operations.

1. Average number miles you drive one (1) way from your farm/market business to the Market: \_\_\_\_\_
2. Percent of your total annual family/household income that comes from your farming/market business: \_\_\_\_\_
3. Percent of your total annual farm/market business income that comes from direct selling at farmers markets: \_\_\_\_\_
4. Do you have a CSA (community supported agriculture) program or food box subscription program? If yes, do you use markets as distribution points?  
\_\_\_\_\_  
\_\_\_\_\_
5. Percent of your total farming income that comes from other direct sales such as CSA's, selling to restaurants, etc.? \_\_\_\_\_
6. Percent of your total farming income that comes from selling to brokers, resellers, stores, wholesale etc.? \_\_\_\_\_
7. Number of years you have been in direct market farming or business: \_\_\_\_\_
8. Number owners/operators/full-time employees (including yourself) are in your business: \_\_\_\_\_
9. Number of seasonal or part-time employees that will work for your farm/market business in 2011: \_\_\_\_\_
10. Number of these you will hire to sell for you at farmers markets: \_\_\_\_\_
11. What other farmers markets do you sell at? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## II. Growing Practices Information (for Farmers)

In order to ensure that we are providing our Market shoppers with high quality, responsibly grown farm products and in order to help consumers understand the unique complexities of farming in our region, we would like you to answer the following questions about your growing practices.

1. Are you a certified organic grower?  Yes  No  
Certification number: \_\_\_\_\_
  
2. Do you save your own seeds?  Yes  No  
If not, where do you purchase your seeds? \_\_\_\_\_  
\_\_\_\_\_  
To your knowledge, is yours a "Safe Seed Pledge" company?  Yes  No
  
3. Who is your County extension agent? \_\_\_\_\_  
\_\_\_\_\_
  
4. Total number of acres you cultivate for your farmers market business: \_\_\_\_\_
  - a. Total number of acres you own: \_\_\_\_\_
  - b. Total number of acres you lease / rent: \_\_\_\_\_
  - c. Total number of acres - orchard: \_\_\_\_\_
  - d. Total number of acres - row crop: \_\_\_\_\_
  - e. Total number of acres - livestock: \_\_\_\_\_

## III. General Information

As we look forward to 2011, the City would like to hear from you about what you think the Market is doing well and in what areas you would like to see it improve. Please take a few minutes to answer these survey questions. Use the back of this page or extra paper, if needed. Feel free to send us an email if that is easier, too.

1. Please rate the level of success of the Market in the following areas on a scale of 1 to 5 (with 5 as excellent and 1 as poor):  
  
\_\_\_\_ Providing customers with a good mix of products  
\_\_\_\_ Promoting Markets to consumers  
\_\_\_\_ Ensuring product quality  
\_\_\_\_ Maintaining product integrity  
\_\_\_\_ Enforcing Market rules and regulations

\_\_\_ Planning/implementing Market events

\_\_\_ Advocating for Market-related issues

2. What has the City done well to help you succeed at its Market?
  
3. What could the City do better to improve your Market experience?
  
  
  
  
  
4. Currently, the City communicates with Market Vendors via email, regular mail, Farmers' Market Advisory Board, and Facebook. Do you feel you are adequately informed or do you think the City could do more to communicate with Market Vendors? What specifically can we do?
  
  
  
  
  
5. Overall, do you think the quality of farm products at the Market has increased or decreased in the last five (5) years?
  
  
  
  
  
6. Overall, do you think the quality of crafts at the Market has increased or decreased in the last five (5) years?
  
  
  
  
  
7. Based on your current business goals, what is the minimum daily sales amount necessary for you to continue participating in the Market?
  
  
  
  
  
8. Five (5) years from now, do you plan to be direct marketing your farm products at Market? If the answer is no, please briefly explain why.

#### **IV. Personal Biography: History Of Farm and/or Business**

This part of the application survey can be very helpful for our marketing and outreach efforts. This information may be shared with members of the press and media, on our website, as well as with customers, to help give a bigger sense of the work and commitment necessary for your farm and business to survive and prosper.

1. Do you grow varieties of fruits or vegetables that are unique or exclusive to your farm?

2. What makes your products special?
3. In your own words (250 or less) can you tell us a brief history of your farm and business?
4. How many years (generations) are represented on your farm?
5. What are some of the unique, special, and unusual aspects of your farm/business?
6. What brought you to farming?
7. Why do you do what you do (e.g., growing leeks, raising beef, making bread or preserving jam)?
8. What are your biggest challenges for your farm or for your small business?
9. What is farming's biggest challenge?
10. What role do farmers' markets play in your business?

PLEASE USE BACK OF PAGE OR ATTACH ADDITIONAL SHEETS AS NEEDED.

GENERAL RELEASE AND AGREEMENT TO  
HOLD HARMLESS, DEFEND AND INDEMNIFY BETWEEN  
CITY OF MOSCOW, IDAHO AND 2011 FARMERS' MARKET PARTICIPANT

THIS GENERAL RELEASE AND AGREEMENT TO HOLD HARMLESS, DEFEND AND INDEMNIFY BETWEEN CITY OF MOSCOW, IDAHO AND 2011 FARMERS' MARKET PARTICIPANT (hereinafter "AGREEMENT") is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2011 between City of Moscow, Idaho, a municipal corporation of the State of Idaho, 206 East Third Street, Moscow, Idaho. 83843 (hereinafter "CITY"), and \_\_\_\_\_ (hereinafter "PARTICIPANT").

WHEREAS, PARTICIPANT desires to participate in the City of Moscow, Idaho's 2011 Farmers' Market and CITY desires assurances and commitments from PARTICIPANT in order to allow such participation;

Now, Therefore, in consideration of the foregoing, of the mutual promises of the parties hereto and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, hereby agree as follows:

PARTICIPANT acknowledges that this AGREEMENT is entered into with the knowledge that the related activities may be dangerous and/or hazardous to PARTICIPANT and that this AGREEMENT is intended to serve as a waiver of all claims that may arise out of harm, damage, or injuries suffered during such activities. PARTICIPANT agrees that PARTICIPANT understood and appreciated such risk(s) prior to PARTICIPANT's participation in any and all 2011 Farmers' Market activities.

PARTICIPANT hereby agrees to defend and indemnify, release, hold harmless, acquit and forever discharge CITY and its successors, assigns, agents, servants, employees and insurers of and from all legal and equitable claims, of every kind, action, cause of action, related to or arising out of PARTICIPANT's presence at the 2011 Farmers' Market.

PARTICIPANT, himself, herself, or through PARTICIPANT's, parent(s), guardian(s), and/or duly and specifically authorized agent(s), hereby releases CITY and agrees, contracts and covenants not to bring suit and agrees to defend, hold harmless, and indemnify CITY, its officers, employees, agents and representatives from any and all claims, costs, judgments, awards, or liability to any person, including claims by any and all persons participating in the 2011 Farmers' Market.

PARTICIPANT and PARTICIPANT's parent(s), guardian(s) and/or agents, officers, employees and representatives, if any, expressly agree that this indemnity provision extends to any and all claims for injury, sickness, or death of any person, including CITY officers, employees, agents and representatives arising out of, related to, or caused by PARTICIPANT's presence at the 2011 Farmers' Market.



**APPENDIX 2**

**2011 Market Space Fees  
For Hot and Cold Food Vendors, Resale Vendors, and Craft Vendors**

<b>SPACE / LOCATION</b>	<b>PRICE PER DAY</b>	<b>PRICE PER SEASON</b>	
<b>REGULAR VENDOR SPACES</b>			
2 through 9	\$ 7.75	\$ 201.60	10' x 10' Table/Tent
14 through 20	\$ 7.75	\$ 201.60	10' x 10' Table/Tent
22 through 65	\$ 7.75	\$ 201.60	10' x 10' Table/Tent
2 through 9	\$ 12.69	\$ 330.00	Vehicle Space
14 through 20	\$ 12.69	\$ 330.00	Vehicle Space
22 through 65	\$ 12.69	\$ 330.00	Vehicle Space
<b>PREMIUM VENDOR SPACES</b>			
1 and 21	\$ 17.91	\$ 465.60	
10 and 11	\$ 30.60	\$ 795.60	
12a and 12b	\$ 18.65	\$ 485.00	
A1 through A7	\$ 6.70	\$ 174.20	
<b>SURCHARGES</b>			
Electrical hookup	\$ 3.00	\$ 81.00	
Truck Parking Bay IV	Not available	\$ 200.00	
Performance space	\$ 5.00	Not applicable	
Corner spaces: 22, 32, 33, 43, 44, 54, and 65			Per Season fee as stated above plus \$100

**For Walk-on Vendors, Child Vendors, and Promoters**

	<b>10' X 10' SPACE</b>	<b>WITH TRUCK SPACE</b>
Walk-On Fee	\$ 25.00	\$ 30.00 (produce vendors only)
International Walk-On Fee	\$ 25.00	
Child Vendor	\$ 3.00	<b>5' X 5' SPACE</b>
Promoter	No charge (if assigned Promoter Location space)	

Total space fee for Market Season Vendors is due in Moscow City Hall by 5:00 p.m. local time on Thursday, March 31, 2011. If a Market Season Vendor cannot pay the total fee due by the deadline, then such Market Season Vendor shall make arrangements for a payment plan with the City of Moscow Arts Director. Unless otherwise specifically authorized by City Arts Director or Market Manager, Vendors and Promoters utilizing space in the Vendor area of the Market (i.e., spaces other than Promoter spaces or Children spaces) shall pay the regular Market space fees for Food, Produce, and Craft Vendors.

## APPENDIX 3

### MOSCOW VOLUNTEER FIRE DEPARTMENT INSPECTION REQUIREMENTS

The following items will be inspected by the Moscow Fire Department on an irregular basis. Each Vendor must follow all requirements at all times.

1. Fire Extinguishers
  - a. A minimum of one (1) five pound (5 lb.) ABC type portable fire extinguisher is required for each Vendor who uses any type of cooking device or warming plate.
  - b. A class K rated portable extinguisher is required for deep-fat fry cooking equipment involving vegetable or animal oils and fats.
  
2. Portable Cooking devices
  - a. All portable cooking devices shall be outside of Vendor's tents.
  - b. No combustible material shall be within five feet (5') of any cooking device.
  - c. If the portable cooking device has a smoke stack, the stack shall be a minimum of five feet (5') from any combustible material.
  - d. All compressed gas cylinders shall be secured by an approved method, including chained to a stable structure or item, to prevent tipping over and damaging its stem and/or regulator.
  
3. Electrical cords.
  - a. All electrical cords shall be U/L Approved.
  - b. All electrical cords shall be covered to prevent a tripping hazard.
  
4. Fire Lanes  
A minimum fire lane of twenty feet (20') shall be maintained at all times
  
5. Vendor Tents.
  - a. All tents, umbrellas or coverings are required to be weighted to prevent blow down. Each canopy leg must have no less than twenty four pounds (24 lbs.) anchoring. Weights should be secured in a manner that does not create its own safety hazard, or cause a tripping hazard. The weights should be tethered with lines that are clearly visible, should have soft edges (to avoid causing cuts and scrapes), should be securely attached, and should be on the ground (and not above people's heads).
  - b. Tent poles in walkways shall have red or florescent tape applied to prevent tripping.

**Moscow Farmers Market  
Walk-On Vendor Application  
2011**

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Product description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I hereby agree to abide by the Farmers' Market policies as set forth by the City of Moscow and the Moscow Farmers' Market Advisory Board. I will hold harmless the City of Moscow, Moscow Arts Commission, and the Farmers' Market management from any and all liabilities that might arise concerning the operation of the Farmers' Market. I comply with the policy that all goods must be made or grown by the seller and understand that buying and reselling goods is NOT allowed.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Moscow Farmers Market  
Walk-On Vendor Application  
2011**

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

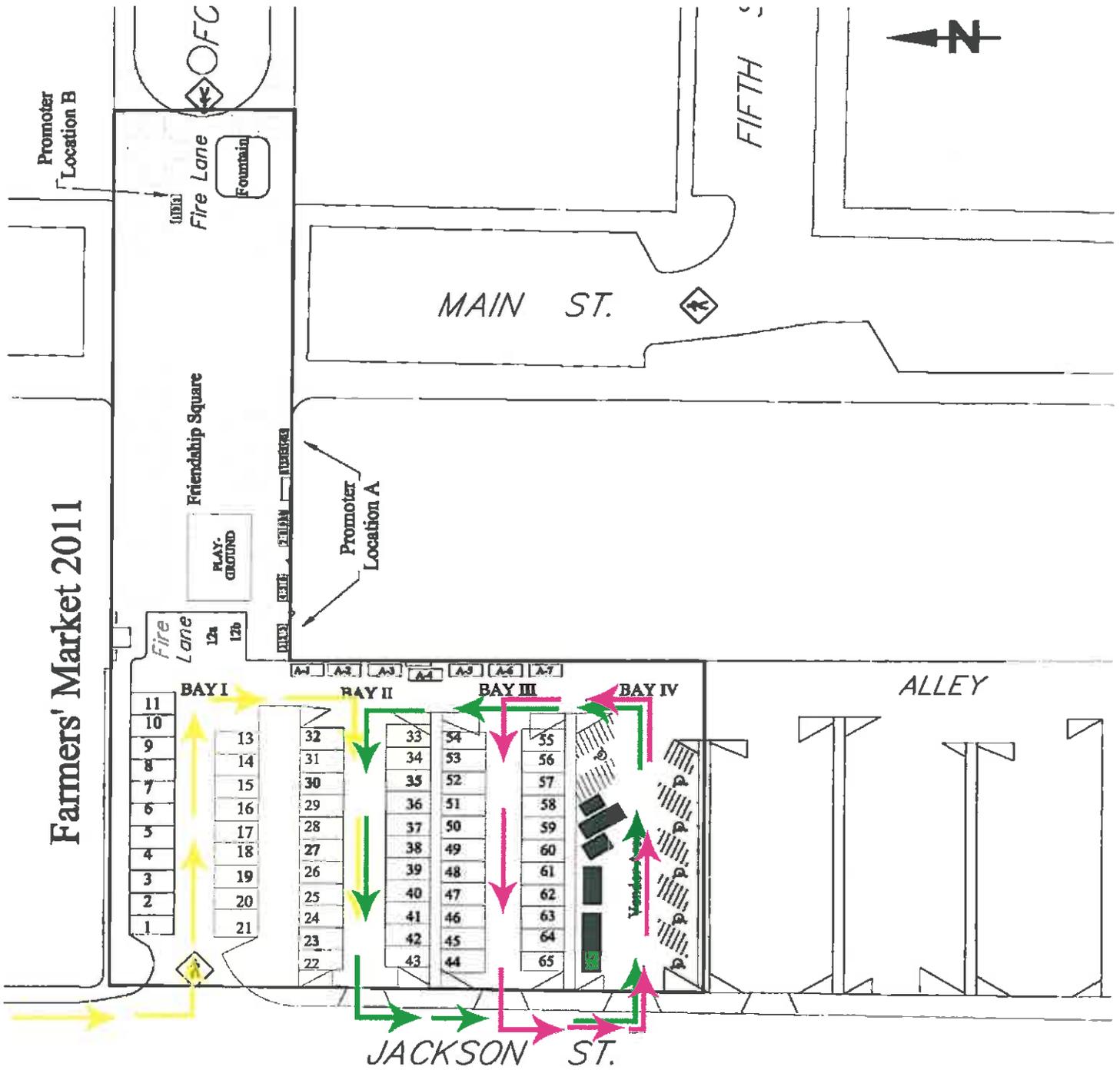
Product description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

# Load In & Load Out

## Walk-Ons



- Bay 1
- Bay 2
- Bay 3

Make sure you are set up and ready no later than 7:45am

**Moscow Farmers' Market  
Walk-On Vendor Information  
2011**

**Before the market:**

- Become approved to be a walk-on vendor by City of Moscow Arts Department
  - craft jury, food tasting
- Fill out "Approved Walk-On Vendor Application" and have it on file with the Market Coordinator
- Complete ST-124 (state tax form), Hold Harmless Form (must be notarized), appropriate Health Department inspections (food vendors), and leave appropriate copies with Market Coordinator

**Week of the Market:**

Because of the volume of walk-on vendors this season, you will be allowed to contact the Market Coordinator between the hours of 9:00am on Monday and 5:00pm on Tuesday of the market week to request a space. You may email at [edolinky@ci.moscow.id.us](mailto:edolinky@ci.moscow.id.us) or you may call and leave a message at 208-883-7132. You will be notified no later than Thursday by 5:00pm whether you will have a spot that week. \*\*\*Please note that email is best!

When you email or call you will only be considered for a spot if you have been approved, have all the completed paperwork, and leave the following information:

- Your name
- The date of the market you are wanting to sell at (remember you can only request a space for that week!)
- Whether you will need a whole booth space or will share with another vendor. (sharing may increase your chances of obtaining space)
- Your contact info, so that we can back to you

\*\*When we get back to you we will assign your space that week. You will be able to view a map of the market on the city's website at [www. http://www.ci.moscow.id.us/art/](http://www.ci.moscow.id.us/art/)

**Day of the Market:**

- Arrive at 6:30am.
- If you are a FIRST TIME walk-on vendor you MUST first park on Jackson. Please do not bring your car into the market.
- If you have "walked-on" before and know the location of your space that day, you may proceed and unload.
- Find the Market Coordinator in the bright green vest.
- The Market Coordinator will confirm the spot you were told (sometimes spots change, please be patient)
- The Market Coordinator will not collect money at this time.
- You may then begin unloading your goods in the following manner:
  - Bring your car into the market and pull as close to your space as possible.
  - Turn off your car.
  - Unload your products.
  - Park your car away from the market- not on Jackson, not in the market parking lot.
  - Return to your spot and set up your booth or table.
  - When closing down the market, reverse the process.
- After the market has begun, the Coordinator will come around and collect your money for the day.
- Turn in your Gross Sales Record to the Market Coordinator

Walk-On Vendor Information 2011  
Things to Consider

-All walk on vendors must adhere to the same policies as season market vendors (policies are available on the city's website)

The market begins at 8am and ends at 1pm. Walk-on vendors are expected to be there for the duration of the market.

All walk-on vendors will be in their spaces by 7:45am.

You will only be considered to sell at the market if you are approved and have contacted the Market Coordinator between the designated times.

\*\*\*Please note that walk-on produce vendors will be given first priority. This is a "produce first" market!!!

If you are assigned space in Bay 3, please be advised that Bay 3 is the last to leave on market day, after all the tables and chairs have been picked up.

Market Coordinator contact info:

Erica Dolinky

-email: [edolinky@ci.moscow.id.us](mailto:edolinky@ci.moscow.id.us) (email is best!)

phone: 208 883 7132

FEES: Table space (half a booth) \$10.00; Booth space \$25.00, Truck space for produce \$30.00 We accept cash or check.

When the Market Coordinator comes around to collect your money for the day, you will be given a Gross Sales Reporting Card. You will need to turn that back in to the Market Coordinator that day. Your information will be kept confidential. We collect this information for grant purposes and for the city's data.

**\*\*\* ASSIGNING SPACES CAN BE A HECTIC PROCESS. MANAGEMENT REQUESTS YOUR PATIENCE AND COMPLETE COOPERATION WITH THE MARKET COORDINATOR. RUDENESS, IMPATIENCE OR NEGATIVITY OF ANY SORT WILL NOT BE TOLERATED.**

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Moscow Farmers' Market  
Walk-On Vendor Information  
2011

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  - Erica Dolinky
  - email: [edolinky@ci.moscow.id.us](mailto:edolinky@ci.moscow.id.us) (email is best!)
  - phone: 208-883-7132
- FEES: Table space (half a booth) \$10.00, Booth space \$25.00, Truck space for produce \$30.00 We accept cash or check.
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## APPENDIX 5

### REGULATED MARKET RESALE ITEMS

The following items may be offered for sale in the Market by Resale Vendors until such items are available for sale from growers who are within fifty (50) miles of Moscow City limits. After items on this list are available for sale from growers within fifty (50) miles of Moscow City limits, sales of such items by Resale Vendors is prohibited.

#### **Vegetables**

Beans  
Beets  
Broccoli  
Brussel sprouts  
Cabbage  
Carrots  
Cauliflower  
Celery Root  
Chard  
Corn  
Cucumbers  
Eggplant  
Garlic  
Leeks  
Lettuce, head  
Onions  
Peas, shell  
Peas, snow  
Peppers  
Potatoes  
Pumpkins  
Radishes  
Salad mix  
Spinach  
Squash, summer  
Squash, winter  
Tomatillos  
Tomatoes

#### **Fruits**

Apples  
Apricots  
Blackberries  
Blueberries  
Cherries  
Grapes  
Melons  
Peaches  
Pears  
Plums  
Raspberries  
Rhubarb  
Strawberries

#### **Other Crops**

Cut flowers  
Fresh herbs  
Grains

#### **Plants**

Vegetable starts  
Bedding plants  
Ornamental plants

#### **Wild Harvest**

Blackberries  
Huckleberries  
Mushrooms

APPENDIX 4  
PERMITS AND LICENSING RESOURCES

Arts Director	City of Moscow 206 East Third Street Moscow, ID 83843	(208) 883-7036
Idaho North Central District Health Department (meat, dairy, bees)	333 East Palouse River Drive Moscow, ID 83843	(208) 882-7506 (208) 799-3100 <a href="http://www.agri.idaho.gov">www.agri.idaho.gov</a> <a href="http://www.cdhd.idaho.gov/EH/food">www.cdhd.idaho.gov/EH/food</a>
Idaho State Tax Commission	800 Park Blvd, Plaza IV Boise, ID 83701	(800) 972-7660 (208) 334-7660 <a href="http://www.tax.idaho.gov">www.tax.idaho.gov</a>
State of Idaho Alcohol Beverage Control	Idaho State Police 700 S. Stratford Dr., Ste. 115 Meridian, ID 83642	(208) 884-7060 <a href="http://www.isp.state.id.us/abc/">www.isp.state.id.us/abc/</a>
Moscow Fire Department	229 Pintail Lane 603 South Main Moscow, ID 83843	(208) 882-2831
State of Idaho – Nursery	Plant Industries Division P O Box 790 Boise, ID 83701	<a href="http://www.agri.idaho.gov">www.agri.idaho.gov</a>
State of Idaho – Department of Agriculture (USDA) Egg handler / dealer	2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790	(208) 332-8500 <a href="http://www.agri.idaho.gov">www.agri.idaho.gov</a> <a href="http://www.adm.idaho.gov/adminrules">www.adm.idaho.gov/adminrules</a>
State of Idaho – Department of Agriculture (USDA) Organic	2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790	(208) 332-8673 <a href="http://www.idahoag.us/categories">www.idahoag.us/categories</a>
State of Idaho – Department of Agriculture (USDA) Bedding plants, landscape plants, fresh or cut flowers	2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790	(208) 332-8620 <a href="http://www.idahoag.us/categories">www.idahoag.us/categories</a>
State of Idaho – Weights and Measures		<a href="http://www.idahoag.us/categories">www.idahoag.us/categories</a>
Idaho State Seed Lab (ISDA) Seeds		(208) 332-8630 <a href="http://www.agri.idaho.gov">www.agri.idaho.gov</a>
Idaho Secretary of State Latah County Court Clerk Business licensing	700 W. Jefferson, Ste. 205 P O Box 83720-0080 Boise, ID 83720	(208) 334-2300 <a href="mailto:www.secstate@sos.idaho.gov">www.secstate@sos.idaho.gov</a>

**Moscow Farmers Market  
Non Profit Application  
2011**

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Product description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I hereby agree to abide by the Farmers Market policies as set forth by the City of Moscow and the Moscow Farmers Market Advisory Board. I will hold harmless the City of Moscow, Moscow Arts Commission, and the Farmers Market management from any and all liabilities that might arise concerning the operation of the Farmers Market. I comply with the policy that all goods must be offered as a donation only and that selling of goods is NOT allowed.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Moscow Farmers Market  
Non Profit Application  
2011**

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Product description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I hereby agree to abide by the Farmers Market policies as set forth by the City of Moscow and the Moscow Farmers Market Advisory Board. I will hold harmless the City of Moscow, Moscow Arts Commission, and the Farmers Market management from any and all liabilities that might arise concerning the operation of the Farmers Market. I comply with the policy that all goods must be offered as a donation only and that selling of goods is NOT allowed.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# **Policies & Procedures**



## Moscow Farmers Market

### Helpful Information About Scales:

- 1) Is the scale legal for trade? It will be so stated on the front of the scale "Not Legal for Trade".
- 2) Is it a class III scale? This will be noted on the nomenclature plate on the scale. We have allowed some of the older produce scales to be used at farmers markets. I will discuss this with the owner on an individual basis.

The fee for the device is \$6.00 for scales with a capacity of under 50 pounds. \$12.00 for a scale with a capacity of 50 to 1159 pounds.

Thank you

David Galantuomini  
208-791-5890



## Moscow Farmers Market

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# CITY OF MOSCOW, IDAHO FARMERS' MARKET POLICIES

## MARKET POLICIES

Farmers' Market ("Market") policies will be enforced by the on-site Market Manager and/or in consultation with the Market Advisory Board and/or in consultation with the City's Arts Director, depending on circumstances. Vendors are expected to be selling their own wares (produce and products) and to be in attendance at all times, except in emergency situations. Immediate family members of Vendors may assist with sales in the absence of designated Vendor. Immediate families include parents, step-parents, children, and step-children of the Vendor.

Those who participate in the Market include Produce; Nursery; Hot and Cold Food Vendors; Craft Vendors; Child Vendors; Walk-on Vendors; International Day Walk-on Vendors; and Promoters (all as defined within these policies). Such Vendors and Promoters shall produce the food, produce, and/or crafts offered at the Market in a location not more than one hundred (100) miles from Moscow City limits, unless otherwise allowed. Produce and Crafts Vendors who have farms or workshops more than one hundred (100) miles from Moscow City limits and who participated in the 2010 Market Season may remain in the Market unless and until they fail to participate in a subsequent Market Season.

Vendors agree to abide by Market policies upon signing the Market application form. All Vendors will be evaluated for compliance with Market policies. Live animals for sale or give-away are prohibited in the Market.

The Market does not currently charge a percentage of gross sales or an annual membership fee.

### I. THE MARKET

#### A. Mission.

To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally-farmed produce and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.

#### B. Market Location.

The Market is located generally between Jackson Street and Main Street south of and within what was formerly Fourth Street within the northern part of what is commonly known as the Jackson Street parking lot. See Appendix I. The Market consists of approximately sixty five (65) Vendor spaces in Bays I, II, and III; seven (7) spaces within the alley-way (A1 through A7); approximately fifteen (15) Promoter spaces on what is known as the south wall of Friendship Square, immediately north of New Saint Andrews College; and approximately three (3) overflow Promoter spaces near the City fountain east of Main Street. Limited Vendor vehicle and handicap parking is available in Bay IV.

Vendor space in the Market will be allocated approximately as follows: sixty percent (60%) to fresh produce; ten percent (10%) to value added or processed food products; twenty

percent (20%) for crafts; and ten percent (10%) for prepared foods. A minimum of eight (8) Vendor spaces will be retained for the use of Walk-on Vendors.

Without compromising quality, preference will be given to the most local grower/producer/Vendor when a Vendor space becomes available. Unless otherwise specifically permitted by the Arts Director and these policies, offering resale produce at the Market is prohibited. This includes bulbs, plants and produce not specifically grown at the time and expense of the Vendor.

Two (2) Resale Produce Vendors will be allowed in the Market. These two (2) Resale Produce Vendors must identify themselves as "Authorized Resale Vendor" with a sign of no less than 8 ½" x 11" in dimension conspicuously displayed in the Resale Vendor space. The "Authorized Resale Vendor" sign shall list the items offered for resale and the price of such items. Products offered for resale shall be limited. Produce must be pre-approved by the Market Advisory Board and City Arts Director prior to the Market Season, based upon the list attached as Appendix 5. The Resale Vendors shall not offer for resale at any time any produce that is in season within fifty (50) miles of Moscow City limits. No produce that originates outside of the continental United States shall be sold or resold in the Market at any time. The Market Manager or Arts Director has final discretion to disallow resale produce from the Market.

#### C. Market Schedule.

Market Season is every Saturday in the months of May through October, annually. Market sales occur between the hours of 8:00 a.m. and 1:00 p.m. each Market day during the Market Season. Vendors are allowed to use vehicles to assist with setup beginning at 4:00 a.m. and ending by 7:30 a.m. each Market day. Vendors are allowed to complete sales initiated before 1:00 p.m. on Market day but must completely vacate the Vendor space and complete take-down by 2:00 p.m. on Market day.

## II. GENERAL POLICIES FOR ALL VENDORS (AND PROMOTERS, WHERE APPLICABLE)

### A. Food Labeling.

1. All packaged food products (e.g., jams, jellies, salsa, nuts, etc.) must be labeled. Labels must include the Vendor's name; Vendor's address; ingredients listed in order of volume (most to least); and potential allergenic ingredients. Vendor's phone number on the label is recommended.

2. Value added or processed foods include preserves, jams, jellies, ciders, syrups, salsas, smoked meats or fish, dried fruits and herbs, and flours. All such value added or processed foods must be made in accordance with relevant State of Idaho regulations. Commercial kitchens must be used to prepare certain foods, as required by relevant State Codes.

### B. Vendor Conduct.

1. Smoking by Vendors during Market hours (7:00 a.m. – 2:00 p.m.) is prohibited.
2. Vendors are strongly discouraged from bringing their pets. Any pets at the Market must be kept quiet and contained. Pets that run free or urinate or defecate in the Market will be banned. There is a leash law in the City of Moscow; violation of which is an infraction.
3. Hawking (to offer for sale by calling aloud in public) is prohibited.

4. Vendors selling non-juried items will be asked by the Market Manager to remove the non-juried item(s). If there are repeated violations, the Vendor's Season Pass will be revoked without refund.

5. Vendor Distributor. Distribution of literature, information or signage not related to Vendor's products or services is prohibited.

6. Cleanliness. Vendors are responsible for the set-up, clean-up and safe operation of their Vendor's space. State and local health and safety requirements, particularly those in the food area of the Market, will be enforced by the Market Manager and/or the Health Department. Vendors should have their own trash receptacles/bags to take with them at the end of the Market day. Failure by a Vendor to remove trash will result in the loss of Vendor's Season Pass. The trash receptacles in the Market are for use by Market customers and should not be used by Vendors for trash at the end of the Market day. The dumpsters in the Jackson Lot are privately owned and are not for Market use.

7. Decorum. The Market requires and expects considerate, polite, common sense and friendly cooperation with all market Vendors. Vendors shall respect the authority of the Arts Director and the Market Manager and the rights of the other members of the Market. If a Vendor feels that he or she is being treated unfairly or in an unprofessional manner by the Market Manager, such a complaint shall be made to the Moscow Arts Director (and not to the Market Advisory Board). A written explanation of any fine or other discipline of a Vendor for failure to abide by Market rules shall be given to the Vendor by the Arts Director or Market Manager within fifteen (15) days of the action. Upon receipt of the written explanation, the Vendor will be provided an opportunity to be heard by the Market Advisory Board orally or in writing before any expulsion or termination of Vendor Season Pass occurs.

8. Participation in Market Promotion. Each Vendor gives permission to the City to publish the Vendor's name, business name, address and phone numbers in a Market publication to be shared with other Market members and other Vendors. Vendors will be asked to give permission for posting of promotional materials on a City website hosting the Market. This is intended for promotional purposes and for publication by print media, video or motion picture.

9. Daily Gross Sales Reporting. Daily Vendor gross sales records will be turned in to the Market Manager at the City booth before the end of the Market day. This confidential and anonymous information will be used for future grant proposals and economic impact data collection. Season Vendors will need to return the Market day gross sales record to the Market Manager no later than the immediately following Market day (i.e., the following Saturday). Daily gross sales records may be dropped off at City Hall or delivered to the Market Manager or Arts Director or mailed to the Arts Department.

10. Idaho Sales Tax Reporting. Vendors must include an Idaho Sales Tax Form ST-124 with their Vendor application as required by the Idaho State Tax Commission. A Market space will not be assigned if Form ST-124 is not received by the March 31<sup>st</sup> Vendors' Season Pass application deadline. If you have questions, contact the Department of Revenue and Taxation, Idaho State Tax Commission (208) 799-3491. The State Tax Commission will be checking for tax compliance throughout the Market Season. All Vendors (whether Daily or Season Vendors) are required by law to have a copy of Form ST-124 in their Vendor space at all times.

C. Agreement to Hold Harmless, Defend, and Indemnify.

Every Vendor (Seasonal, Walk-on, and Promoter) shall sign an agreement that holds the City harmless for any and all actions or inactions of every Vendor or Promoter or person associated with such Vendor or Promoter and that agrees to defend and indemnify the City for any claim filed against the City related to any and all activities which are associated with the Vendor or Promoter, the Market, or the Vendor's business or the entity the Promoter is associated with. Failure to enter into such agreement will result in the immediate expulsion of the Vendor or Promoter from the Market (until such agreement is reached).

D. Use of Vendor Spaces.

1. Most Vendor spaces will be marked as a ten foot (10' x 10') space. A Vendor's business must be conducted within Vendor's assigned space. Vendors may not extend beyond the limits of the assigned space or into the pedestrian area at the entrance of the Vendor space. Canopies and umbrellas cannot extend outside a Vendor space. Requests for larger Vendor space will be granted at the discretion of Market Manager, where possible. The Moscow Fire Department will check for compliance with relevant fire regulations throughout the Market Season to assure fire safety and emergency vehicle accessibility. Vendors who use tents must comply with Fire Department tie down regulations. See Appendix 3.

2. Season Pass Vendors who apply by the deadline (March 31<sup>st</sup>) should receive the same space as the previous year, if their operation remains the same as in the previous year. Priority for the remaining Vendor spaces will be given to Vendors new to the Market whose goods complement the Market and help "round out" what is presently available (as determined by the Arts Director and the Market Advisory Board selection process). Reasonable efforts will be made to accommodate all who apply. Vendor Season Passes are non-transferable and cannot be "rented" or loaned to another party if the Season Pass Vendor is not present at the Market. Sharing a space or using it for purposes other than those outlined in the application is prohibited unless specifically authorized. Vendors may apply for a "shared space" and can be approved for such by the Arts Director, Market Advisory Board, or Market Manager.

E. Vendor Attendance.

Market attendance by Vendors. Season Vendors who attend the Market less than two (2) times per month (except by special arrangement with the Arts Director or Market Manager) will forfeit their Season Vendor pass. Where a Vendor receives approval of the Arts Director or Market Manager, such Vendor will be allowed to have someone else operate their Vendor space for up to two (2) Market days per Market Season.

Season Pass Vendors are asked to call in to the Market telephone or to send an email to the Market Manager before an upcoming Market day that will be missed. The Market Manager's email is [farmersmarket@ci.moscow.id.us](mailto:farmersmarket@ci.moscow.id.us). The Market telephone number is (208) 883-7132. If a Vendor must call on the same Market day the Vendor will not be attending (because of emergency or illness), the Vendor must call the Market day cell phone at (208) 310-9208. Season Vendors who do not notify the Market Manager of the Vendor's future absence will be given one (1) "strike" for each failure. Three (3) "strikes" may result in revocation of a Season Vendor space.

F. Setup and Take-down

1. Vendor's vehicles used for setup must utilize the entrance of the alley off 6th Street to the south of the Jackson Street parking lot. Vehicles must exit west out of parking lot to

Jackson Street. Vendors are allowed to use vehicles to assist with setup beginning at 4:00 a.m. and ending by 7:30 a.m. on Market day.

2. During setup and take-down, Vendor's vehicles must park in Vendor's assigned space or to the far right or left of the bay in front of the Vendor's space so other vehicles may pass. Large vehicles should arrive early to allow sufficient time for unloading. Vendors must be in their assigned Vendor and be unloaded by 7:30 a.m. on Market day. If not in compliance, the assigned Vendor space may be forfeited for that day. During setup, Vendors should unload their products and supplies in their assigned Vendor space, park their vehicles outside of the Market, and then return to unpack their product and arrange their Vendor space. All vehicles must be out of the Market Lot by 7:30 a.m., unless otherwise specifically allowed by the Market Manager.

3. Take-down. Vendors may stay in their Vendor's space after 1:00 p.m. only if there are still customers to be served. The City requires that the Market Lot is completely vacated by the Market and its Vendors by 2:00 p.m. (so that the Market Lot parking can be available to the public). Vendors should use extreme caution when exiting. Vendors requiring early departure must inform the Market Manager of plans for early departure and must carry goods out of the Market Lot without using a vehicle. Once the Market has opened for business at 8:00 a.m., no Vendor vehicle may enter or leave the Market Lot until after 1:00 p.m.

#### G. Vendor Parking.

1. The Market presently uses bays I, II, and III and part of Bay IV of the public parking lot for the Market. Vendors, with the exception of those who are handicapped, are prohibited from parking in the Jackson Street parking lot adjacent to the Market. Any Vendor violating this policy will receive one (1) warning. Vendor's Season Pass will be revoked following a second warning. Vendors will receive a list of parking options in their confirmation packets. The Moscow City Hall parking lot is available every Market day for Market Vendor parking.

2. The City of Moscow enacted a towing ordinance in 2002 to deal with the problem of overnight parking that hinders Market setup. If there is a problem with access to Vendor space caused by overnight parking, the adversely affected Vendor should immediately contact the Market Manager or the Moscow Police department.

### III. TYPES OF VENDORS

A. Fresh Produce and Nursery Vendors. Vendors who bring fresh produce, herbs, grains, fruits and vegetables, cut flowers, potted plants, and other plants, seeds, shrubs, and tree and vine starts to the Market are encouraged to utilize the most hygienic and sustainable standards in the planting, growing, cultivating, transporting, and offering of such items for sale.

Organic Certification. All Vendors presenting products as "organically grown" shall include the certification form with their Vendor application. Certification will be checked for compliance by the State that granted certification. Certification shall be posted in the Vendor's space at all times. See Appendix 4.

B. Hot and Cold Food Vendors. Food Vendors must provide a copy of a current Food Vendor's Permit from the Idaho North Central District Health Department to the City by March 31<sup>st</sup> prior to the Market Season in order to receive a Vendor space assignment. See Appendix 4. Any questions related to compliance with State Health requirements should be directed to Nancy Becker at (208) 882-3494. The Health Department will ensure compliance throughout the

Market Season. All Food Vendors will adhere to the Idaho Food Code policies and, in addition, must comply with relevant Fire Department requirements. See Appendix 3.

All food items should be largely original and made from scratch. Food Vendors must minimize container waste. Styrofoam containers are not allowed to be given to customers of the Market. Food Vendors are required by Idaho State law to deposit grey water waste in the receptacle provided at the Market. Vendors who provide samples of food(s) to potential customers must comply with Idaho North Central District Health Department regulations and the Idaho Food Code (IDAPA 16.02.19). Food Vendors shall possess and maintain all required State, County and local permits. Food Vendors shall post a clearly visible menu with pricing. The sale of brand name items (such as canned or bottled water and soda) is prohibited; however, Market brand water is allowed to be sold at the Market. Food Vendors are encouraged to prepare and sell beverages such as coffee, lemonade, fruit punch and ice tea.

#### C. Craft Vendors.

All Craft Vendors must certify that they are making their product by hand or with the appropriate tools and that the product for sale is not the result of a kit assembly, commercially available plan or transfer, or the direct resale of an imported or other commercially available product. Concerns about compliance with this policy will result in a site visit to the Vendor's studio, farm, shop, or other place of business by a committee composed of City Management and Advisory Board members. All Craft Vendors (including Walk-on Vendors) will need to preview new products to the City's Market jury annually prior to the Market Season. All Craft Vendors will be restricted to one (1) ten foot by ten foot (10' x 10') space but exceptions may be made for large craft items, such as furniture.

Cosmetics are considered crafts and include creams, lotions, shampoos, and some soap products. Cosmetics must be in compliance with the Federal Food, Drug, and Cosmetic Act, the Fair Packaging and Labeling Act, and must follow rules set by the FDA. Soap products consisting primarily of alkali salts and of fatty acids and which make no label claim (other than the cleansing of the human body) are not considered cosmetics for purposes of these Market policies.

#### D. Child Vendors.

The Children's Market is intended to encourage and support early interest in farming, gardening, crafts, growing, and selling. The general rules of the Market also apply to the Children's Market. In addition, the following rules and guidelines apply to the Children's Market:

1. Only children younger than twelve (12) years of age may participate.
2. Approved farm products for sale include produce, flowers, plants and other farm products that the children have personally grown, cultivated, and harvested. Craft products must be made by the children. Animals, commercially produced food or commercial products cannot be sold. All items to be sold must be pre-approved for sale by the Market Manager or Arts Director.
3. Children must be supervised by an adult at all times.
4. Each child will pay a Children's Market space fee determined by City Council Resolution. See Appendix 2. Children's Market space is limited to four (4) spaces per Market day. Children's Market spaces will be located between A-7 and the steps in the rear of the

Moscow Chamber of Commerce building. Space size in the Children's Market will be limited to five foot by five foot (5' x 5').

5. Groups of four (4) or more children will be assigned a space in the same way as space is assigned to a regular Walk-on Vendor.

E. Walk-on Vendors.

Walk-on space may be available to others when Vendor space becomes available due to Vendor absence. Any person interested in walk-on opportunities should contact the Market Manager at (208) 883-7132. Walk-on Vendors will be given walk-on Vendor space after availability is determined. Idaho State Sales Tax Form ST-124 and a short application must be completed on-site and submitted with the fee prior to setting up as a walk-on Vendor. (See Fee Schedule below). Walk-on Vendor information will remain on file with the Market Manager and will remain in effect through the end of the Market Season.

F. International Day Walk-On Vendors.

Vendors with high-quality, handmade imported goods can sell at the Market on the last Market day of each month as International Day Walk-On Vendors. International Walk-on Vendor space is available under the same guidelines as other Walk-on Vendors and the same fees apply. (See Fee Schedule below). Idaho State Sales Tax Form ST-124 is required.

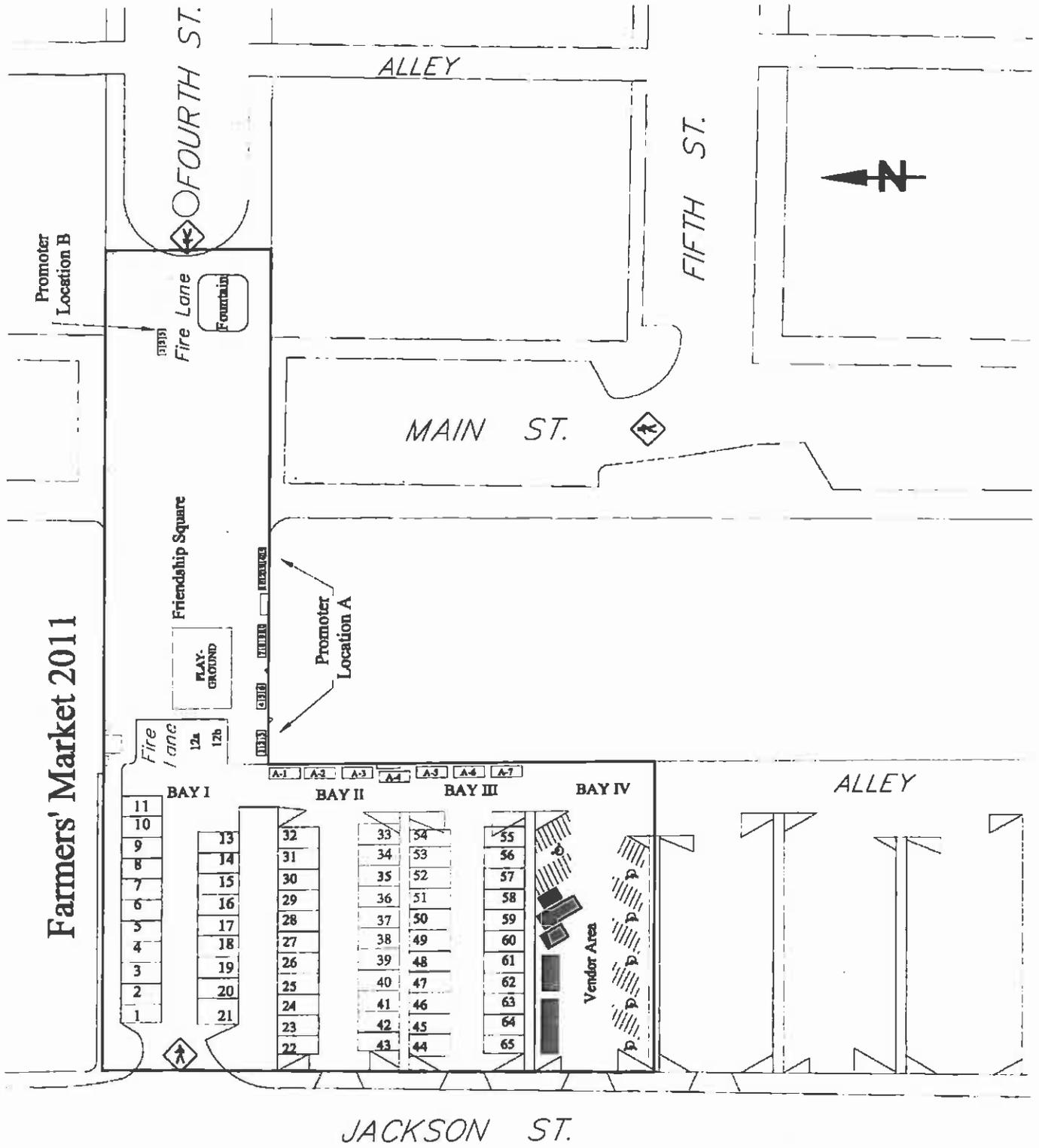
G. Promoters.

Non-profit or charitable groups or individuals who disseminate information about their organization and do not offer or sell products that compete with products offered for sale by Season Vendors, Walk-on Vendors and/or International Walk-On Vendors, as determined by the Arts Director or Market Manager, may utilize Promoter space available on the south wall of Friendship Square (adjacent to New Saint Andrews College) during Market hours. Promoters spaces are available on a first-come, first-served basis and are free of charge. Use of the Promoters space on the Market south wall shall be limited to non-profit and charitable groups or individuals who disseminate information about their organization. Any group or individual who wishes to participate in activities along the south wall shall complete an Idaho Sales Tax Form ST-124 regardless of whether they intend to sell items. Fundraising is allowed on the Promoter spaces as long as the item being offered to raise funds does not directly compete with the Market Vendors. No selling of plants, produce, food, or crafts is allowed on the south wall, except for articles with the sponsoring group's name or cause depicted on such articles (e.g., Latah Trail t-shirts, Rendezvous in the Park hat, etc.). If a donation is "suggested" in return for a product, such is deemed a sale and will not be allowed unless the item does not compete directly with Market Vendors. For-profit commercial groups, organizations, or individuals will not be allowed in the Promoter space during Market hours.

#### IV. 2011 MARKET SPACE FEES

For information about fees for Vendors and Promoters for the Market Season, please refer to Appendix 2.

APPENDIX 1



# Partners

## Farmers Market 2011

DATE	City of Moscow	Community Partner						Fountain Area
MAY								
7-May	Tree Commission	Moscow Parks and Recreation - 2011 Palouse Prize Ride & Bike Fest						
14-May		Idaho Fish & Game - International Migratory Bird Day						
21-May								
28-May		UI Extension Booth Nutrition In A Snap						
JUNE								
4-Jun	Paradise Path Task Force							
11-Jun		UI Extension Master Gardener 9am - noon world wide knit in public day						
18-Jun	Tree Commission							
25-Jun		UI Extension Pressure Canning Gauge Testing Clinic Free! Family Finance and Food Pres 9am - noon		UI Extension Booth	10am - noon			
JULY								
2-Jul								
9-Jul		UI Extension Master Gardener 9am - noon						
16-Jul								
23-Jul	MAC Vote Market	UI Extension Booth 9am - noon Small Farms and Sustainable Agriculture						
30-Jul	MAC Vote Market	UI Extension Booth Nutrition In A Snap		UI Extension Booth	10am - noon			
AUGUST								
6-Aug	MAC Vote Market							
13-Aug	MAC Vote Market	UI Extension Master Gardener 9am - noon						
20-Aug								
27-Aug	Tree Commission	UI Extension Booth 4-H Youth Development		Safe Routes to School Bicycle Helmet Walk	UI Extension Booth	10am - noon	Moscow Water Department	
SEPTEMBER								
3-Sep								
10-Sep		Latah County Human Rights Day 8am - 1pm					PCEI Adirondeck Chairs	
17-Sep								
24-Sep		UI Extension Booth Nutrition In A Snap			UI Extension Booth	10am - noon	PCEI Bike Rally	
OCTOBER								
1-Oct		Can Food Drive Human Rights Commission						
8-Oct								
15-Oct	Mobility Task Force							
22-Oct	Mobility Task Force							
29-Oct	Moscow Police Dpt.	Prescription Drug						