

**Welcome to the
Moscow Farmers Market!**

 **Moscow Farmer's Market**
Saturdays 8am to 1pm • May thru October
call 208-883-7036 



Who We Are



Who We Are

- 40 year old market (est. 1977)
- Oldest farmers market in the State of Idaho
- First in Idaho to accept EBT (\$9,000+ \$3,796 Fresh Bucks = \$13,119)
- First in Idaho to accept WIC (\$1,308) & Senior Farmers Market Nutrition Program Checks (\$720)
- Voted #1 market in the State of Idaho, for a 6th year in a row by American Farmland Trust MFM selected as top 15 farmers market in the nation.

Programming Enhancements



Programming Enhancements

- Backyard Harvest: EBT/Snap
- State of WA Health & Welfare: WIC & SFMNP checks
- Music Contracts and Scheduling for 26 markets x 2
- Music Coordination
 - 3 hours of sponsored live entertainment
 - 4 street performers / buskers
- High Five Programming
 - Provide education and activities around nutrition for the families of the Palouse.
- Speakers Wall Education & Coordination
- Community Group Participation
- Human Rights Task Force
- Food Drive
- UI Chess Club Chess
- International Bird Day; Fish & Wildlife
- Palouse Paws
- Sustainability Fair
- Bike Maintenance
- High Five Kids Program
- Cooking Demo's
- Pea & Lentil Commission Year of the Pulse
- Smoothie Demo's
- Need Feed Seed Surveys
- Rapid Market Assessments
- Economic Impact Analysis
- Market Waste Audit with WSU Center for Civic Engagement/UI
- Serving Your New Community. University of Idaho
- Palouse Plein Air
- City of Moscow Commission Events i.e. Arbor Day, Water Summit
- Passport Program
- Apple Crunch: UI Homecoming

Programming Enhancements



Down the Data Rabbit Hole



Me

Final
report

Methods and Collection

- Rapid Market Assessments
- Strategic Plan Surveys
- Annual Vendor Surveys
- MarketUmbrella.org:
SEED, NEED, & FEED



Getting Good Data

Value Your Volunteers

- Vetting
- Training
- Recognition



\$1  Redeemable for any food or drink item purchase from the Moscow Farmers Market on *September 21, 2013*. If the total purchase exceeds the combined amount covered by the voucher(s), the remaining balance is to be paid by the voucher holder.

Eat Local - Eat Well
Moscow Farmers Market

Moscow Farmers Market

Comparing Methods & Results

- Be Consistent & Transparent
- Use Critical Thinking
- Find Common Ground
 - Audience
 - Demographics
 - Location
 - Spending
 - Timing

SHOPPER RESIDENCE

Year & survey	# of responses	Moscow	Latah County	Pullman	Whitman County	Other (ID & WA)	Out of area, visitor, tourist
2003 RMA		51%	6%	23%*		2%	18%
2009 RMA	860	55%	8%	21% *		5%	11%
2011 RMA	984	48%	9%	24% *		8%	11%
2012 Strategic Plan		75%	16%	5%	1%		1%***
2013 SEED	553	64%	5%	17%	2%	8%	3%****

*includes Whitman County

** University students not included; make up approximately 3% of responses

*** (outside Latah County: ID, WA, MT, OR)

**** (AZ, CA, CO, HI, MT, NV, OH, OR)

Number of Shoppers entering Market on the hour

	8:00 a.m. – 9:00 a.m.	9:00 a.m. – 10:00 a.m.	10:00 a.m. – 11:00 a.m.	11:00 a.m. – 12:00 p.m.	12:00 p.m. – 1:00 p.m.
2003 RMA	624	936	888	786	
2009 RMA	869	1379	1685	1084	
2011 RMA	806	1252	1484	1267	520
2013 SEED	730	1362	1713	1679	858

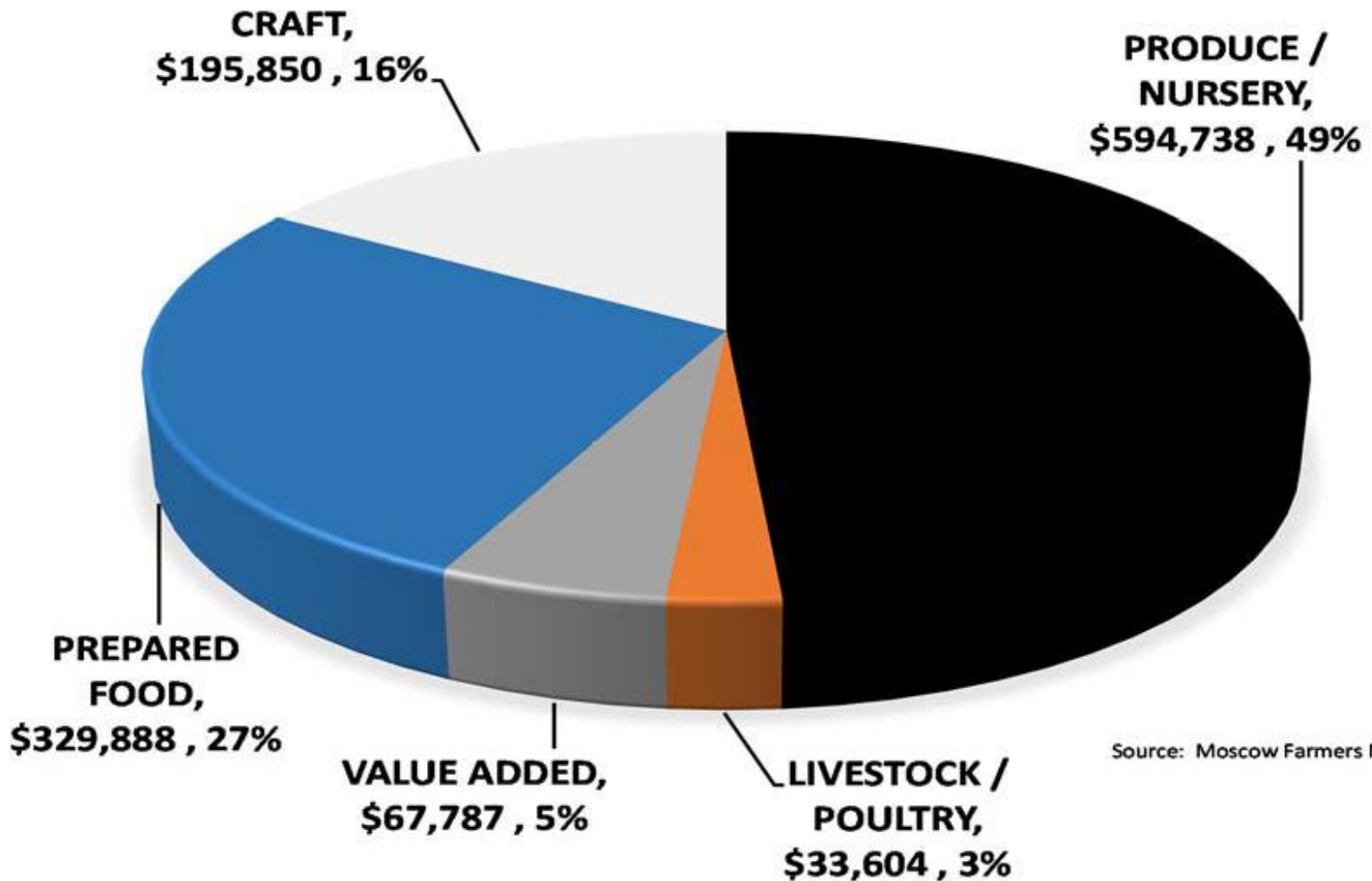
Year & Survey	# of estimated shoppers that day	# of people surveyed	Avg. amount spent
2003 RMA	3,234		\$15.80
2009 RMA	5,017	833	\$19.05
2011 RMA	5,329	950	\$19.92
2013 SEED	6,342	534	\$29.58

Using Data for Planning

- Market Layout and Congestion
- Future Stakeholders
- Shopper Incentives
- Vendor Categories
- Future Surveying
- Fee Evaluation
- Programming



2015 Recorded Sales



Source: Moscow Farmers Market



Cookie Prices

Gluten Free

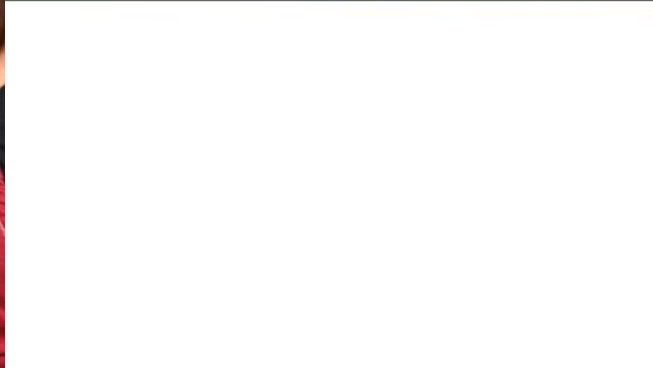
Economic Impact

Survey Results of Moscow Farmers Market Analyses

Original Data						
Year Study	Estimated Visitors 26 Weeks	AVG Spending Inside	AVG Spending Outside	Total Inside Spending	Total Outside Spending	Grand Total
2003	84,084	\$ 15.80	\$ 21.69	\$ 664,264	\$ 503,360	\$ 1,167,624
2009	130,442	\$ 19.05	\$ -	\$ 1,242,460	\$ -	\$ 1,242,460
2011	138,554	\$ 19.92	\$ 13.11	\$ 1,379,998	\$ 908,221	\$ 2,288,219
2013	130,000	\$ 29.58	\$ 18.50	\$ 3,845,400	\$ 2,405,000	\$ 6,250,400

2013 Visitors in 2016 Dollars						
Year Study	Estimated Visitors 26 Weeks	AVG Spending Inside	AVG Spending Outside	Total Inside Spending	Total Outside Spending	Grand Total
2003	164,892	\$ 20.82	\$ 28.58	\$ 1,716,228	\$ 1,295,807	\$ 3,012,035
2009	164,892	\$ 20.97	\$ -	\$ 1,728,996	\$ -	\$ 1,728,996
2011	164,892	\$ 21.65	\$ 14.25	\$ 1,785,132	\$ 1,174,854	\$ 2,959,986
2013	164,892	\$ 30.54	\$ 19.10	\$ 5,035,200	\$ 3,149,128	\$ 8,184,328

2013 Visitors in 2016 Dollars Adjusted to Per Visitor Spending						
Year Study	Estimated Visitors 26 Weeks	AVG Spending Inside	AVG Spending Outside	Total Inside Spending	Total Outside Spending	Grand Total
2003	164,892	21	29	3,432,456	2,591,613	\$ 6,024,069
2009	164,892	21	-	3,457,992	-	\$ 3,457,992
2011	164,892	22	14	3,570,264	2,349,707	\$ 5,919,971
2013	164,892	31	19	5,035,200	3,149,128	\$ 8,184,328



Moscow Farmers Market Value

- Economic Impact Report
 - Jobs
 - 94 to 128
 - Salary Payments
 - \$1.6M to \$2.2M
 - Annual Visitor Spending
 - \$4.1M to \$8.2M
 - Annual Visitors
 - 84,084 in 2003
 - 164,892 in 2013
 - Economic Impact:
 - \$3.94M to \$5.46M
- Incubator for Entrepreneurs
 - 67 current startup firms
- Brick and Mortar Spinoffs
 - 20-25 Firms
- Beer and Wine Economic Cluster
- The Moscow Brand
 - Community: Sense of place as a town; sense of inclusion and diversity.
 - Culture: University vibe, farmers market, art, events, etc.
 - Scenery and Nature: Outdoor activities and adventure



More Metrics – Waste Audit

DATA TABLE – CITY OF MOSCOW, FARMERS MARKET August 20, 2016

AREA OF MARKET	GARBAGE LBS	RECYCLABLES LBS	COMPOSTABLES LBS	GLASS LBS	LIQUID LBS	TOTALS LBS
B	31	14	46			91
B		10	17			27
A	14	11	31			56
MIX	7	11	28	22	38	106
TOTALS	52	46	122	22	38	280
POUNDS CONVERTED INTO PERCENTAGES OF TOTALS %	18.5 %	16.4 %	43.7 %	7.8 %	13.6 %	100 %

Day Data

Arvid Lundin and the Deep Roots	Irish / Scottish folk & contra dance	4	118
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Buskers	Dogs redirected	Chef Demo	Smoothie Demo	High Five Kids Cooking	High Five Produce Tasting	Volunteers
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Date	Time	Performer	Genre	# in band	# in Audience	# on speakers wall	Weather	Temperature	Buskers	Dogs redirected	Chef Demo	Smoothie Demo	High Five Kids Cooking	High Five Produce Tasting	Volunteers	Programming	Chess	Lost and Found	Incidents
23-Jul	9:30	Festival Dance and Performing Arts	dance	14	146	10	sunny	60	7	6	n/a	n/a	n/a	n/a	0	none		none	none
	11:00	Arvid Lundin and the Deep Roots	Irish / Scottish folk & contra dance	4	118	11	sunny	69											
30-Jul	9:30	National Dance Day with Miss Moscow USA	dance	4	131	10	sunny	78	6	6	54	n/a	n/a	n/a	0	Pathways Commission, USDA Ag Research Service, USA Dry Pea & Lentil Council		none	none
	11:00	Snake River Six	Dixieland	6	68	8	sunny	85											
6-Aug	9:30	Cherry Sisters Revival	banjo / folk	3	63	9	sunny	68	4	5	n/a	n/a	17	n/a	0	Latah County Human Rights Commission, Food Drive		none	none
	11:00	Henry C and the Willards		5	79	8													
13-Aug	9:30	Dan Maher	folk	1	74	7	sunny	75	3	7	n/a	60+	n/a	50	0	National Farmers Market Week	26	Two Debit Cards	none
	11:00	Potatohead	Irish folk dance	4	92	7	sunny	84											
20-Aug	9:30	UI Preparatory Strings	classical	36	132	12	sunny	71	5	20+	n/a	n/a	n/a	26	9 (UI SYNC)	Pathways Commission, UI Extension	52	Water Bottle, Music Stands	Lost Child X 2 (guardian found)
	11:00	Bare Wires	rockin' blues	5	97	12	sunny												
27-Aug	9:30	Delta G	delta blues	1	89	11	sunny	81	6	8	48	n/a	n/a	n/a	3	none	62	Men's Ring, Sweater, iPhone	none

sunny	75
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Water Bottle, Music Stands	Lost Child X 2 (guardian found)
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Measuring Social Media



Moscow Farmers Market with Uriah Kallstrom.

Published by Zack Ellis [?] · July 9, 2016 · 🌐

We'd like to welcome [Kallstrom Sweet Corn](#) to the Moscow Farmers Market! Is Kallstrom corn too corny for their own good? Find out at their commobile!



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 900 people.

1,852 people reached

[Boost Post](#)

👍❤️ Margaret Klein, Josh Kallstrom and 35 others · 5 Comments · 2 Shares

👍 Like 💬 Comment ➦ Share

1,852 People Reached

157 Reactions, Comments & Shares

119 Like **36** On Post **83** On Shares

6 Love **1** On Post **5** On Shares

1 Haha **0** On Post **1** On Shares

20 Comments **6** On Post **14** On Shares

11 Shares **2** On Post **9** On Shares

190 Post Clicks

68 Photo Views **0** Link Clicks **122** Other Clicks

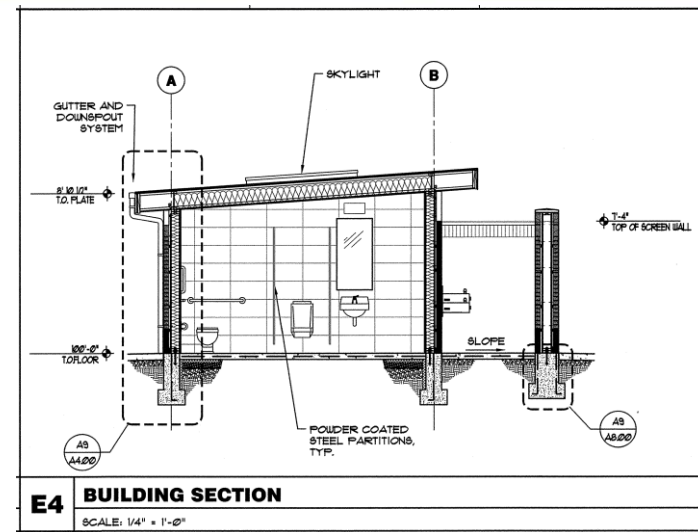
NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Creating Change

- A Brand New Restroom
- Strategic Planning
- Full-Time Market Manager
- Evaluation of Fee Structure
- Reorganizing the Moscow Arts Department
- Operational Overviews
- Policy & Procedure Updates
- Compostable Tableware



Creating Change – Analyzing fee re-structuring

	2012A	2013A	2014A	2015A	2016A
Market Costs	\$90,210	\$103,522	\$103,938	\$105,339	\$106,437
Vendor Percentage	30%	32%	38%	42%	44%
City Percentage	70%	68%	62%	58%	56%
Average Fee Increase*	3%	0%	3%	0%	5%

5,000 people per Saturday warrants a public restroom



Community Branding

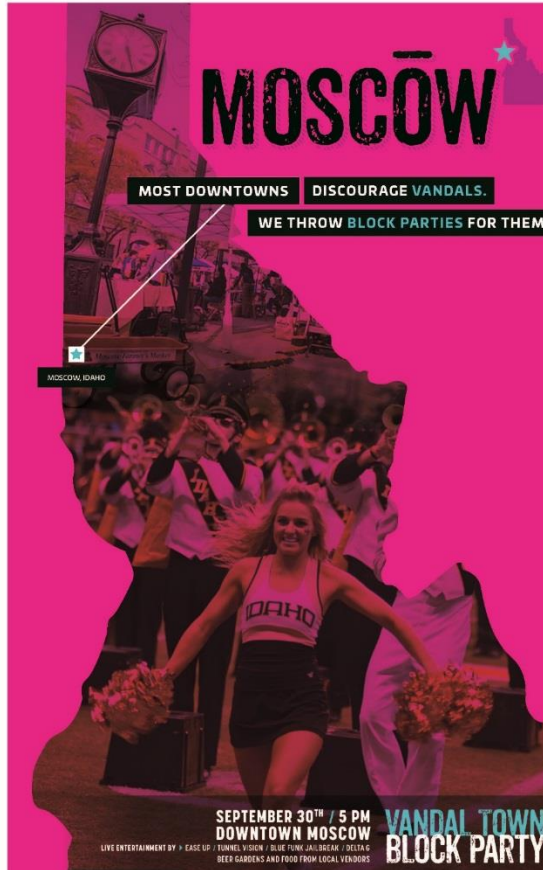
Community University Strategic Partnership – CUSP



INSPIRATION
MEETS CREATIVITY.

MOSCŌW
THERE'S AN I IN OUR TEAM.

Visit a vibrant and historic downtown—home to galleries, theaters, fine dining, festivals, and Idaho's number one farmers market. With the magnificent Palouse at its front door and miles of biking and hiking trails, Moscow, Idaho—home to the University of Idaho—has it all.

MOSCŌW

MOST DOWNTOWNS **DISCOURAGE VANDALS.**
WE THROW BLOCK PARTIES FOR THEM.

MOSCOW, IDAHO

SEPTEMBER 30TH / 5 PM
DOWNTOWN MOSCOW
VANDAL TOWN BLOCK PARTY

LIVE ENTERTAINMENT BY • EASE UP • TUNNEL VISION / BLUE FUNK JAILBREAK • DELTA G
BEER GARDENS AND FOOD FROM LOCAL VENDORS

THERE'S AN I IN OUR TEAM. • City of Moscow • University of Idaho • Moscow Chamber of Commerce • Grinnell Medical Center •



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2016 Sales Report

Vendor Type	Category	Sales
Season Vendor	Craft	\$119,871.43
Season Vendor	Fresh Produce and/or Nursery	\$542,946.80
Season Vendor	On-Site Prepared Food	\$181,796.96
Season Vendor	Prepared and Value Added	\$183,172.32
Walk-On Vendor	Craft	\$87,016.10
Walk-On Vendor	Fresh Produce and/or Nursery	\$155,852.26
Walk-On Vendor	Meat/Poultry Products	\$3,650
Walk-On Vendor	On-Site Prepared Food	\$18,016
Walk-On Vendor	Prepared and Value Added	\$33,732.46
TOTAL		\$1,326,054.33



Photos by Zack Ellis, City of Moscow Videographer



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