

Moscow Farmers Market Value

2015

The Moscow Farmers Market is a community event offered by the City of Moscow and managed by the Arts Department staff.

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# Company Information

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This report was compiled by Amanda Argona,

Volunteer Coordinator & AmeriCorps member,

During her term of service for the Moscow Farmers Market



# Survey Summary

Survey data for the Moscow Farmers Market is available from 2009 to 2014. Targeted audience for these surveys have focused on the community at the Market, downtown businesses, vendors, and civic organizations. Delivery methods include surveying on Market day and questionnaires via mail, surveymonkey.com, and managemymarket.com throughout the Market season. Number of respondents have ranged anywhere from 11 to 967, with the highest number of responses taking place at the Market.

* **Rapid Market Assessments [RMA]** – authored by Larry Lev and John Potter (2003) and authored by Cinda Williams, University of Idaho Extension, Moscow, ID (2009, 2011)
* **Five–Year Strategic Plan** – authored by Aaron Zaretsky, Public Market Development, Waterville, NC
* **Annual Vendor Questionnaires** – developed and implemented by City of Moscow Arts department staff via applications and managemymarket.com
* **Sticky Economy Evaluation Device [SEED]** – developed by marketumbrella.org, New Orleans, LA; coordinated and compiled by Amanda Argona, AmeriCorps Volunteer Coordinator
* **Neighborhood Exchange Evaluation Device [NEED]** – developed by marketumbrella.org, New Orleans, LA; coordinated and compiled by Amanda Argona, AmeriCorps Volunteer Coordinator
  + Shopper Exit Interview survey
  + Resident Interview survey (implemented at downtown businesses on Market day)
  + Vendor survey
* **Food Environment Evaluation Device [FEED]** – developed by marketumbrella.org, New Orleans, LA; coordinated and compiled by Amanda Argona, AmeriCorps Volunteer Coordinator

**Community survey timeline**

**Vendor surveys timeline**

**Downtown businesses survey timeline**

# Economic Indicators

## Growth over the Years

Estimated number of shoppers has continued to grow over the years. Volunteers in all 3 surveys were stationed at Market entrances and used clickers to count the number of adult shoppers entering the Market.

* **2003 RMA: 3,234**
* **2009 RMA: 5,017**
* **2011 RMA: 5,329**
* **2013 SEED: 6,342**

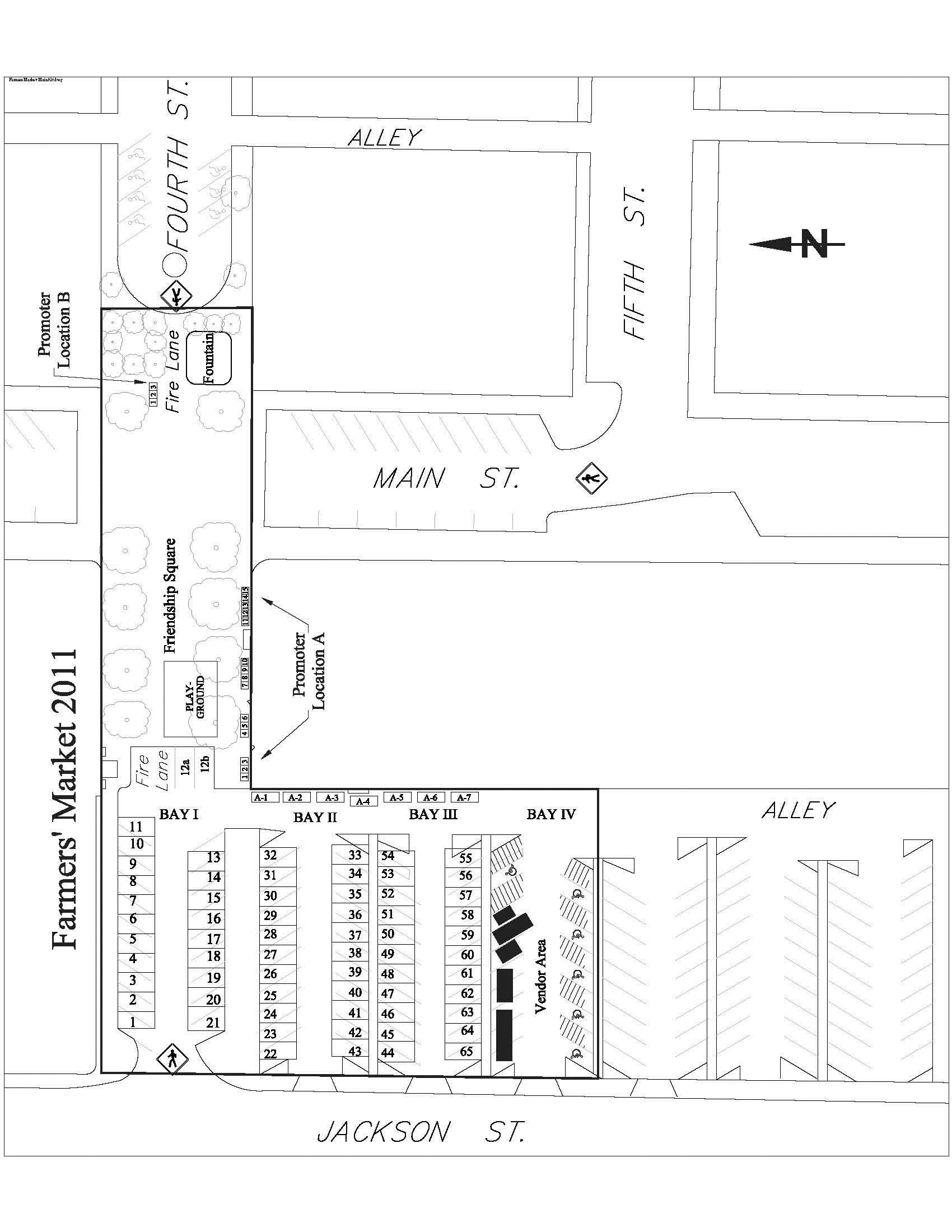
Peak times for shoppers at the Market have also been determined based on volunteer observations and clicker counts. This is not consistent with peak surveying times.

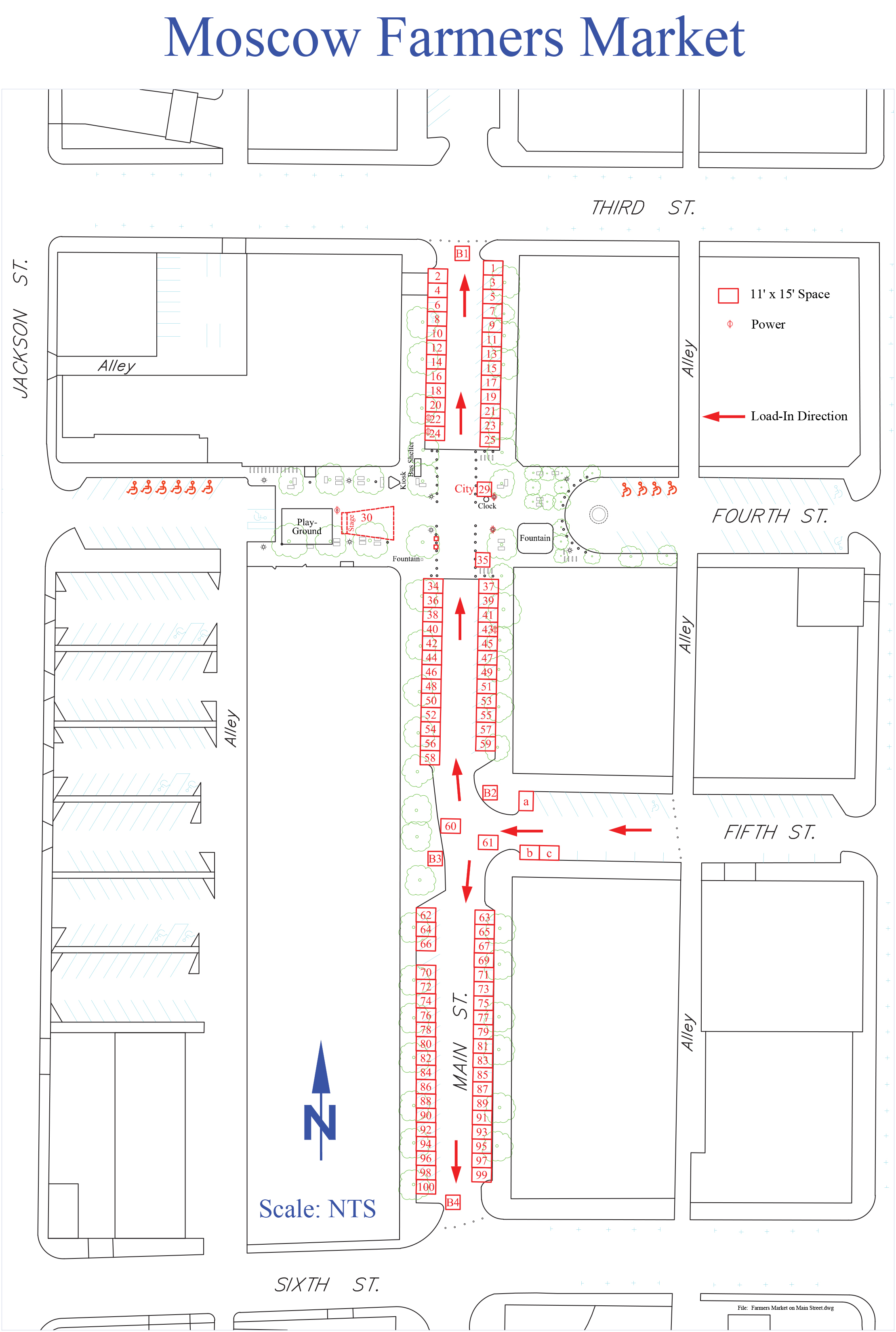
Number of Shoppers Entering the MaRKET ON THE hOUR

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 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 |

In 2011, when the Market was still located in the Jackson Street Parking Lot, it was observed that the highest percentage of shoppers entered from the south Main Street entrance. The Market then moved to Main Street in 2012 and experienced its first full year on Main Street in 2013. It was observed during this time that the highest number of shoppers entered through the north Main Street entrance, identified in the SEED study as 3rd and Main.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | S. Main St. | N. Main St. | Jackson St. (x2) | Alley or Parking lot |  |
| 2011 | **31%** | 26% | 25% | 18% |  |
|  |  |  |  |  |  |
|  | 6th & Main | **3rd & Main** | 4th & Jackson | 4th & Fountain | 5th & Co-op |
| 2013 | 28% | **32%** | 17% | 6% | 16% |





# Financial Impact

## Spending Habits

Shoppers have been asked how much they spend (or will spend) at the Market, in addition to downtown businesses via the RMAs, Strategic Plan, and the SEED study. The RMAs and SEED indicated that shoppers spend money closer to the $20 range, while the Strategic Plan indicated that most shoppers spend between $21 and $50.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Year & survey | # of responses | $0 | $5 | $10 | $15 | $20 | $30 | $40 | $50+ |
| 2003 RMA |  | 9% | 22% | 25% | N/A | 26% | 10% | 3% | 4% ($60+) |
| 2009 RMA | 833 | 5% | 11% | 18% | 15% | 25% | 15% | 5.5% | 5.5% |
| 2011 RMA | 950 | 5% | 12% | 18% | 14% | 23% | 13% | 7% | 8% |
|  |  | $0-$20 | $21-$50 | $51-$100 | $101-$200 | $201-$300 | $301+ |  |  |
| 2012 Strategic Plan |  | 21.6% | 59.5% | 21.6% | 1.9% | 0.6% | 0% |  |  |
|  |  | $0-$10 | $10-$20 | $20-$30 | $30-$40 | $40-$50 | $50+ |  |  |
| 2013 SEED | 553 | 20% | 29% | 20% | 12% | 9% | 9% |  |  |

Amount of Money Shoppers have Spent (or will spend) at the Market

## Methodology Comparison

The RMAs methodology outlines the following for data consideration:

* Not per individual; based on adults spending from one “wallet” (shopping group)
* Average amount spent is calculated by:

Total amount of shoppers said they would spend

Total number of shopping groups surveyed

* **Total market sales** are calculated based on:

Total count of market shoppers

2.0 adults per shopping group **X** Average amount per shopping group

Using the above formula and corresponding data below, the RMAs found the following:

* In 2003, the average amount spent (per surveyed shopping group) was $ 15.80 and there was an estimated 3,234 shopper attendance in the Market that day. The total estimated sales for the market that day were $25,500.00.
  + Surveyed shoppers that answered “yes” to “planning on doing any additional shopping in the downtown area” spent (or planned to spent) on average $21.69
  + Total money spent outside the Market was calculated at $19,360
* In 2009, the average amount spent (per surveyed shopping group) was $19.05 and there was an estimated 5,017 shopper attendance in the Market that day. The total estimated sales for the market that day were $47,753.65.
* In 2011, the average amount spent per shopping group was $19.92 and there was an estimated 5,329 shopper count in the Market that day. The total estimated sales for the market that day were $53,067.00
  + Surveyed shoppers that answered “yes” to “planning on additional shopping or eating in the downtown area” spent (or planned to spent) on average $13.11
  + Total money spent outside the Market was calculated at $34,925

The SEED methodology was developed by the non-profit organization marketumbrella.org and looked beyond market sales to quantify the economic impact of the Market to both the vendors and the Moscow community.

* Assumes individual spending, not per household
* Uses an 1.85 multiplier (compared with Latah County multiplier of 1.52)
* In 2013, the average dollar amount spent at the Market (per surveyed shopper) was $29.58
  + 62% of surveyed shoppers indicated that had or plan on spending money elsewhere\* in the area. (\*elsewhere in the area is defined as a 1 mile radius around the Market)
  + The average dollar amount for such purchases in the area was $18.50
  + Average gross receipts at businesses near the market (per market) were calculated at $92,481.27

The original report (found below) was reviewed by then City of Moscow Economic Development Specialist Jeff Jones, who found the 1.85 multiplier inappropriate for the Moscow area. Using multipliers that were more economically fit for the Moscow Farmers Market, the following were calculated:

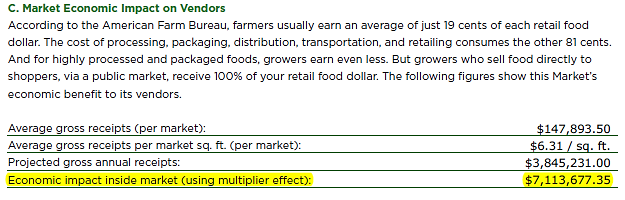
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Economic Impact inside the Market | Economic Impact outside the Market | Total combined economic impact | Difference from SEED report |
| 1.56 (1997 BEA multiplier\*) | $5,998,824 | $3,751,800 | $9,750,624 | $1,811,402 |
| 1.52 (Latah County multiplier\*\*) | $5,845,008 | $3,655,600 | $9,500,608 | $2,061,418.60 |

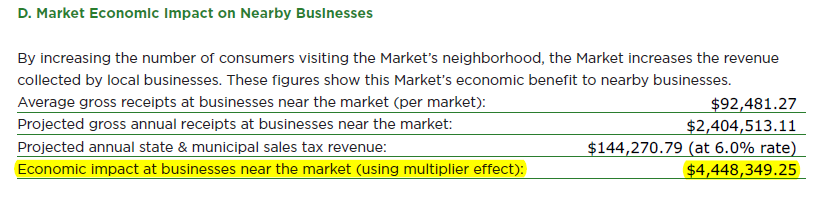
\*Multiplier is classified as “other direct selling establishment” under the North American Classification Industry

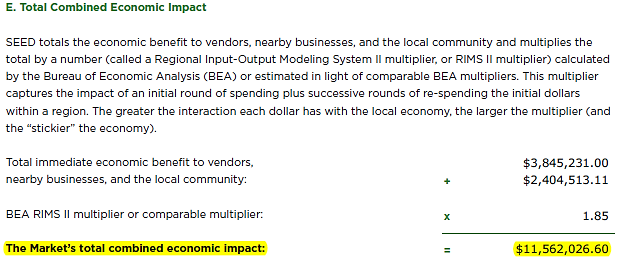
\*\*Multiplier is an average of the following multiplier categories for inside Latah County: Producers, Non-producers, and Prepared food.

**Market Umbrella SEED Report snapshots**









## Vendors & THE MARKET

### Gross Sales Reporting

Also in 2012, gross sales reporting became a **requirement** of all vendors participating in the Moscow Farmers Market. Below is the record of gross sales as reported by vendors from 2011 to 2015.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2011 | 2012 | 2013 | 2014 | 2015 |
| % of vendors reporting\* | N/A | 28.85% | 55.88% | 93.35% | N/A |
|  |  |  |  |  |  |
| Total gross sales\*\* | $462,383.50 | $303,961.58 | $563,647.08 | $1,162,432.37 | N/A |

\*does not include number of walk-on vendors

\*\*includes both season and walk-on vendors sales

In 2014, language was added to policy that season vendors were required to report their gross sales for the Market no later than November 15th and that failure to do so would result in that vendor’s disqualification from the Market for the following season.

# Market Demographics

## Shopper Demographics

Demographic data concerning the Market is not consistent amongst all surveys, specifically age and gender. Many surveys do take into account shoppers’ residence (city, county, and state). Data shows that Moscow residents are the core of Market shoppers.

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)

The Neighborhood Exchange Evaluation Device was comprised of three surveys; 1 for shoppers at the market, 1 for persons inside downtown businesses, and 1 for vendors present that day at the market. Demographic information captured on all three surveys included age group, gender, occupation, and how they self-identify. It did not include place of residence.

The results below are for the 206 shoppers surveyed at the Market. That day, shoppers were predominately female, fell within the age group of 20-39, and identified as white. The top “occupations” identified by market shoppers were:

* Retired; 13.5%-16.5%
* Student; 15%
* Professor; 6%
* Teacher; 2.9%
* Farmer; 1.94%
* Nurse; 1.94%
* Homemaker; 1.94%

**Age Group Gender Racial Identity**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0-19 | 20-39 | 40-59 | 60+ | Female | Male | Asian | African American | White | Multiracial |
| 3% | 36% | 30% | 31% | 67% | 33% | 1.94% | 1.46% | 89.8% | 5.34% |

Shoppers who identified as Hispanic/Latino or Native American each made up less than one percent of racial demographics. Zero percent of shoppers identified as Pacific Island. Shoppers who identified with two specific categories were classified with shoppers who identified as Multi-racial.

## Vendor Demographics

**Age Group Gender Racial Identity**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20-39 | 40-59 | 60+ | Female | Male | Hispanic/  Latino | Asian | White | Multiracial |
| 18% | 51% | 31% | 56% | 44% | 5% | 7.5% | 84.6% | 2.5% |

Zero percent of vendors classified themselves into the following categories

* Age group 0-19
* Pacific Island
* Native American

Vendor information captured for that Market day was subject to on-the-ground vendor representation, which could have been a family member and not the primary vendor business owner or operator.

## Vendor Categories and Inventory

Vendor type and inventory has been inconsistent and therefore difficult to track over the years. The 2015 Moscow Farmers Market policies identifies the following types of vendors (both season and walk-on) at the Moscow Farmers Market:

* Fresh Produce and Nursery
* Value Added
* Craft

In the 2012 Strategic Plan survey to season vendors, vendors were asked to categorize themselves into Farmers, Prepared Food, and/or Crafts. During the 2013 NEED vendor survey, season vendors were asked to classify themselves, but were not provided with pre-determined categories. Staff have been tracking vendor category types using the managemymarket.com online registration process since its implementation with season vendors in 2013, and then with both season and walk-on starting in 2014. When applying to the Market, vendors were able to choose between walk-on and season vendor status in addition to classifying themselves into one of the following categories for 2015:

* Produce and/or Nursery
* Livestock/Poultry Products
* Value Added
* Prepared Food
* Craft

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Year & survey | # of responses | Farmer |  |  | Prepared Food vendor | Crafts vendor |  |
| 2012 Strategic Plan |  | 37.3% |  |  | 16.9% | 45.8% |  |
|  |  | Produce & Nursery |  | Value Added Food |  | Craft |  |
| 2013 Manage my Market | 65 Season vendors | 43% |  | 27.6% |  | 29.2% |  |
|  |  | Produce | Produce/  Value Added | Agricultural/ Value Added | Prepared Food | Craft | Craft/  Other |
| 2013  NEED | 39 Vendors present at Market that day | 23% | 8% | 8% | 26% | 28% | 7% |
|  |  | Produce & Nursery |  | Value Added & Livestock/  Poultry |  | Craft |  |
| 2014 Manage my Market | 63 Season vendors | 36.5% |  | 34.9% |  | 28.5% |  |
|  |  | Produce & Nursery | Livestock/  Poultry | Value Added | Prepared Food | Craft |  |
| 2015 Manage my Market | 55 Season vendors | 38.2% | 5.4% | 14.5% | 10.9% | 30.9% |  |

# Definitions for categories have changed over the years with some categories including particular vendor types or new categories being created to accurately reflect vendors and product being sold at the Market. Staff has found that following definitions work best to collect data and track vendor percentages in each category.

* **Produce and/or Nursery**- the majority of products sold at my booth during the Market Season are fresh produce, herbs, grains, fruits, vegetables, cut flowers, potted plants, plants, seeds, shrubs, and/or tree/vine starts.
* **Livestock and/or Poultry**- the majority of products sold at my booth during the Market Season are meat, milk, eggs, etc.
* **Value Added**- the majority of products sold at my booth during the Market Season are baked goods, mixes, cheese, bread, wine, cider, beer, honey, nuts, jams, jellies, salsa, etc.
* **Prepared Food**- the majority of products sold at my booth during the Market Season are hot, ready-to-eat foods that are made on site on Market day or prepared in advance. Such foods include: sausages, hamburgers, kettle corn, burritos, tamales, combination plates, barbeque, skewers, etc.
* **Craft**- the majority of products sold at my booth during the Market Season are products made by hand or with the appropriate tools. Such products include body care (soaps, lotions, etc.), textiles (wool/yarn, knitting, sewing, etc.), artisan works (fine art, photography, ceramics, wood, etc.), jewelry, and/or up-cycled/recycled designs.

# Downtown Businesses on Main Street

Downtown businesses have been surveyed both before and after the Market moved to its current home on Main Street. Records indicate that there have only been two surveys implemented specifically towards downtown businesses; the 5-Year Strategic Plan and the Neighborhood Exchange Evaluation Device [NEED].

The 5-Year Strategic Plan surveyed 11 business owners with various locations in the Moscow area, while the NEED study focused solely on downtown businesses neighboring the Market. The “Resident Interview” survey was implemented by volunteers who were asked to survey people inside various downtown businesses. Exactly 45 people were surveyed with 40 of the surveys completely filled out and used for data aggregation.

## Neighborhood Exchange Evaluation Device

## Demographics

**Age Group Gender Racial Identity**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0-19 | 20-39 | 40-59 | 60+ | Female | Male | Hispanic/  Latino | African American | White | Native American | Multiracial |
| 3% | 58% | 28% | 13% | 38% | 63% | 5% | 2.5% | 82.5% | 2.5% | 7.5% |

The following categories for participants at downtown businesses were zero percent:

* Pacific Island
* Asian

Surveys implemented in downtown businesses further asked interviewees to classify themselves as either a resident (11; 28%), owner (11; 28%), worker (13; 33%), or visitor (2; 5%); (3; 8%) classified themselves as both a resident and worker.

## 5 year Strategic Plan REsults- Businesses

1. Where is your business located?

45.5% Main Street between 6th and 5th

18.2% Main Street between 5th and 3rd

9.1% Main Street between 3rd and 2nd

0% Main Street between 2nd and 1st

27.3% Not located on Main Street

2. This past season, the Farmers Market was moved from the Jackson Lot to Main Street. Do you approve of this move?

70% Yes

30% No

If you answered “No,” why not and where do you think the Farmers Market should be located?

• Having the street closed blocks our customers. Farmers Market should be in the Jackson St Lot

• Limited parking. Our regular customers avoided coming to us on that day because of difficulty in parking and access to Main Street.

• Fair grounds

3. How has your business’ income been affected on Saturdays when the Farmers Market is set up?

27.3% Greatly increased

9.1% Slightly increased

45.5% Stayed about the same

9.1% Slightly decreased

9.1% Greatly decreased

4. Part of the strategic planning process is to review and propose updates to the existing Mission Statement for the Farmers Market. Listed below are the current mission statement and a revised version. Please rate the statement following the two mission statements.

***Current mission statement:***

*To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created produce (e.g., crops, meat, cheese, wine, etc.), and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.*

***Revised mission statement:***

*Celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created fresh foods and farm products and to enhance these offerings with limited prepared foods and distinctive, locally created, handmade goods. This venue is meant to encourage and support sustainable economic, social, and environmental practices.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| **I agree with the proposed changes made to the mission statement.** | 31% | 23% | 23% | 0% | 23% | 0% |

5. Through the public input gathered from vendors, business owners, and customers, the following statements have been generated as potential improvements or changes to the market. Please rate each of the following statements noting your level of agreement with each:

1. As the Farmers Market grows and needs more space, I would support expansion of the Market along Main Street to 2nd Street and perhaps, eventually to 1st Street.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 36% | 18% | 9% | 0% | 36% | 0% |

1. Local farmers should be allowed to set up farm product trucks in Friendship Square as a means of providing a new method of vending to serve existing or new local farmers by allowing this “Tailgate Market.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 36% | 36% | 0% | 27% | 0% |

1. The Market should extend into Friendship Square to encourage more interaction in that area with existing uses and increased space for additional vendors as needed.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 40% | 30% | 10% | 20% | 0% |

1. As a way to increase farm income and expand products available to customers when local products are unavailable, it has been proposed to allow all local Market farmers to be able to supplement their grown products with no more than 10% of bought products so long as the 10% of products that are being resold come from farms within 350 miles, and that these products do not compete with a 2 week growing window of when these products are being locally grown.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 27% | 36% | 18% | 18% | 0% |

1. Prepared food vendors should include at least 20% (by value or volume) of ingredients from local sources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 9% | 36% | 27% | 9% | 18% | 0% |

1. Craft and value-added vendors should source at least 20% (by value or volume) of their supplies and ingredients from local sources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 27% | 18% | 27% | 9% | 18% | 0% |

1. Farmers Market vendors should be allowed to hawk their wares (call out the availability of their products) in a non-disruptive manner.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 45% | 18% | 9% | 27% | 0% |

1. Family, children and entertainment used should be consolidated (i.e. Kids’ Market, fountain, play structure, and performance space), on the east side of Main Street on 4th Street by the existing fountain.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 18% | 36% | 18% | 9% | 18% | 0% |

1. I support the creation of a non-profit “Friends of the Market” group to assist with marketing, fundraising, and volunteers for the Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 36% | 36% | 9% | 9% | 9% |

1. I would be interested in participating in a “Friends of the Market” type of organization.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 9% | 45% | 18% | 27% | 0% |

1. Currently, the Farmers Market is set up with the vendors’ backs facing the Main Street businesses, and the primary customer flow being between the two rows of Farmers Market vendors at the center of Main Street. A better flow would be achieved if vendors were to rotate booths to face the sidewalk, so that customers would move between the Market vendors and Main Street businesses.



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 9% | 55% | 18% | 9% | 9% | 0% |

1. I would be interested in seeing downtown businesses set up displays for their business, seating if a restaurant, on the sidewalk in front of those businesses during the Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 36% | 27% | 27% | 0% | 0% | 0% |

1. To increase the percentage of farm products at the market, I would support freezing fees for farmers selling produce and value-added (i.e. jam from fruit, salsa from tomatoes) products while adjusting non-farm vendor fee to potentially increase the number of farm vendors.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 18% | 36% | 18% | 27% | 0% |

1. I would support farmers reselling up to 10% of their total offering at market if those products for resell were sourced from within 350 miles and would not be permitted around the times when locally sourced similar products are available.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 18% | 45% | 9% | 27% | 0% |

1. Currently, there is no separate marketing budget for the Farmers Market. I would support a 2% gross sales surcharge to Market vendors and the use of these funds for marketing and advertising of the Farmers Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 0% | 60% | 10% | 10% | 20% | 0% |

1. I feel a partnership among Market vendors and downtown businesses would enhance both the Market and the community.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 20% | 30% | 10% | 10% | 30% | 0% |

6. Are there capital improvements (such as public restrooms, play equipment, recycling stations) that you think need to be made to the existing Farmers Market — if so, what do you suggest?

* Bathrooms
  + Public restrooms in Friendship Square would be wonderful. Composting/recycling would be nice — it would need to be attended, like at Ren Fair.
  + Bicycle facilities and bicycle/pedestrian rewards e.g. the Co-Op's Walk/Ride punch card.
  + I have not noticed on my end of the street, any increase in people wishing to use my restroom. I can imagine it may be different between 3rd-6th.
  + Extend cross walk times during market.
  + Across street signs on Jackson/Washington to improve visibility.
  + Improve signage for parking or shuttle service for handycap.
  + More public restrooms
  + Keep Main Street closed for music on Main Street on Saturday.
  + Moscow is dog friendly.
  + Restrooms are needed!

7. Do you have other suggestions for the future of the Farmers Market?

* Move it back to Jackson Street lot and quit harassing downtown businesses by blocking their stores. If stores downtown have to close because of the decrease in sales from their stores being blocked it will be your fault. Shame on you.
* Incorporating rules about compostability and recyclability of food vendors' utensils and plates, that are similar to Ren Fair, would be great. Love the new Main Street location, as a business owner and as a market shopper.
* Stay rad!
* As long as it does not directly effect brick and mortar businesses that are established on main street, I do not see issues that could be problematic.
* why is it that the businesses that have to meet the legislative and regulatory requirements have to go head to head with those that don’t----
* Any neutral answers are because I don't have enough information to make an informed statement.
* Only one sidewalk for dogs, does not make sense.
* Keep Main Street to have live bands, music shows, etc. to have something to look forward to on Saturday nights.

# Addendum

The following pages are the culmination of questions posed to shoppers and vendors over the years from the surveys and questionnaires mentioned in this report.

## VENDORS

### 2011 & 2012 Vendor Application Survey/Questionnaire

Paper surveys from 2011 were approved for shredding and disposed of, while 2012 is awaiting approval for shredding. No data has been compiled from either year.

1. **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, re-sellers, 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 2012: \_\_\_\_\_\_\_\_\_
  10. Number of these you will hire to sell for you at farmers markets: \_\_\_\_\_\_\_\_\_
  11. What other farmers markets do you sell at? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **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:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. 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

* 1. Who is your County extension agent? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Total number of acres you cultivate for your farmers market business: \_\_\_\_\_
     + 1. Total number of acres you own: \_\_\_\_\_\_\_\_\_\_\_\_\_\_
       2. Total number of acres you lease / rent: \_\_\_\_\_\_\_\_\_\_\_\_
       3. Total number of acres - orchard: \_\_\_\_\_\_\_\_\_\_\_\_\_
       4. Total number of acres - row crop: \_\_\_\_\_\_\_\_\_\_\_\_
       5. Total number of acres - livestock: \_\_\_\_\_\_\_\_\_\_\_\_

1. **General Information**

As we look forward to 2012, 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):
     + 1. \_\_\_\_Providing customers with a good mix of products
       2. \_\_\_\_Promoting Markets to consumers
       3. \_\_\_\_Ensuring product quality
       4. \_\_\_\_Maintaining product integrity
       5. \_\_\_\_Enforcing Market rules and regulations
       6. \_\_\_\_Planning/implementing Market events
       7. \_\_\_\_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.

1. **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. How many years have you been a vendor at the Moscow Farmers Market?
3. What makes your products unique and special?
4. In your own words (250 or less) can you tell us a brief history of your farm and business?
5. How many years (generations) are represented on your farm?
6. What are some of the unique, special, and unusual aspects of your farm/business?
7. What brought you to farming?
8. Why do you do what you do (e.g., growing leeks, raising beef, making bread or preserving jam)?
9. What are your biggest challenges for your farm or for your small business?

1. What is farming’s biggest challenge?
2. What role do farmers markets play in your business?

## Manage my Market online system

In 2012, Arts Department staff explored the use of [www.managemymarket.com](http://www.managemymarket.com). The intent of using this online program was to create a centralized location to manage and track vendor applications, licenses, documents, contacts and payment records, in addition to reducing paper consumption from previous applications. Since using this system full time, paperwork given to vendors as part of the application process has been limited to the Annual Release and Hold Harmless, the ST-124 Tax form, and general surveys not covered by additional questions or profiles on Manage my market. Vendors were not surveyed in 2015.

## Profile Information- to be updated by vendors on an as needed basis. Fields are permanent and cannot be changed.

Your Company

Company Name\*  


Business Structure\*  


Business Owners\* *please list all owners*  


Brief Company Description\* *this is for the public, so that they can know more about you!*  


Company Photo/Logo *JPG, PNG or GIF only, less than 2MB in size*



Business Phone\*  


Website  


Twitter Handle twitter  
*(ex: @managemymarket)*

Facebook Profile facebook  
*(ex: facebook.com/managemymarket)*

I give permission to display my contact information (business phone number and email) on market websites. This information is used on market websites in areas such as vendor lists and on the interactive market map.

My business is **certified** organic.

Mailing Address

Country  


Address Line 1\*  


Address Line 2  


City\*  


State\*  


Zip Code\*  
format: 12345

Primary Contact

First Name\*  


Last Name\*  


Home Phone  


Cell Phone  


Fax  


Alternate Email  


Is this business a farm/ranch? yes no

Farm Details

Owned Acres:

|  |  |
| --- | --- |
| # of Acres | Location of Parcel |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Leased Acres:

|  |  |
| --- | --- |
| # of Acres | Location of Parcel |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

How many acres do you cultivate?\*:  


Pest Control Methods\*:  


Weed Control Methods\*:  


Water Management Methods\*:  


My farm uses Genetically Modified Organism (GMO) Seeds  
If checked, please describe:  


My farm uses Growth Hormones (GH)  
If checked, please describe:  


Additional Business Information

Where do you get the sources/ingredients for your products? Please be as specific as possible.\*  


Where do you sell?

Where are your products currently sold?\*  


Co-Packing

Check if any part of the processing or preparation of your product is not done by you  
If checked, please indicate which products and the name and location of any secondary processor or co-packer:  


\* required field

## Additional Questions- added to online application process. These change from year to year.

### 2012- Not utilized to its full potential; Pre-pilot year.

Farm or Business Address: \*   
*Street: City: State: Zip:*

What is the best way to contact you during the Market Season? \*   
*Cell Email Day Phone Fax*

What is your market vehicle make and model?   
*Include vehicle length and width*

What is your general liability insurance carrier and policy number?   
*Note: general liability insurance information is suggested but not mandatory for the 2012 market season*

What is your product liability insurance carrier and policy number?   
*Note: product liability insurance information is suggested but not mandatory for the 2012 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): 

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

### 2013- Pilot year with only Season vendors utilizing program.

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

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

Farm or Business Physical Address:   
*Street: City: State: Zip:*

If you require a vehicle space, what is the make and model of the vehicle that you will have at the Market?   
*Include vehicle length and width*

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 

### 2014- First year program was utilized by Season and Walk-on vendors.

List full names of family members, employees, or others selling with you at the Market (if any):   
*Please list full first and last names, or if you are the sole seller, then write "not applicable"*

What new products are you bringing to the Market this year?   
*Please list new products or write "not applicable".*

Farm or Business Physical Address (if different from mailing address)   
*Street: City: State: Zip:*

If you intend to sell meat, poultry or seafood, please provide the name and contact information of the certified facility where you have the commodity processed.   
*Provide the business name, contact, and contact information; or write "not applicable".*

If your business is a farm/ranch, please specify how your acres listed in your Vendor profile are allocated. EXAMPLE: 5 acres vegetable production; 20 acres pasture; 4 acres orchard; etc.   
*If your business is not a farm/ranch, please write “not applicable”.*

If you own or raise livestock/poultry, are your animals pastured?   
*Please indicate yes/no or write "not applicable".*

If you own or raise livestock/poultry, do you use subtherapeutic antibiotics?   
*The Market defines "subtherapeutic antibiotics" as antibiotics that are below the dosage levels used to treat diseases. Please indicate yes/no or write "not applicable".*

### 2015- Second year program was utilized by all vendors.

List full names of family members, employees, or others selling with you at the Market (if any): \*  
*Please list full first and last names, or if you are the sole seller, then write "not applicable"*

Farm or Business Physical Address (if different from mailing address) \*  
*Street: City: State: Zip:*

Are you planning to bring new, previously un-juried products to Market? \*  
*Please list new products or write "not applicable". For more information about scheduled jury dates this year, please contact the Arts Department, 208-883-7036.*

How long have you been a vendor of the Moscow Farmers Market? \*  
*Please indicate how many years you have been coming to the Moscow Farmers Market, not including this season. If this is your first year ever, please write, "not applicable"*

Do you accept debit and/or credit card? \*  
*Please indicate yes/no. If yes, list processing method you use.*

Do you currently have insurance that covers your business at the Market? Yes No

Are you interested in attending the Market during the University of Idaho's Homecoming Parade? Yes No

If you are a Season Vendor, what 2 dates will you be absent from the Market? \*  
*Please list dates or write "not applicable - will be present every Saturday"*

If you are a Value Added or Prepared Food Vendor, how many employees on Market day have a current food handler's certificate? \*  
*If you are not a Value Added or Prepared Food Vendor, please write "not applicable"*

If you are a Value Added or Prepared Food Vendor, what is the address of the commercial kitchen you use? \*  
*Street: City: State: Zip: If you are not a Value Added or Prepared Food Vendor, please write "not applicable"*

If you sell produce, how long is the harvest to market process? \*  
*Please write the number of hours it takes you from the time of harvest to the point of sale to get your products to market.*

If your business is a farm/ranch, please specify how your acres listed in your Vendor profile are allocated. EXAMPLE: 5 acres vegetable production; 20 acres pasture; 4 acres orchard; etc. \*  
*If your business is not a farm/ranch, please write “not applicable”.*

If you intend to sell meat, poultry or seafood, please provide the name and contact information of the certified facility where you have the commodity processed. \*  
*Provide the business name, contact, and contact information; or write "not applicable".*

If you own or raise livestock/poultry, are your animals pastured? \*

If you own or raise livestock/poultry, do you use subtherapeutic antibiotics? \*  
*The Market defines "subtherapeutic antibiotics" as antibiotics that are below the dosage levels used to treat diseases. Please indicate yes/no or write "not applicable".*

### 2012 Strategic Plan

1. Which category best categorizes your business as it relates to the Moscow Farmers Market? Check all that apply.

37.3% Farmer

16.9% Prepared food vendor

45.8% Crafts vendor

2. Approximately what percent of your household’s total annual income is derived from sales at the Moscow Farmers Market?

46% 0–10%

12% 11–20%

10% 31–30%

6% 31–40%

4% 41–50%

6% 51–60%

6% 61–70%

4% 71–80%

2% 81–90%

4% 91–100%

3. This past season, the Farmers Market was moved from the Jackson Lot to Main Street. Do you approve of this move?

84% Yes 16% No

If you answered “No,” why not and where do you think the Farmers Market should be located?

• Either at the Latah County Fairgrounds, the old Tidyman's parking lot, or in East City Park.

• I still don't know. I liked it better in the lot, as do a good number of my friends and customers. But I've heard most customers supposedly prefer it on Main and I want the customers to be happy. We'll see how it pans out over time.

• The box shape at Jackson St parking lot is perfect. The Main St stretched shape is inefficient.

4. Part of the strategic planning process is to review and propose updates to the existing Mission Statement for the Farmers Market. Listed below are the current mission statement and a revised version. Please rate the statement following the two mission statements.

*Current mission statement:*

*To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created produce (e.g., crops, meat, cheese, wine, etc.), and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.*

*Revised mission statement:*

*Celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created fresh foods and farm products and to enhance these offerings with limited prepared foods and distinctive, locally created, handmade goods. This venue is meant to encourage and support sustainable economic, social, and environmental practices.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| **I agree with the proposed changes made to the mission statement.** | 25% | 38% | 10% | 12% | 12% | 4% |

5. Through the public input gathered from vendors, business owners, and customers, the following statements have been generated as potential improvements or changes to the market. Please rate each of the following statements noting your level of agreement with each:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 23% | 27% | 10% | 10% | 27% | 4% |

1. As the Farmers Market grows and needs more space, I would support expansion of the Market along Main Street to 2nd Street and perhaps, eventually to 1st Street.
2. Local farmers should be allowed to set up farm product trucks in Friendship Square as a means of providing a new method of vending to serve existing or new local farmers by allowing this “Tailgate Market.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 19% | 19% | 21% | 10% | 21% | 10% |

1. The Market should extend into Friendship Square to encourage more interaction in that area with existing uses and increased space for additional vendors as needed.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 27% | 38% | 15% | 8% | 12% | 0% |

1. As a way to increase farm income and expand products available to customers when local products are unavailable, it has been proposed to allow all local Market farmers to be able to supplement their grown products with no more than 10% of bought products so long as the 10% of products that are being resold come from farms within 350 miles, and that these products do not compete with a 2 week growing window of when these products are being locally grown.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 8% | 21% | 17% | 12% | 40% | 2% |

1. Prepared food vendors should include at least 20% (by value or volume) of ingredients from local sources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 21% | 31% | 19% | 15% | 8% | 6% |

1. Craft and value-added vendors should source at least 20% (by value or volume) of their supplies and ingredients from local sources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 22% | 20% | 20% | 18% | 20% | 2% |

1. Farmers Market vendors should be allowed to hawk their wares (call out the availability of their products) in a non-disruptive manner.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 6% | 24% | 6% | 18% | 43% | 4% |

1. Family, children and entertainment used should be consolidated (i.e. Kids’ Market, fountain, play structure, and performance space), on the east side of Main Street on 4th Street by the existing fountain.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 10% | 31% | 23% | 12% | 17% | 8% |

1. I support the creation of a non-profit “Friends of the Market” group to assist with marketing, fundraising, and volunteers for the Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 21% | 35% | 35% | 6% | 2% | 2% |

1. I would be interested in participating in a “Friends of the Market” type of organization.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 6% | 20% | 29% | 20% | 12% | 14% |

1. Currently, the Farmers Market is set up with the vendors’ backs facing the Main Street businesses, and the primary customer flow being between the two rows of Farmers Market vendors at the center of Main Street. A better flow would be achieved if vendors were to rotate booths to face the sidewalk, so that customers would move between the Market vendors and Main Street businesses.



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 6% | 14% | 18% | 18% | 42% | 2% |

1. I would be interested in seeing downtown businesses set up displays for their business, seating if a restaurant, on the sidewalk in front of those businesses during the Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 19% | 40% | 25% | 2% | 10% | 4% |

1. To increase the percentage of farm products at the market, I would support freezing fees for farmers selling produce and value-added (i.e. jam from fruit, salsa from tomatoes) products while adjusting non-farm vendor fee to potentially increase the number of farm vendors.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 8% | 19% | 15% | 25% | 31% | 2% |

1. I would support farmers reselling up to 10% of their total offering at market if those products for resell were sourced from within 350 miles and would not be permitted around the times when locally sourced similar products are available.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 4% | 23% | 23% | 15% | 33% | 2% |

1. Currently, there is no separate marketing budget for the Farmers Market. I would support a 2% gross sales surcharge to Market vendors and the use of these funds for marketing and advertising of the Farmers Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 2% | 12% | 4% | 10% | 71% | 2% |

1. I feel a partnership among Market vendors and downtown businesses would enhance both the Market and the community.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 26% | 40% | 16% | 2% | 10% | 6% |

6. Are there capital improvements (such as public restrooms, play equipment, recycling stations) that you think need to be made to the existing Farmers Market — if so, what do you suggest?

* + Access to public restrooms would certainly be nice and may become necessary if the market continues to grow.
  + Absolutely recycling and bathrooms! Play equipment is already covered at friendship square.
  + More tables with shade and chairs, benches throughout the market area. Recycling stations would make sense
  + Recycling and composting stations
  + Bathrooms
  + restrooms, recycling
  + None
  + Public restroom
  + Public restrooms
  + Who would pay for them? If increased costs are passed on to vendors, you price many out of the market, changes atmosphere and nature of the very special Moscow Farmers Market.
  + Public restrooms are a great need in any town especially Farmer Market Moscow.
  + Additional public restrooms and recycling stations
  + Public restrooms, recycling stations
  + Public restrooms, hand-washing stations
  + Sure I’d love public restrooms, recycling and a Sherpa to carry my customers purchases to their autos, but with the current budget, I think Moscow has excellent services. I’m thankful we have access to St. Andrews, we should make provisions for a time when it is unavailable.
  + We need more restrooms available. We need to have recycling available at the market. And more garbage and trashcans in more areas. Spread out tables as well. Get the city booth out of the main square. Need more money? Charge the public!
  + Restrooms and Washing hands, not Honey-Huts, in portable trailers at both ends of the market. Nice and clean. Have them custom built for the market.
  + Extended hours 8 a.m.–2 p.m. for farmers market.
  + Permanent structures over Main Street to provide some shade for customers and vendors. Maybe filtered shade.
  + Public hand-washing station. Live radio broadcasts from the market. Recycling stations. Street sweeping a couple times during the season.
  + More tables and chairs and recycle stations throughout the market. Play equipment for the kids.
  + I believe that the produce, food and arts and crafts and walk-ons should be scattered throughout the whole show instead of all clustered together in categories. Walk-on vendors should be treated as an important part of the market and notified of all meetings. It is very important for walk-on vendors with quality items to have the opportunity to become full-time vendors on Main Street, but not during homecoming when the market is located solely in the parking lot. I think that more walk-on vendors with quality items should be given the opportunity to become full-time vendors. Perhaps a committee could be formed to walk the market and select the best walk-on vendors. For a vendor to establish a customer base, it is important to have predictability as far as attendance and location. The street has given the market the opportunity to expand. More walk-on vendors should be given the opportunity to become full-time permanent.
  + Public restrooms
  + Public restrooms
  + Keep costs down — first priority. No fancy stuff.
  + Absolutely in regards to restrooms. Where are vendors supposed to go potty between 6 and 8 a.m.? The Breakfast Club is the only option. Not a service. They should be required to perform. What do they get out of providing this service? Just a higher water, sewage and toilet paper and hand towel cost to run their business. Shame on the Police department for locking their bathroom. They have guns. We only have to go to the bathroom!

7. Do you have other suggestions for the future of the Farmers Market?

* A Co-operative that supports the value-added product cultivation. Refrigeration, freezer, commercial kitchen etc.
* Some of the potential changes suggested in the above questions are quite disturbing. For example, reselling, surcharges and redesign of the market layout. It is disturbing that these questions could lead one to believe that Mr. Zaretsky just hasn't been listening to the public comments at the previous public meetings. Moscow has a tremendous market — don't ruin it by implementing suggestions from a source with no experience at the Moscow market. We don't want to be just like other markets — the other markets should try to be more like Moscow.
* I think a partnership for the vendors and business would be bad for the market as a whole because of all the "strong" personalities a we have at the market. Also setting up booths to face the sidewalks we would lose a lot of shade that the buildings provide. And Please Please Please get a new director for the for the market. Maybe Barry could be the new director. He is a wonderful communicator. Barry speaks honestly and has good intentions. We need someone that not only advocates for the market but has good people skills. Our markets public reputation has been greatly diminished by the incredible rudeness and lack of tack that the current director shows.
* Follow the mission statement! Grow naturally and gradually, not to try to make Moscow more like a big city market. A lot of what's great about Moscow's market is that it's still got country town friendliness and charms — don't wreck that by sprawling too big or commercial. No resale of produce — it builds the customer/grower bond and trust when the customer meets the person who grows their food and it will encourage more local growers. Make changes with more communication about plans long in advance, so vendors and mgmt have time to prepare and kinks can be worked out beforehand as much as possible. Only accept new vendors who add to product diversity, not to repeat what we already have. Use walk-ons and entertainment, demonstrations to add interest throughout the market. Consider combining the Arts Director's and Saturday manager's job roles, so one person (with farming and business experience) can be devoted solely to the market. Recognize that the income vendors earn at the market takes a yearlong, weeklong effort to produce and vendors all have different profit margins and objectives. Don't make assumptions about vendors' success or lack thereof based on sales reports.
* a year round market
* "1)organized help transporting produce etc. for elderly/ handicap customers 2) fee freeze for everyone, the rates need to be reasonable to keep our diversity of vendors"
* Keep it alone. It does not need any meddling from the city employees.
* A gradual increase in fees for Market vendors. A 60% increase is detrimental to the livelihood of farmers and small vendors. Although our market is large for a small town, we cannot treat the market the same as if it were in a big city. It should be the goal to support farmers and small businesses, not to price them out of the opportunity to incubate their business.
* Maintain simplicity.
* I would like the farmers market to be revised to give artisan and farmers equal rights. Currently, it is a farmer (growers) market. I think that both groups should be equally represented. I think it would make our market stronger and represent more local flavors and art. I’ve had people travel all the way from Arizona just to buy my artisan products. Moscow and the Palouse area have a strong group of artisans. What better way to buy local and show the world the talents of the area. My recommendation would be to rename the market “Moscow Farmers and Artisans Market.” Create equal booth fees and space to both groups. A stronger market, a stronger Moscow.
* The Moscow Farmers Market has been very successful and provides and income for many vendors. It is easy to make “improvements” which change the nature and special atmosphere which has made the Moscow Farmers Market so successful. The fat that in the past the Moscow Farmers Market has had lower fees than other markets is something to be proud of — not to change. If “improvements” result in higher fees but fail to deliver greater sales, then vendors lose out and many who are attempting to make a sustainable income are hurt at a time they can least afford to be hurt.
* Whoever wrote E and F have no clue about food and crafts. The suggestion is ludicrous. The market needs to be run by someone who talks and visits the vendors and who is respected by the vendors. That has not happened in the past few years. Changes should be initiated and made by the vendors or their representatives not arbitrarily and dictatorially by offensive administrators. Don’t try to over expand this market into something appropriate for a big city. When you get too many vendors of the same item, then everyone loses because of an oversupply and not enough buyers. Greedy administrators do this too often in flea market and antique venues and everyone (vendors) lose and it is not worth their time. That happened to some extent this past summer, once again evidence of an incompetent administrator who did not listen to the advisory board.
* I feel any person wanting to perform in any way (musical instruments, etc.) need to be permitted to do so only in Friendship Square and not throughout the market wherever they find a place to play.
* It is good to explore changes, but too many at once can be counterproductive.
* We need to keep the booth fees low to prevent the loss of our smaller vendors.
* Enforce load/unload, traffic patterns.
* I’m for a tighter regional reselling — we can get asparagus, blueberries, okra all within 150 miles. Moscow is a community market — rural folks have used it for decades to sell wares. Rural: from the valley, the prairie, the Palouse, small towners from Orofino, from Genesee, from Asotin — they came to sell produce. I’m a born capitalist, but I object to these folks competing head on with Yakima. I can do it. I’m mid-range, but mom and pop? These folks aren’t coming to Moscow because cost is inhibitive and they can’t compete with the big boys. If I haul their stuff to market for them, they could get a fair price without the overhead. Now if they compete with stuff hauled from Yakima (which is closer to Seattle than Moscow for the geographically challenged) they are fighting a losing battle on price. Produce won’t keep. If you’re reselling from Yakima, you won’t haul it back, you’ll dump it — lowering the overall price of the goods in the market. This is why we want to keep a distance in there. There is a fealty to local farmers. When we don’t know the origins, the producers, we are disconnected from the buying experience — it doesn’t pain us to cut the price mercilessly. Someone still had to pick up the green beans. No matter where they were grown. If we can’t look you in the eye and say Sam, from Clarkston, picked them up this morning, he’s 68, why should you care the cost in human sacrifice? That one guy in Selah? Yeah you don’t care that he makes minimum wage, sends him money to his family and lives in a trailer. Let’s keep it connected.
* Keep resale out. Use incentives, such as lower fees and other to increase local products.
* I think the market should be run and administered by a board rather than one person. There is an inherent bias when only one person is making decisions. There needs to be fiscal accountability to the people paying the fees — the vendors. There needs to be more options for booth space. Currently, space is 11’x15’. It is awkward because sales only occur at the front. Some vendors don’t need and don’t want to pay for that much space. Mix the types of booths — don’t isolate different types of vendors. Have motorized scooters (for rent?) for those who have trouble getting around.
* Put crafter, food, produce, craft, food, produce, craft, food, produce, would be better for everyone. Benches along the way for the older shoppers.
* Market was better when in parking lot by Jackson Street. The 3-block market is too long and vendors at the ends get less customer traffic. It was better when it was concentrated into a smaller space. I say this even though I like the idea of a 3-block, downtown, pedestrian mall.
* Quit trying to expand and keep it simple. Don’t turn it into a flea market. Rotate weekly craft vendors. Week by week. Unless they already sell produce, with the crafts. No produce sold at the market that is not less than under 100 miles away. No resale produce or plants, allowed at all. Not even the two that are there now.
* Or only let them come in, one Saturday a month. They need big signs that say reseller — not a grower. Resellers should have to pay double the price of a space. And only allowed one space. I could have used two, three spaces at the first part of the season. But I couldn’t because resellers got to use more space. I quit bringing a lot of products to the market because I couldn’t compete with the resellers. Then have to drop my prices to be noticed.
* Year-round signs on 95 NB and SB — advertising the market from beginning date to end.
* Extended market hours from 8 a.m. to 2 p.m.
* Response to 5a, close 5th Street before Main Street 3rd–1st. 5b, what’s the benefit, where in Friendship Square, truck spots are nice but shouldn’t everyone be on the street. 5d, how is it enforceable? 5o, we pay a fee already that is going up drastically. City finances showed a profit last year w/o a surcharge. Surcharges do away with businesses desire to do better because they have to pay more. Besides not receiving a miles to market sign from the city, advertising and marketing were not lacking. 5p, what does this mean? … For long term planning, what is it that we want to foster? Supporting local, in-season products and the producers that have a passion for their trade … or is it providing everything to everyone at all times like a grocery store. Uniqueness will fall by the wayside if we take the second path. Let’s have a real FARMERS market.
* Need to have better booth marking. Eliminate the big gap in row of vendors — intersection of Main and 5th. Put food vendors in the middle of the craft vendors so crafts people can draw a larger portion of the crowd. Craft vendors being segregated leads to a much smaller crowd for those (paying) craft vendors. Advertising the market beyond being a farmers market — there are tons of Moscow residents that don’t ever attend the market. Why?
* I believe that farmers market should sell only produce grown by local farmers. Encouraging resale produce that can be purchased at grocery stores encourages a commercial style market. Moscow Market has a community stile feel to it. Many of the customers don’t really realize that some of the produce is from commercial packing sheds. The market shouldn’t support that deceptive selling of produce. Look at the mission statement of the market. The market should stand for the integrity of the statement. Also, some expansion is healthy, but too much could affect the already existing vendors who rely on the market for their income. Moscow is a small town. If you make it too big, then you could harm the vendors that are there already. If we expand the market too soon, it’s going to be a watered-down market.
* Both fees should be determined by area. The system of charging some people more for “premium spots” is ridiculous. Sell vendors a space and let them do what they wish in the space. If they need more space, then they can purchase the extra area. 2. I find the idea of charging produce vendors a lower fee disturbing. It creates a system in which one group of vendors has special privileges. 3. Do not expand the market to 2nd or 1st streets. In spring and fall, it is difficult to fill the market in its current form. Even during the busiest time of the year, there were empty spaces. Much has been made of the waiting list of vendors who want a space in the market. The majority of the vendors on the waiting list are craft vendors. It would be a mistake to make the market too craft heavy. Furthermore, there are often very good reasons why these vendors have not been offered a season pass. Not all craft vendors make good quality products. 4. Decrease the booth fee. My sales were down last year. Now I have to pay 60% more for a space. I am seriously considering giving up on the market. 5. Stop making new rules. 6. Move the market back to Jackson Street lot. 7. Eliminate the advisory board and implement an open meeting system in which all attending vendors have a vote. As things stand now, the advisory board is the only way can have input into market policy. Unfortunately, many advisory board representatives use their positions to push a personal agenda. It does not provide all vendors input into the process, rather it elevates some vendors’ voices above others. It is fundamentally undemocratic. 8. Under no circumstances should a policy be advocated that is designed to eliminate a current season pass holder from the market. 9. Booth fee increases need to be implemented using the stated policy. Vendor should have the opportunity to present their positions.
* Power for the booths. No special privilege for “season vendors.” Everybody pays the same fee and the rules apply the same for everyone.
* Market becoming too commercialized. Keep home town flavor. Respect small growers. Keep meetings to minimum. We work full time in the farm. Thank you.
* If these so-called planners had any vision for the future, they would be setting aside 10% of each vendors payments each year and putting it into an account for a permanent all-weather market structure. Cities that know how to run a market like Portland, Minneapolis and others have these buildings for their vendors. These include places to park for patrons and vendors, restrooms, water, lights, etc. Then the vendors wouldn’t have to fight their shelters with windstorms, rain, hail (all of which damage the vendors’ inventory) and be inconvenienced with inspections for suitable weights to keep their shelters in place. Patrons don’t like to shop on rainy, snowy or windy days, so don’t come to the market on those days. They throng at the market on pleasant days and sunshine. If there was a permanent market place, forget what kind of weather there is. The patrons will be there and buying. Why haven’t these high-paid planners thought of this before now? Didn’t they expect the sensation of the market to last? Now, they’re trying to wreck it. What is being given back to these long-faithful vendors? Damned little. More costs, which they can’t pass onto their patrons or else the patrons, would quit coming and buying. Fuel/transportation costs have risen drastically each year. These costs can’t be put on to the patrons either. The vendor has to absorb them. Another thought, if downtown businesses wanted to sell their business, what potential buyer would consider buying a business that has to share that frontage/sidewalk (where patrons/shoppers come from) with public markets? Very few — 6 days to be open for selling 1/6 of that is doubtful if shoppers would enter this business due to the competition out in front of this shop. Our farmers market needs its own space/place.

### 2013 Vendor Application Survey/Questionnaire

Are you a producer of farm products?

Yes. Continue to Section 1.

No. Skip to Section 2.

**Section 1. 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section 2. 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. Number of years you have been in direct market farming or business: \_\_\_\_
  3. Number owners/operators/full-time employees (including yourself) are in your business: \_\_\_\_\_\_\_\_\_
  4. Number of seasonal or part-time employees that will work for your farm/market business in 2013: \_\_\_\_\_\_\_\_
  5. Number of these you will hire to sell for you at farmers markets: \_\_\_\_\_\_\_\_\_
  6. What other farmers markets do you sell at? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section 3. General Information**

As we look forward to 2013, 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

1. What has the City done well to help you succeed at its Market?
2. What could the City do better to improve your Market experience?

**Session 4. 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. How many years have you been a vendor at the Moscow Farmers Market?
2. What makes your products unique and special?
3. In your own words (250 or less) can you tell us a brief history of your farm and business?
4. Why do you do what you do (e.g., growing leeks, raising beef, making bread or preserving jam)?

1. What role do farmers markets play in your business?

### Neighborhood Exchange Evaluation Device

1. What is the main reason you come to the Market?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Make money** | **Meet people** | **Support market** | **Other** | **Multiple answer\*** |
| 62% | 18% | 5% | 13% | 3% |

\*Meet people & Support market

1. a. Are there other markets open today that could be a retail outlet for you?

Yes, 28%

No, 72%

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Make money** | **Meet people** | **Support market** | **At both/other**  **markets** | **Other** | **Multiple answer\*** |
| 18% | 9% | 9% | 0% | 18% | 13% |

b. If Yes, why sell here?

\*Make money & At both/others; Support market & At both/others; Support market & Other; At both/others & Other

1. What kinds of benefits besides sales do you get from this market?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **New business opportunities** | **Friends and atmosphere** | **Support market** | **Support neighborhood** | **Other** | **Multiple answer\*** |
| 23% | 31% | 5% | 3% | 5% | 33% |

\*Combination of answers ranging from either 2 choices to selecting all 5 choices

1. On a scale of 1 to 5, to what degree to you feel a sense of community when you come to this market?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No sense** | **Weak sense** | **Some sense** | **Solid sense** | **Strong sense** |
| 0% | 0% | 3% | 38% | 59% |

1. Do you feel comfortable having other vendors or someone else at the market fill in for you (for a few minutes)?

Yes, 90%

No, 5%

Yes/No, 3%

No/N.A., 3%

### 2014 End of Season Survey

This information will be used for the planning of the 2015 Moscow Farmers Market.

I sell (please check all that apply)  Produce  Nursery plants  Value added food

Livestock or Poultry  Crafts

**Market Operations & Staff**

1) Did you have any concerns with the operation and management of the Market during the 2014 season that staff can address for the 2015 season? (If so, please list here)

2) Did you like where you were located in the market? Yes No

1. Did you get along with neighboring vendors? Yes No

3) Are there products that we are missing from the Market that you would like to see in future Market seasons? (If so, please list here)

4) Do you have suggestions for potential promotion of the Market? (If so, please list here)

\*Please see the back of the page for all current media outlets.

1. Have you “liked” the MFM Facebook page? Yes No

Market Staff and Moscow Farmers Market Commission

1. Are there any policies that you would like to be re-considered or reviewed for future Market seasons? (If so, please list here)

The Farmers Market Commission will have several openings for Commission members on 12/31/2014. If you, or someone you know, are interested in serving on the Commission please contact Laurie Lewis at City Hall, 208.883.7080, for an application. The Commission meets the 2nd Wednesday of every month at 4:30pm. The next meeting is October 8th.

## SHOPPERS

### 2003 RMA

1. Where do you live?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Moscow** | **Other Latah County** | **Pullman and Other Whitman** | **Lewiston/Clarkston & other Nez Perce** | **Other** |
| 51% | 6% | 23% | 2% | 18% |

1. What is your primary reason for coming to the market today?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Agricultural products** | **Crafts** | **Prepared Foods** | **Socializing** | **Music** |
| 55% | 7% | 9% | 22% | 7% |

1. How much have you/will you spend at the farmers’ market today?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| $0 | $5 | $10 | $20 | $30 | $40 | $60 | $70+ |
| 9% | 22% | 25% | 26% | 10% | 3% | 2% | 2% |

1. Do you plan on doing any additional shopping in the downtown area?

Yes, 55% (averaged)

No, 45% (averaged)

If yes, how much?

Average dollar amount spent by each shopping group that answered “yes” was $21.69.

### 2009 RMA

1. Would you support a policy banning dogs and small animals from the market?

Yes, 25%

No, 67%

Not sure, 8%

1. About how much have/will you spend at the market today?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| $0 | $5 | $10 | $15 | $20 | $30 | $40 | $50+ |
| 5% | 11% | 18% | 15% | 25% | 15% | 5.5% | 5.5% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Moscow** | **Other Latah County** | **Pullman and Other Whitman** | **Lewiston/Clarkston & other Nez Perce** | **Other N. ID & E. WA** | **Out of area, visitor, tourist** |
| 55% | 8% | 21% | 2% | 3% | 11% |

1. Where do you live?
2. What is the #1 change you would recommend to improve the market?

Move Market to Main Street, 5%

Shade sheds over parking bays, 5.7%

Expand Market hours, 34.7%

Install ATM/cash machine near Market, 13.6%

No change, 41%

### 2011 RMA

1. How much have you (or will you) spend at the market today?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| $0 | $5 | $10 | $15 | $20 | $30 | $40 | $50+ |
| 5% | 12% | 18% | 14% | 23% | 13% | 7% | 8% |

1. Where do you live?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Moscow** | **Other Latah County** | **Pullman and Other Whitman** | **Lewiston/Clarkston & other Nez Perce** | **Other N. ID & E. WA** | **Out of area, visitor, tourist** |
| 48% | 9% | 24% | 5% | 3% | 11% |

1. What is your primary reason for coming to the market today?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Agricultural products** | **Crafts** | **Prepared Foods** | **Socializing** | **Music** |
| 68% | 6% | 7% | 16% | 3% |

1. Do you plan on doing any additional shopping or eating in the downtown area this morning?

Yes, 66% (averaged)

No, 34% (averaged)

If yes, how much?

Average dollar amount spent by each shopping group that answered “yes” was $13.11.

### 2012 Strategic Plan

1. Check the category that best describes you:

3% University Student

75% Resident of Moscow

16% Resident of Latah County (outside of Moscow)

5% Resident of Pullman

1% Resident of Whitman County (outside of Pullman)

1% Visitor from Idaho, Oregon, Washington, Montana living outside of Latah or Whitman County

0% Visitor from outside of Idaho, Oregon, Washington, Montana

2. How often do you shop at the Moscow Farmers Market?

26.8% Very Often — 4 to 5 Markets per month

29.9% Often — 2 to 3 Markets per month

27.4% Occasionally — 1 to 2 Markets per month

15.2% Rarely — 1 to 2 Markets per season

.6% I don’t shop at the Market

***If you don’t shop at the Market, please skip to question #14*** +++++++++++++++

3. This past season, the Farmers Market was moved from the Jackson Lot to Main Street.

Do you approve of this move?

87.6% Yes

12.4% No

If you answered “No,” why not and where do you think the Farmers Market should be located?

* I like the street open. I like walking past the non-profits and kids area. The music seems more distant from the whole market.
* The current location on Main Street does not feel good. The Jackson's Street Parking lot was much much better and feels more like Moscow that we love.
* Seems too spread out
* Latah County Fairgrounds. There is parking and space and it wouldn't impact travel downtown. I frequent downtown business and it interferes with that.
* The idea of the market should not be allowed in interrupt established businesses.
* back to the old site, if possible
* Yes, I do like the Main Street location very much. However, I am very disappointed to hear of the City's intention to dramatically increase fees for vendors and how this change seems to be associated with the move yet was never mentioned beforehand. I would highly encourage the City to reconsider the large increase in fees from 2012 to 2013 and instead consider a smaller, more reasonable increase.
* It was horrible to have the market go from a compact square shape to a stretched out 6-block round trip. My walking disabled roommate can't even go anymore... lots of elderly people can't go, either, or can no longer shop with their favorite vendors because they can't walk far enough. Doesn't matter how many parking places you designate handicapped, it is still a six block round trip to see the whole market, and some of us who are on tight budgets need to go around at least twice before making selections. Move it back where it was. If more crafters want in, let them sprawl out onto Main Street. If you must keep the market on Main, concentrate the produce in the center block so people who come for FARMER'S market can get their fruits and veggies without having to walk a mile to do it. Put prepared foods on one side and crafts on the other. At least it wouldn't be such a nightmare trying to find things. But Main will always be hotter than the parking lot because of the way light bounces off the buildings into the 'canyon' of the street and because the breezes can't get through the buildings. Move it back to the parking lot and bring back more of the trucks. Doesn't even feel like a farmer's market without them and makes it harder for the farmers. I also hate it at the end, when the vendors are basically treated like garbage, something to be swept out of the way as quickly as possible instead of a more gentle wind-down. And the whole traffic situation with Main blocked and so much parking blocked is miserable. It was the worst move in a long history of bad moves.
* I liked it better in the friendship square parking lot. I thought there was much more socializing over there and a greater sense of community.
* I'm actually "neutral" about the move — more importantly, how much work it is to set up etc., for the volunteers, vendors, etc.?
* I run the Orphan Acres booth and it greatly affected exposure to our booth and donations. I like it better in the parking lot.
* parking lot — more compact, less expensive to manage
* How about "YES, But"? Overall, a good move, but in need of some adjustments. Notably, the public forum area populated by non-profits and politicians needs to be placed in an area which garners interest. It is still located in the same old place, which functioned as a gateway to the market and added a tremendous local flavor and life to the market. We need to find an area on Main which functions as well or better.
* Actually, I liked it in both places: the parking lot and the street.
* Don't enjoy the set up on Main Street. Having the foods and produce so spread out is very inefficient.
* Know we are in the minority, but think the market lost the intimacy of its prior location in the Jackson Lot. Easier to "run into friends" in the smaller space, plus easier to view vendors when they were not so spread out
* Old location had much more character along with set up at friendship square. Main Street could be incorporated if not stretched out so much and not having booths set up in bank drive thru.
* The long, narrow configuration makes it difficult to find the people I want to see. I also feel disconnected from community events and organizations because those tables are away from the flow of traffic. If the area to the west of Friendship Square had vendors and the Main Street portions were only 2 blocks long, I would prefer it.
* The fairgrounds where parking is good and it doesn't shut down Main Street
* Latah County Fairgrounds
* It removes friendship square as the heart of the market
* I am neutral about the move. There are both advantages and disadvantages. I like the wide street between vendors. The advocacy groups were neglected.
* There is a loss of community at the new market...it's worse for parking and you have to walk forever to compare prices, lugging bags all the way...very hard on older people. I used to go every other week, now I go once or twice a season. This has also killed the nonprofits....which also added to the feeling of a close and caring community. DO NOT like it at all.
* Creates even more congestion and limits access to downtown businesses even more. Not all businesses benefit from the traffic and creates problems for them to access their services or goods i.e. north idaho athletic club.

4. Part of the strategic planning process is to review and propose updates to the existing Mission Statement for the Farmers Market. Listed below are the current mission statement and a revised version. Please rate the statement following the two mission statements.

***Current mission statement:***

*To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created produce (i.e., crops, meat, cheese, wine, etc.), and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.*

***Revised mission statement:***

*Celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created fresh foods and farm products and to enhance these offerings with limited prepared foods and distinctive, locally created, handmade goods. This venue is meant to encourage and support sustainable economic, social, and environmental practices.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| **I agree with the proposed changes made to the mission statement.** | 19% | 52% | 23% | 7% | 2% | 2% |

5. Through the public input gathered from vendors, business owners, and customers, the following statements have been generated as potential improvements or changes to the market. Please rate each of the following statements noting your level of agreement with each:

1. As the Farmers Market grows and needs more space, I would support expansion of the Market along Main Street to 2nd Street and perhaps, eventually to 1st Street.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 36% | 33% | 9% | 12% | 9% | 1% |

1. Local farmers should be allowed to set up farm product trucks in Friendship Square as a means of providing a new method of vending to serve existing or new local farmers by allowing this “Tailgate Market.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 20% | 27% | 21% | 14% | 11% | 7% |

1. The Market should extend into Friendship Square to encourage more interaction in that area with existing uses and increased space for additional vendors as needed.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 24% | 34% | 13% | 16% | 11% | 3% |

1. As a way to increase farm income and expand products available to customers when local products are unavailable, it has been proposed to allow all local Market farmers to be able to supplement their grown products with no more than 10% of bought products so long as the 10% of products that are being resold come from farms within 350 miles, and that these products do not compete with a 2 week growing window of when these products are being locally grown.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 14% | 37% | 23% | 15% | 9% | 2% |

1. Prepared food vendors should include at least 20% (by value or volume) of ingredients from local sources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 17% | 39% | 25% | 14% | 6% | 0% |

1. Craft and value-added vendors should source at least 20% (by value or volume) of their supplies and ingredients from local sources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 16% | 30% | 27% | 20% | 7% | 0% |

1. Farmers Market vendors should be allowed to hawk their wares (call out the availability of their products) in a non-disruptive manner.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 8% | 25% | 14% | 25% | 25% | 2% |

1. Family, children and entertainment used should be consolidated (i.e. Kids’ Market, fountain, play structure, and performance space), on the east side of Main Street on 4th Street by the existing fountain.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 12% | 32% | 23% | 15% | 11% | 6% |

1. I support the creation of a non-profit “Friends of the Market” group to assist with marketing, fundraising, and volunteers for the Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 17% | 50% | 25% | 1% | 2% | 5% |

1. I would be interested in participating in a “Friends of the Market” type of organization.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 9% | 10% | 34% | 18% | 14% | 15% |

1. Currently, the Farmers Market is set up with the vendors’ backs facing the Main Street businesses, and the primary customer flow being between the two rows of Farmers Market vendors at the center of Main Street. A better flow would be achieved if vendors were to rotate booths to face the sidewalk, so that customers would move between the Market vendors and Main Street businesses.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 16% | 32% | 14% | 10% | 22% | 6% |



1. I would be interested in seeing downtown businesses set up displays for their business, seating if a restaurant, on the sidewalk in front of those businesses during the Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 19% | 40% | 25% | 2% | 10% | 4% |

1. To increase the percentage of farm products at the market, I would support freezing fees for farmers selling produce and value-added (i.e. jam from fruit, salsa from tomatoes) products while adjusting non-farm vendor fee to potentially increase the number of farm vendors.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 8% | 19% | 15% | 25% | 31% | 2% |

1. I would support farmers reselling up to 10% of their total offering at market if those products for resell were sourced from within 350 miles and would not be permitted around the times when locally sourced similar products are available.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 4% | 23% | 23% | 15% | 33% | 2% |

1. Currently, there is no separate marketing budget for the Farmers Market. I would support a 2% gross sales surcharge to Market vendors and the use of these funds for marketing and advertising of the Farmers Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 2% | 12% | 4% | 10% | 71% | 2% |

1. I feel a partnership among Market vendors and downtown businesses would enhance both the Market and the community.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| 26% | 40% | 16% | 2% | 10% | 6% |

6. Are there capital improvements (such as public restrooms, play equipment, recycling stations) that you think need to be made to the existing Farmers Market — if so, what do you suggest?

* Public restrooms would be great! Even porta-johns would work OK with washing station.
* Public restrooms, recylcling statiion would be a great addition.
* Restrooms would be nice to have. Recycling is a must.
* public restrooms
* A downtown restroom for general use — somewhere — would be nice. Any way to encourage recycling as well.
* "Public rest rooms, better water fountains, recycling stations, more circulating public office candidates.
* Get rid of the ordinance prohibiting circulating candidates and stop limiting public free speech and my access to views. Honestly!"
* The City of Moscow needs to add more recycling stations on Maine Street.
* Bathrooms
* None. There is a lot of money spent on the market already!!
* public restrooms, recycling stations
* restrooms and recycling facilities
* I think recycling stations are important. My children love coming to play on the equipment.
* I would have said yes, recycling, previously, but the City has not proven themselves to be capable of making "improvements" that do not result in a large increase in vender fees. This is very disappointing and I would hesitate to encourage any capital improvements out of distrust in our City government to not then pass on that cost to the vender, and indirectly then to the customer.
* public restrooms
* New play equipment.
* yes public restrooms are needed. I would also like to see some permanent covered seating integrated some how
* I think a public restroom would be great, OR have a list of local businesses who would allow market shoppers to use their restroom.
* Recycling stations
* public restrooms and more recycling bins.
* A downtown public restroom would benefit the market and the city.
* more access to public restrooms; more recycling stations; encourage food vendors to proved reusable plates, silverware etc...
* Restrooms — yes, but certainly not the blight that is disfiguring the formerly beautiful East City Park.
* public restrooms and recycling stations are essential
* All of the above — restrooms definitely, with a diaper-changing station. Recycling needs to be very visible. I think an important need is more seating in or surrounding play areas so that one parent or guardian can more comfortably supervise children while the other shops. Safe and environmentally friendly equipment for very small children would be nice (like these for 2–5 year olds: http://www.bigtoys.com/catalog.php?showType=2-5 ) It's too much work to bring the family regularly to farmer's markets if you can't comfortably supervise and entertain the kids.
* For crying out loud! This is a walk-through marketplace and not a "fun zone" in an amusement park. Come and do your business, buy things and go home.
* Public restrooms, working drinking fountains...for our town not just the market
* recycling station
* public restrooms, more play equipment, recycling stations
* Recycling stations.
* restrooms
* Public restrooms are needed and the city could offer this as a service in the police station, restaurants could be market friendly, and port-a potties from Parks and Recreation could be put on the street between the fountain and the police station. Recycling stations every so often are needed, and enforcement of the NO DOGS rule. Did you know that one third of all home insurance claims are due to dog bites? Dogs do NOT belong at the market where there a lots of children and food items. This is why they are not allowed in restaurants or grocery stores and other shops. Thanks for making this happen.
* None at the time
* benches to rest
* Public bathrooms would be a good addition. A seperate "family" bathroom would aslo be great.
* Recycling station for sure
* An area with tables, chairs, perhaps a canopy to be able to sit and visit and enjoy eating/ drinking items purchased.
* Public restrooms and recycling stations
* public restrooms
* Need more restrooms and more seating /tables to rest/visit/eat
* "More recycling/trash receptacles
* Source of Water
* Places for 'entertainment'"
* Restrooms, please.
* Public restrooms (not portable)
* Recycling/reuse stations for bags, boxes, recyclables brought or bought at the market, etc.
* restrooms
* The City should provide portable restrooms throughout the market so downtown businesses are not flooded with people wanting to use restrooms.
* Restrooms
* Maybe more public seating available along the route.
* public restrooms would be a tremendous bonus.
* Restrooms at the Police Station and New St. Andrews are adequate. There should be recycling stations.
* restrooms
* Public restrooms and Play equipment.
* "A public restroom in Friendship Square would be appreciated by residents and visitors year-round, but even more so during the market. It's nice that NSA allows the public to use their restrooms during the market, but it's not fair to place that burden on a private business.
* Covered seating near the prepared food vendors would also be nice. It's no fun to eat out in the rain while sitting on wet plastic."
* Time for the City to move forward with a Public Restroom at Friendship Square.
* Public restrooms and recycling stations would be nice to see!
* more shaded tables.
* "rest rooms
* recycling stations"
* Improving the sustainability of the market would be in keeping with the buy local ethos. requiring composting and vendors to use compostable wears would achieve this as well as recycling.
* Public restrooms are mandatory. Availability of additional refuse containers is mandatory. Recycling should be encouraged, but be sure to have sufficient refuse containers.
* restrooms. ALSO the non-profit wall needs to be MUCH better incorporated into the flow of the market, akin to the way it was a major path when the market was in the Jackson lot.
* All of those sound like good ideas. And more bike parking and benches downtown.
* Recycling stations would be beneficial — I don't usually purchase on-site cooked food, so they may be there already, just not sure.
* Recycling would be good.
* Restrooms
* I think the situation with the restrooms, play equipment, and recycling stations is just fine as it is. The best improvement was moving to Main Street so we're not all cramped together in the Jackson Street parking lot, with its choke-points at the end of each row which led to my children getting stepped on nearly every week.
* restrooms!
* Restrooms, bike parking, recycling stations, benches
* Yes, recycling stations should be there. Vendors should subsidize use of restrooms in businesses. And I miss seeing the dogs at the market!
* Restrooms
* expand South, not North
* More restrooms
* No
* Make sure there is easy, accessible parking for BIKES.
* Needs to be paid for by the market not the tax payer here in Moscow.
* Public Restroom Area and Recycling/Garbage Stations
* Public Restrooms and recycling stations
* Rest Rooms
* public restrooms
* Restrooms facilities. Not Porto-Johns.
* Definitely public restrooms and recycling stations
* Restroom sare a must have or at least access to existing restroom. The Market/City Council could rent space to promote its programs, projects, water conservation devices and general place of information and education.
* public restrooms, recycling stations
* Water for dogs
* Moscwo the Market the to the URA where trucks would have better access. A covered areas would be great. Build a permanent structure with lights/power, better access.
* Canopied areas for shelter from heat, sun, or rain
* Restrooms
* Electricity at tree bases, This would support vendors and also help with holiday tree lighting and future downtown destination events.
* Better fountain, more seating, BATHROOMS

7. How much do you typically spend each time you shop at the Moscow Farmers Market?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| $0-$20 | $21-$50 | $51-$100 | $101-$200 | $201-$300 | $301 or more |
| 21.6% | 59.9% | 21.6% | 1.9% | 0.6% | 0% |

8. How much do you typically spend at downtown businesses each time you visit to the Moscow Farmers Market?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| $0-$20 | $21-$50 | $51-$100 | $101-$200 | $201-$300 | $301 or more |
| 66% | 27.8% | 9.3% | 1.9% | 0.6% | 0% |

9. As the Market continues to grow, what type of products would be preferred by you as a Market customer? (Check all that apply.)

87.2% Produce

47.6% Crafts

54.9% Prepared Food

70.7% Value-Added Products (i.e. jam from local fruits, salsa from local tomatoes)

10. How did you first hear about the Moscow Farmers Market?

73.4% Word of Mouth

1.2% Leaflet or Flyer

0.6% Radio

0% Television

24.9% Other:

* too long ago to recall!
* just going downtown when I first moved to Moscow many years ago.
* I was born in Moscow 45 years ago and I live in Moscow and saw the Farmer's market growing year after year and it seems like the City of Moscow officials do not like to stop meddling with the Market. Just leave those vendors to do the business.
* I live here
* Probably a flyer, but it was thirty years ago, so hard to remember for sure. Probably a flyer at the Co-op.
* Brent Glover at Orphan Acres
* happened into it
* attend since inception
* Was here when it first started.
* attendance with friends
* I saw it as I drove by.
* I live here, possibly newspaper
* University of Idaho New International Students Orientation.
* It has been there as long as I can remember
* saw it
* saw it while walking
* Moscow-Pullman Daily News
* over 20 yrs ago
* Been attending since 1984
* don't remember:-)
* Lived at the Moscow Hotel in late 1990s
* Visited
* Chamber of Commerce (just moved here last August)
* moved here going on 30 years — it just was there!
* signs at the downtown parking lot on Jackson
* when it first started
* We have lived in Moscow since 1967 and have participated in the market since its inception.
* Don't remember
* it's hard to miss
* I live near downtown
* been here 20 years
* I've been shopping there since its inception.
* drove by
* Well, I live here. How can you miss it?
* 30 years ago...as soon as I moved here.
* See as driving by
* Always have known — longtime resident. Don't know how I learned originally
* I was conceived there
* driving by and had to stop!

11. Please tell us how important each of the following reasons is to you for visiting the Moscow Farmers Market:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Very Important** | **Important** | **Neutral** | **Somewhat Important** | **Not Important** | **Don’t Know** |
| **Meet friends** | 18% | 43% | 20% | 6% | 12% | 1% |
| **Buy locally produced fresh foods** | 54% | 37% | 4% | 3% | 2% | 0% |
| **Buy local crafts** | 12% | 31% | 20% | 17% | 19% | 0% |
| **Buy prepared foods** | 11% | 35% | 23% | 19% | 12% | 0% |
| **Listen to music and performances** | 12% | 37% | 16% | 15% | 19% | 1% |
| **Show my children where foods and handmade crafts come from** | 8% | 16% | 36% | 4% | 34% | 3% |
| **Support an important community institution** | 43% | 39% | 5% | 6% | 6% | 1% |
| **Visiting the Speakers Space in Friendship Square** | 10% | 14% | 22% | 14% | 35% | 5% |

Other:

* Do not like the speaker's space in friendship square and restriction of speakers to that space. Restrictive and limiting.
* Get out and enjoy our community
* Very important: access information on community events and issues at display tables.
* To see growers I love who live a little too far to easily visit at today's gas prices.
* Get information about and support local non-profits and concerns in the community profits
* Help promote awareness of Orphan Acres Horse Rescue in Viola.
* Get to know the people whose hard work put food on my table, and better understand the ecosystem.
* it was great meeting dogs there — good for people, good for dogs!
* I would like the market to allow leashed dogs again. I missed seeing that this past summer.
* Get my weekly breakfast tacos at Patty's Kitchen!
* to be outside and eat yummy food!
* promote community spirit and mingling

12. Please rate each of the following statements noting your level of agreement with each:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** |
| **A. The Moscow Farmers Market should prefer local farmers producing fresh local foods more than local vendors preparing value-added (i.e. jam from local fruits, salsa from local tomatoes) products with some of the ingredients being produced by the farmer.** | 18% | 51% | 45% | 35% | 12% | 0% |
| **B. It is important for the Moscow Farmers Market to help nearby Main Street businesses.** | 29% | 76% | 42% | 9% | 5% | 0% |
| **C. Parking is a problem at the Moscow Farmers Market.** | 29% | 40% | 30% | 37% | 20% | 5% |
| **D. When I shop at the Moscow Farmers Market, I always find many products that are affordable.** | 36% | 87% | 25% | 11% | 1% | 2% |
| **E. I am able to access the entire Market without accommodation.** | 75% | 71% | 6% | 4% | 3% | 0% |

13. Do you have other suggestions for the future of the Farmers Market?

* I understand the reasons behind the ban of dogs at farmer’s market, but I can’t say I’m happy about it. This was one of the few places that one could socialize a new puppy to lots of people and new dogs. It was also a great way to spend some time with my dog and the community. I used to walk into town with him and pick up my produce for the week, taking my time to visit with the vendors and community members. Now I usually drive in and quickly pick up what I need so that I have time to take him for a run when I get home. I was also extremely displeased when I tried to take him down to the local businesses that allow dogs when the market was moved to Main Street. We were not allowed to walk down the sidewalks and visit our favorite businesses during market time which is more than half the day on Saturdays. If you are going to keep the market on main street please allow the entire public, both human and k-9, to use the public right of ways.
* I wish the city would stop messing around with the Market all the time. How about "hands off" a little more? Why try to change what's not broken? I do not necessarily agree with Ms Burn's feeling that the Market must grow. Please reign in all the greasy cooking smoke.
* Keep up the good work :)
* I would suggest that prepared food vendors (such as Patty's Kitchen and others) be required to use biodegradable flatware and biodegradable or recyclable plates/cups/bowls. The current use of unrecyclable plastic and Styrofoam seems to undermine the purposes of the market.
* Love the idea of expanding the vendors down main to 1st....
* I love the new set up. It feels more open and roomy and festive. Finding stuff seems easier too. Keep moving in this direction.
* Give the reversed (back to back) booth positioning a whirl and see how it goes! Interesting idea... I didn't totally 'get' your Q about consolidating family stuff. There isn't much room by the fountain.
* Cooking demos. More candidate forums throughout the market. Non profits in areas with more walk by traffic.
* Put it back in its correct location, the Jackson's Street parking lot.
* Don't have it on Main Street
* Move off of Main Street. Move to an area with space for the market, like the fairgrounds.
* Make them pay sales tax.
* allow more vendors use part of the street just before the entrance to the co-op with vendors Place the craft people together, the produce people together and the vendors selling food together I don't like finding a produce person clear at the end of the craft people when I am looking to buy I want them to be together so I know what choices I have
* Establish a special display space for one-time only public education exhibits which can be reserved for city, school, UI, sponsored programs.
* If the City cannot appropriately handle the responsibility as organizer of this event, then I would like the whole of the management handed off to an independent non-profit or vendor run organization. The lack of understanding exhibited by City staff and Council persons concerning a 55% increase in vendor fees from one year to the next is unacceptable. The City would never consider such a huge increase in fees to any other city service I can think of, imagine the blowback.
* My only complaint is the flow of pedestrian traffic at the market. The area is too crowded. I like the idea of flipping booths around so vendors face the storefronts. It would encourage two separate lanes of pedestrian traffic. Over time, maybe it would become standard for everyone to travel east on one side of the street and west on the other, for instance.
* Move it back to the parking lot and bring back the trucks!!!
* I found it too spread out when it was extended South beyond 5th street.
* It is important to have the MFM function effectively and efficiently, but be careful of "over-regulation,” especially if it would be difficult to enforce. ex. 5. d,e and f above
* If vendors rotate and face the sidewalk and businesses have displays on the sidewalk, then move vendors back-to-back in the middle of Main Street. This will provide sufficient room for passage between the sidewalk displays and the vendors. I would stop attending if there was insufficient room to navigate.
* I think it is great and I love meeting people, listening to the music and getting a pulse on what is going on in The Palouse.
* Afternoon/evening hours. I would go more often, but morning hours are prime for outdoor chores. I live outside Troy.
* Reduce the likelihood of it becoming commercialized.
* Reformulate the area for non-profits so that it is once again a gathering space. That area and its functions have been damaged by the market's move to Main Street
* It would be helpful to have the market remain open later in the day (maybe until mid afternoon)
* Puppet theater or other entertainment for kids/families
* Wheels (bikes, skateboards, wagons, strollers, etc) should be banned from the market except for those used by the disabled.
* Adding a non-profit area to Main Street Few stroll by Friendship Square unless they're heading to purchase or their arms are full of product...much less interest is generated to non-profits
* Keep it on Main Street!
* Meats. Fresh local meats and fish. And a crazy idea, a stand where you could bring your own food and it is cooked for you. maybe a restaurant can do this.
* Don't add the 2% marketing tax as nearly everyone knows about the Farmers Market, just need to reach out to university students a bit more, with Face Book, but town folks know about it.
* None at this time
* The Farmers Market is one of the institutions of Moscow. It is a community event that brings people together. It allows people access to a wide variety of fresh produce within a small community. Please continue to support the market.
* move to 1st street
* City should budget for Market Work on parking
* Perhaps a very informal newsletter that would allow patrons to stay informed about when certain vendors will be absent, etc.
* Don't exclude crafts or "prepared" food items.... from this survey I get the sense that this is being pondered — this would be a huge disappointment.
* It would be nice to have market administration work with visitors to limit large group conversations in the middle of the walk way. Asking parents with side by side strollers to be aware of the space they take would be nice too. I don't think they should be banned, but event staff could certainly bring this to their attention while at the market.
* I disagree with the idea of prohibiting downtown businesses from setting up their own "Saturday market" items. They should be able to cater to the FM crowd in order to boost their own businesses.
* Some of the Qs are not well designed, eg E and F of # 5, which don't allow for an answer "none of the above,” as in don't think market should include vendors who in effect are not truly local. Basically we see the Farmers Market as just that, a market for local farmers to sell their produce. That's why we shop there every week and everything else is just incidental.
* POSSIBLY KEEP ALL PRODUCE VENDORS TOGETHER,CRAFTS TOGETHER AND FOOD PRODUCTS TOGETHER. HAVE A FOOD COURT FOR PREPARED FOODS THAT CAN BE EATEN THERE OR TAKEN HOME. AND OF COURSE LET THE DOGS COME BACK!
* the parking situation was better this summer because we were able to fully access the Jackson street parking lot downtown. Please allow leashed dogs to come back to the market. And I would not support moving more vendors into Friendship Square- it is a nice space for friends and families to gather.
* move to location with more space and parking
* I use to go to the Farmers market every Saturday to shop when you allowed dogs. Since you have banned dogs from a downtown public space I haven't shopped there since. I worry if you keep expanding the famers market then dogs will be completely banned from the entire downtown PUBLIC area. If my tax dollars help to improve downtown streets and sidewalks I should be allowed to walk my well behaved trained dogs down a public area.
* Please encourage a wider variety of produce vendors. I would love to see more meat and dairy.
* More space for non-profits Don't increase financial burden on vendors who can't afford it Space for community events Allow free speech events in the market
* I believe that if expansion is necessary it should be into friendship square, 4th st and 5th street. Maybe consider having similar vendors in specified areas (all food booth together).
* I think it would be nice to see the Main Street businesses get on board and open their doors early on Saturdays. I think they would see a boost in sales from an increase in foot traffic.
* I loved the removal of dogs from the market.
* a five year plan needs to consider if/how/when the market becomes year round, and is a food market year round. This REQUIRES that it be covered.
* With the continued popularity of the market, and number of visitors (including my family and I) riding bikes to the market, I would suggest some type of portable bike lock "stations" that could be put in place just for the market. This would both better provide customers locations to safely place their bikes, but also ensure that they are placed in the proper locations so as not to bother/impede/hinder the market experience of others.
* The nonprofits must have a better area than against the building adjacent to Friendship Square. I would support having them moved to a space that goes across Main Street halfway down the market area with a space in the middle for the public to get through.
* The move to Main Street was a great idea, one that I'd been hoping would happen for years. I do have two suggestions for music: A) Turn down the volume on the amps for some of the bands -- there were a couple of rock bands that absolutely drowned out all conversation with their volume. The music was fine, but it was two loud for a casual Saturday morning. B) Allow more "buskers." It's charming when you hear fiddles, guitars, and banjos as you walk through the Market.
* Locally brewed beer garden
* While I appreciate and love the focus on local crafts, I like that on a limited one-day a month basis, other crafts are allowed in and don't have to be local.
* Expand South
* Do not think it is up to Farmers Market to help main street business beyond how they draw the people there...unless the business want to help finance that effort.
* Continue to keep the dogs out of it (even on both sides of the sidewalks) and to be even more vigilant (with an enforcement person) about telling those that do bring their dogs to leave and take their dogs home. More signs need to be at the entrances and placed in an easily seen spot.
* More live music. :)
* Why would you include the next question? Why would you bring up whether the market should remain on Main Street?
* Get rid of the freedom wall people and stop letting them have a say in market activities or make them pay a both rate to be there
* Add a mid-week evening to the schedule.

14. Have you heard of the Moscow Farmers Market?

99.4% Yes

0.6% No

15. If you know about the Market but never shop there, please tell us why:

10.55% I prefer to shop elsewhere

26.3% The date/time doesn’t work with my schedule

21.1% It isn’t affordable for me or my family

21.1% I don’t feel welcome at the Market

21.1% I’ve heard negative things about the Market

Example:

* I feel sad to say this, the City is meddling the market and the atmosphere started to feel like business only, no more spirit.
* It disrupts traffic and create major congestion downtown. They run off people who make food before your eyes but allow vendors from the far corners of the northwest. There is constantly an issue about excluding someone from the market for free speech issues, playing a guitar in the wrong place, or making food with the wrong ingredients.
* Dogs continue to be a problem and the market opens and closes too early.

16. What is one thing the Moscow Farmers Market could do to get you to become a shopper?

* Allow dogs back into the Market. See 13.
* I come about 4 times a season. I am out of town a lot during Market time or I would come more often.
* Move it back to the Jackson's Street Parking lot.
* Stop picking fights with people who want to be a part of the market. Stop trying to run off people who talk about the wrong issue, in the wrong spot. Stop fighting about walking a dog on Main Street, on the "wrong" sidewalk. Be an event for everyone and stop trying to run off people you disagree with.
* Nothing
* I used to go more often to the market but since the ordinance was passed last year regarding dogs I have stopped coming. At first I would still go and just visit businesses on main street, listen to music, and have someone hold the dog while I went into the market, but since it moved I haven't felt like I could go down as I used to. I understood not taking my dog into the food areas, but after they were forbidden everywhere and then the market moved, I just avoid the whole area on Saturdays.
* Afternoon/evening hours.
* already shop!
* extended hours and more seating areas with music and performances
* More vendors. More for families with small children. More prepared foods and drinks available.
* remain open beyond noon–1
* Keep dogs and other pets away. Start at 9 and go to 1 instead of opening at 8 and being done (for the most part) by noon. Many times by the time I get there it is closing up, even as soon as 12.
* None
* reduced prices on fresh produce with no preservatives. Advertise what produce is in season. I often don't know what is a good deal and what isn't
* I usually work Saturday morning, so another day/ time would be nice, but I occassionally take some time off work just to go!
* better parking
* More variety
* Longer hours on Saturday or an adjustment to hours to go to 1 or 2 p.m..
* I encourage partnership with the downtown businesses. It is dismaying to hear that the Farmer's Market is making things so difficult to them with ridiculous rules (like they can't use their own sidewalk space on Saturdays, or sell items on Saturdays that they wouldn't sell the rest of the week)...also that it takes so long to clear the FM from Main street.
* Longer hours (into the mid-afternoon or even the evening) to extend the community atmosphere downtown and to accommodate potential customers who prefer to sleep in on weekends (including many university students). Lower prices, but I understand that vendors have control over this. Some products are cheaper at the Co-op, which is a middleman.
* If you allowed dogs again I would shop there.
* Parking is very difficult. Driving through town is made more difficult by the Market being downtown. I frequently avoid going anywhere near downtown on Saturdays because of the Market.
* N/a
* I'm already there! I loved most of the changes for last year, and I encourage the Market to remain on Main Street! Not only is it more pleasant than the crowded Jackson Street lot, but there are SHADE TREES for the hot days, benches for resting, and better access to local businesses.
* Guarantee sunshine every weekend! ;-)
* Move back to the old location.
* It would be nice if items were more affordable, have options for families to actually eat at the market for a fair price
* Improve your survey
* better parking and access for the elderly, infirm, handicapped.
* 17. Do you have other suggestions for the future of the Farmers Market?
* The recent no dog policy is a bummer. I would revisit that policy.
* I think we should be careful to support venders and not make participation any more arduous than it already is. They have options as to which markets they go to and I'd like to keep and add to our great vendors.
* Encourage diversity of products and items sold, especially in the crafts areas. The eating areas are super! Keep up the good work.
* Have "helpers" to carry produce and goods to cars for those that might request assistance.
* I suggest that the Mayor of Moscow interacts directly with the Market, I believe that the art director is seeking business benefits and wasting our tax money. The Market is the spring and summer windows for Moscow residents, please don’t screw it up.
* Move it out of downtown to a place with space and room for parking.
* make it pay for itself
* No
* Do not allow produce re-sellers at the market. Reselling of everything BUT produce is banned, this is ludicrous! The farmers market is one of the only venues our local growers have where they aren't competing with industrial agriculture. Your 10% re-sell question (posed two times in this survey — got an agenda?) would be very hard to monitor as proven by your current inability to monitor the two re-sellers that do attend the market.
* I think that it is a great place and many people like to shop there for there produce. What a great community event. The music is always a hit as well.
* Keep up the public input process for the best collaborative results.
* Completely disallow resale of produce and keep vendor fees reasonable. The farmers market is worth the city investment.
* Keep the dogs out.
* • I'd rather see it go back to the roots, back to when the movement was about cutting out some of the middle-men so that both growers and customers could get a better deal on fresh, seasonal, local/regional produce. Now when we pay for our veggies we also pay for seemingly countless city employees (in fancy t-shirts or uniforms, no less) who have taken the place of the 'middle-men'. We pay for fancy-pants hand-washing stations that are only needed because of the prepared foods that a lot of us can't afford, and ditto for most of the fancy extra trash receptacles, garbage pick-up, etc., which also would not be much needed if it weren't for the prepared foods. Instead of being the help to my budget that the Moscow Farmer's Market used to be, I squeeze my budget to the utmost to afford to get what fresh, local foods I can't grow myself, because of my strong commitment to healthy food and supporting local growers. At this point the city of Moscow has done so much to wreck the market that even calling it a 'farmer's market' is ludicrous. Trying to find the produce amidst all the crafters on Main was like hunting for the proverbial needle in the haystack. If the farmers were smart they'd pool their resources and get a piece of land on the highway at the edge of town and start a real farmer's market, but I'm not holding my breath. Facing the stores would make the nightmare on Main Street even worse. Either the vendors will be pushed out into the broiling middle of the street or the sidewalks will be so jammed and crowded that the walking disabled will be further jeopardized. But hey, if what you want is just the young and pretty people downtown, go ahead and keep squeezing out the elderly and disabled. It seems to be a popular pastime in Moscow in many aspects of the community. It has been really sad watching the market go downhill as a farmer's market over the decades since the city took it over. The one back in the library parking lot was a lot better in terms of actually getting great deals on great produce, and you sure didn't have to walk a mile to do it. I have not missed a market when I am home in around thirty years, but the extra walking on Main and the difficulty finding vendors with everything all mixed up has me seriously wondering if it will still continue to be worth my time to make the ten mile trip to town every single Saturday as I have done for years. Shopping the market on Main is a nightmare, and it's even worse when I need to buy cases of things. It's got to be cutting into case sales for people like Tonnemaker and Hagen that there is no longer anywhere close for people to park, and I know Hagen had a hand-truck stolen that he provided as a courtesy. And it breaks my heart that our roommate can't go at all anymore. She used to enjoy going at least one in awhile when she was having a good day, and it was good for her to get out and see people, not that there's as much socializing with the market on Main. Move it back to the parking lot and bring back the trucks! Don't charge the farmers for special services or additions that are really an issue because of other types of vendors! And don't wreck the whole market just because everyone and her sister wants to make money crafting when there is only so much money to go around for crafts. And for pity's sake if you are going to stick with Main at least sort and consolidate the types of vendors, with the prime center spot going to farmers (and bring back the trucks). I do not have the energy to walk by all those crafts I don't need and can't afford every week to find the veggies and fruits I need to reach. The scramble on Main is just awful. I came away with a headache every time, especially if I am running late and need to hurry. I know the crafters want to keep it mixed up, but I resent being forced to look at things I have little interest in (or can't afford even if they are interesting) so the crafters can use the farmers to pull people their way. The market for crafts is limited, and too many people are trying to sell. Maybe local crafters need to work as hard as local farmers and food activists have worked to help more people see how important it is to 'buy local' if they want increased sales (but even then, people only need so much jewelry or pottery or hanging dish towels or whatever), but making old ladies walk farther is not the answer to improving craft sales that are really tangential to the purpose of a farmer's market. I think you should focus on how to get in more produce and get the cost down by minimizing fees to farmers in every way possible. A lot of people don't come anymore because the food costs so much. Between the high fees and high fuel costs (not to mention farmers have other expenses that are over-inflated these days), the prices have gone up at a frightening rate over the years. It used to be the best way to feed your family in terms of economy, but not anymore. It's pathetic that people can get better deals from Bountiful Baskets and their local supermarkets than they can at what is supposed to be their own local farmer's market. Maybe if more people could afford the produce you would not need so much fancy-pants 'marketing' to get people down there. As to moving the market helping downtown merchants, I find the whole experience of shopping the market on Main so miserable that once it is over, I just want out of downtown by the quickest route possible. I used to sometimes hang out a little while downtown after market, but not anymore. Even stopping at the Co-op is difficult because of all the traffic congestion and blocked parking. The whole parking and traffic situation is much worse with the market on Main. I cannot for the life of me imagine why anyone thinks it is an improvement in any way.
* I think you should heavily weight the input of the long time vendors at the Market. Although the move to Main Street has reduced parking problems and safety issues on Jackson, the lay-out with the wide expanse of street may not be the best.
* Keep it on Main Street. The layout is much more conducive to being able to get to the vendors (lots more space). Loved seeing new vendors after the move!
* Keep vendor fees affordable to promote the greatest number and variety; provide clusters of seating down the street to encourage people to stop, relax and converse with each other- breaking up the long stretch of the street; provide colorful banners or streams of brightly colored fabric to add beauty to the festive environment and attract visitors and new customers. Whatever you do, consider that the Market is a community gathering place as well as a Market. With that in mind consider the flow of foot traffic on the street around the vendors and on the sidewalk. Be imaginative with the placement of benches, tables and vendor stalls. Observe and tabulate where foot traffic flows, stops and where there is awkward congestion. Could you "build" into the long Main Street little enclaves where people could gather in small groups and feel more comfortable visiting and/or taking little breaks as they shop? With all the choices now available and the long straight street, without non-profit non-food booths to break up the shopping experience/intensity it is more fatiguing shopping. Ultimately, as an older person who has shopped the Market since its inception in a gravel parking lot by what was then, the Old Post Office and now the City Hall, I am committed to the concept and do most of my shopping for produce and fruit at the market. I tend to look for other items like garden furniture and art first at the Market. The Market is a celebratory Saturday hub for downtown activity including after market shopping in local stores, some off Main like the used book store or the Salvation Army. Good luck and many thanks for your efforts to continue to develop the Market and improve it. Thank you for demonstrating your commitment to community well being by maintaining an exploratory dialogue with the people who shop, the vendors and the shops on Main.
* Afternoon/evening hours.
* Revamp the area used for non-profits.
* Some of the proposals above are ridiculously complicated and unenforceable. How are you going to know, for instance, whether 20% of ingredients are locally sourced?
* Definitely need more advertising/marketing and a more cohesive and family-friendly image. Extending the hours and more involvement from the downtown businesses (sidewalk sales or farmer's market specials) would be positive changes for my family.
* No, I think it's wonderful. Thank you.
* See if vendors can bring more of the popular items that they run out of every single week (corn, blueberries, etc.) and if they cannot grow more, then bring in more vendors to meet the demand.
* None
* I think it is a mistake to make all the craft/ value-added items have to have a certain percentage sourced locally. There are many items that would be nice to have at market, but there is not a local source and so that rule would limit what could be offered.
* move to 1st street
* i get the point of why the businesses would want to have the vendors face thier door but this will create a HUGE congested area on the sidewalks — it would be better to have them face the streets and have ample inlets to the sidewalks and businesses for people to get through to them. if the businesses would just put out displays, sales, seating etc they would draw people over-they should not depend solely on the market to boost thier business. I get sick of the downtown moscow businesses whining about the lack of business-they need to attend a marketing conference or one on customer service!
* Consider ONLY products produced locally Provide seating and shade
* maybe have someone new be in charge
* Portable Restrooms provided by the city!
* Make walking through it less hectic. Strollers, large groups and wagons can make walking through and browsing a real pain.
* I love the mix of produce, prepared goods and crafts. I purchase most of my gifts (birthday and holiday) at the farmers market because I am able to find unique and locally made items for my friends and family.
* More activity for kids.
* There is a public perception that the market vendors and market director do not get along. Just a note.
* Keep it downtown, whether on Main Street or in the Square.
* When considering reorienting the booths to face the businesses on Main Street, are we talking about placing the booths back to back in the center of Main St (like the Ballard Market in Seattle)? Our family thought that was an easy market to shop.
* more bike parking, esp plan for bikes with trailers. anticipate more wagons and carts to haul goods off-site (either to nearby car or all the way home)
* Re: diagram referenced in 5(K) Why not have vendors back-to-back down the middle of the street? This way you have plenty of space between the vendors and the brick and mortar businesses and allow the brick and mortar businesses to be more visible. The layout suggested in 5(K) would make the sidewalks too crowded. With the market now more spread out, need more music and other entertainment at either end of the street to maintain festive atmosphere.
* Keep growing this valuable and vital institution! The Market is one of the best things about the great town of Moscow and provides my family and I with numerous benefits. Make sure to keep the market on main street as in my mind it provides more "breathing space" and comfort while shopping — and any time you can close down city streets for pedestrian friendly events, it is a great thing! Thanks for the opportunity to comment.
* Don't let the conservative city government officials and the Chamber of Commerce take over running the Market. It's a business enterprise but so much more, and it would be a shame to lose what it is so that more money could be made or it could expand to become more commercial.
* I'll make this suggestion here since I don't see it addressed anywhere else: I heard many local businesses complain about fearing the loss of business due to lack of parking (which is ridiculous, because most of the Main Street parking was taken up by Farmer's Market shoppers even when the Market was in the Jackson Street lot). One of my pet peeves is that many of the local businesses AREN'T OPEN during the Farmer's Market. If the Farmer's Market could find a way to encourage local shops to open when the Market opens, I would spend more money while downtown. I always hit the Market early for the best produce, and I'm amazed that some of the local shops don't open until 9 or 10 am. I sometimes linger downtown long enough for those shops to open, but many Saturdays I just grab a coffee at One World, get my produce from the Market and remaining groceries from the Co-op, and then split. There have been many times when I wanted to look for something at Hyperspud, Paradise Creek Bicycles, or BookPeople, but they weren't open yet. I do think they'd get more business on Market Saturdays if they opened simultaneous with the Market. As it is, I spent more time and money in Main Street shops than I did when the Market was in the Jackson Street lot.
* I really enjoyed it when I could bring my dog. I have not visited as often since there have been restrictions. I understand the reason for the restrictions, but as a responsible dog ownere, it makes me sad. Why in thw world is question 14 on this survey near the bottom? Who in the world takes this much time to participate in a survey for something they've not heard of?
* Keep dogs away.
* Parking is easier now that the market is in the street. I like the idea of putting the vendors in the middle so the businesses are more involved. Keeping friendship square more open for children to play and feature performers is a less congested and safer for children.
* Bring back the charm....
* Still sad re: the no dogs policy esp. as the Market is now on Main St so there is no place to walk through even if you are just passing through w/o getting the stinkeye from people. Maybe a "canine corridor" for dogs and their people to just pass through those main blocks w/o feeling like a jerk. I chose not to take my dog there usually when dogs were allowed, but it is a pain for the entire downtown to be a no-go zone — or if you are innocently walking home to have glares...I'm just sensitive I guess..
* I definitely would not like to have the booths facing the sidewalks as long as dogs are allowed on either sidewalk on Main St! You will have the same problems as you did when the Market was in the parking lot and dogs were allowed.
* No
* Port a Potties — Vendors need to pitch in to pay for them.
* A covered area with close parking, that could be used several times a week, trading off between growers, handcrafters, value-added vendors, etc. Covered being the operative word, along with plentiful parking and accessible.

### Sticky Economy Evaluation Device

1. How often do you visit the Market?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **More than weekly** | **Weekly** | **Several times per month** | **Monthly** | **Several times per year** | **Rarely** | **First time** |
| 3% | 47% | 21% | 5% | 7% | 7% | 9% |

1. Is the Market your primary reason for visiting this neighborhood today?

Yes, 88%

No, 12%

1. How much money do you estimate you spent today at the Market?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| $0-$10 | $10-$20 | $20-$30 | $30-$40 | $40-$50 | $50+ |
| 20% | 29% | 20% | 12% | 9% | 9% |

1. Do you have plans to spend money elsewhere in the area?

Yes, 62%

No, 36%

Don’t know, 2%

1. Please estimate how much you have spent or plan to spend today at other businesses.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| $0-$10 | $10-$20 | $20-$30 | $30-$40 | $40-$50 | $50+ |
| 32% | 26% | 15% | 6% | 8% | 12% |

1. What is your zip code?

Idaho zip codes, 72%

Washington zip codes, 25%

Other, 3%

1. What is your gender?

Female, 68%

Male, 32%

### Neighborhood Exchange Evaluation Device

1. How long did you stay at the Market today?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **<30 minutes** | **30 miutes. to 1 hour** | **1 to 2 hours** | **2 hours** | **>2 hours** |
| 36% | 45% | 9% | 8% | 2% |

1. Do you live or work in this neighborhood?

Yes, 49%

No, 50%

Not sure, 1%

1. Did you come to the Market for any reason besides shopping?

Yes, 59%

No, 41%

If Yes, why?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Atmosphere** | **Local** | **Meet** | **Eat** | **Other** | **Multiple answer\*** |
| 30% | 8% | 17% | 13% | 3% | 24% |

\*Atmosphere & Local; Atmosphere & Meet; Atmosphere & Eat; Local & Eat; Meet & Eat; Meet & Other; Eat & Other; Atmosphere, Meet, Eat, & Other; All of the above.

1. If you found a valuable item (like a watch or necklace) at the Market, what would you do with it?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Give to Vendor** | **Give to Staff** | **Give to Shopper** | **Give to Police** | **Keep it** | **Multiple answer\*** |
| 6% | 80% | 0% | 12% | 1% | 2% |

\*Give to Vendor or Give to Staff; Give to Staff or Give to Police

1. Several vendors at the Market are selling similar produce. Where are you most likely to purchase your produce?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Best price** | **Best looking** | **Favorite vendor** | **First vendor** | **Other** | **Multiple answer\*** |
| 12% | 18% | 38% | 6% | 4% | 21% |

\*Best price & Best looking; Best price & Favorite vendor; Best price, Best looking, Favorite vendor; Best, price, Best looking, Other; Best price, Favorite vendor, First vendor; Best Price, Favorite Vendor, Other (organic); Best price & Other; Best looking & Favorite vendor; Favorite vendor & Other.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Hispanic/Latino** | **Asian** | **Pacific Island** | **African American** | **White** | **Native American** | **Multiracial** |
| 1% | 2% | 0% | 1% | 90% | 0% | 5% |

1. How do you primarily identify yourself?
2. What is your gender?

Female, 67%

Male, 33%

1. What is your age range?

|  |  |  |  |
| --- | --- | --- | --- |
| **0-19** | **20-39** | **40-59** | **60+** |
| 3% | 36% | 30% | 31% |

1. If you don’t mind, would you please tell me your occupation or job title?

Answers with over 5 or more responses:

* Student, 15%
* Retired, 14%
* Professor, 6%
* T.A., 3%

### Food Environment Evaluation Device

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **First time** | **0-3 months** | **3-6 months** | **6-12 months** | **Over a year** |
| 12% | 5% | 1% | 2% | 80% |

1. How long have you been coming to the Market?
2. Do you shop at the Market regularly?

Yes, 70%

No, 30%

1. Have you been introduced to new foods at the Market?

Yes, 77%

No, 23%

1. Has shopping at the Market influence the way you shop elsewhere?

Yes, 71%

No, 29%

1. Have you seen this product before (kale)?

Yes, 77%

No, 23%

1. If yes, do you like the taste of kale?

|  |  |  |  |
| --- | --- | --- | --- |
| **A lot** | **A little** | **Don’t like** | **Don’t know** |
| 56% | 19% | 17% | 8% |

1. Have you seen this product before (pluot)?

Yes, 55%

No, 45%

1. If yes, do you like the taste of pluots?

|  |  |  |  |
| --- | --- | --- | --- |
| **A lot** | **A little** | **Don’t like** | **Don’t know** |
| 64% | 16% | 6% | 14% |