



HUMAN SERVICES COMMITTEE

Agenda

Tuesday, July 3, 2012

12:00 pm

Madison Avenue Meeting Room

500 SW Madison

Discussion/**Possible Action**

I. Corvallis Farmers' Market Annual Report
(Attachment)

Information

II. Other Business

Next Scheduled Meeting

Tuesday, July 17, 2012 at 12:00 pm

Madison Avenue Meeting Room, 500 SW Madison Ave

Agenda

None at this time.

MEMORANDUM



To: Human Services Committee
From: Karen Emery, Parks and Recreation Director ✓
Date: May 21, 2012
Subject: Corvallis-Albany Farmer's Market (CAFM) 2011 Annual Report

Issue:

The CAFM Report is scheduled for its annual review before Human Services Committee.

Background:

The 2011 CAFM operated from mid-April to mid November at three locations in Albany and Corvallis. In Albany, the CAFM operated a Saturday Market at 4th and Ellsworth Streets. In Corvallis, the CAFM operated a Wednesday and Saturday Market on 1st Street in Riverfront Commemorative Park.

Discussion:

Director Rebecca Landis continues to work with a community volunteer board to help oversee the market activities. The Market operates as a State nonprofit mutual benefit corporation.

The Market continues to bolster economic and community activity by bringing growers and participants into the downtown area. CAFM continues to accept Oregon Trail and debit cards at all three sites, which represents the majority of both dollars and transactions in their wireless system. Additionally, farmers accept "Farm Direct Nutrition Program" (FDNP) coupons, which puts fruits and vegetables in the hands of young parents and seniors who might not be able to afford them, the WIC (Women, Infants and Children) fruit and veggie voucher program, and Supplemental Nutrition Assistance Program (SNAP). Lastly, CAFM invites gleaning groups to pick up surplus produce from vendors to distribute among low-income persons in our communities.

The Corvallis Saturday market opened April 16 and ran through November 19, from 9am to 1pm. The market averaged 50 vendors per market, Similar to last year. The highest daily vendor count was 59. A total of 143 vendors paid membership dues, and nearly all attended at least one market day.

Due to a City sewer project, the Corvallis Wednesday market moved from a parking lot located at 2nd and B Street to the Riverfront Park location and opened April 20 and ran through November 23, also from 9am-1pm. The market averaged 24 vendors per

market, up somewhat from 2010. The highest daily vendor count was 34. CAFM does not plan on relocating the Wednesday market at this time.

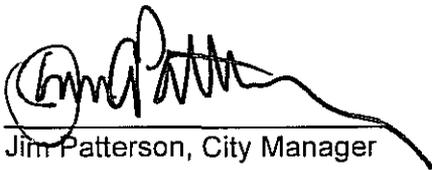
The Saturday market operated as a street closure from the north end of 1st Street south to one half of the Monroe Avenue block. Market music and special events utilized portions of Jackson Plaza's front apron. CAFM and Parks and Recreation have a formal lease agreement, where CAFM provides "weekly area cleanup" and nearby park restroom "incidental custodial services" in exchange for leasing the front apron of Jackson Plaza. The lease agreement also sets up an annual payment of \$1500.00.

The CAFM volunteer coordinator programmed over 100 free events for the 2011 market season by recruiting organizations and individuals who assisted with educational displays, cooking demonstrations, and children's activities. City and County governments are among the organizations using the markets for outreach activities

Recommendation:

Staff recommends HSC recommendation to City Council to accept the 2011 annual CAFM report.

Review and Concur:



Jim Patterson, City Manager



Nancy Brewer, Finance Director

Attachment: CAFM 2011 Annual Report

CORVALLIS - ALBANY FARMERS' MARKETS

2011 Season Annual Report

Corvallis-Albany Farmers' Markets (CAFM) is a state-chartered non-profit mutual benefit corporation and is recognized as a 501(c)(6) organization on the federal level. Our mission is to provide highly visible centralized locations in Corvallis and Albany for mid-Willamette and Coast Range agricultural producers and gardeners to market high quality agricultural products directly to consumers.

CAFM operates three farmers' markets in Corvallis and Albany: Corvallis (Saturday & Wednesday) and Albany (Saturday only). Our research indicates that the Albany market, founded in 1978, is possibly the oldest continuing open-air farmers' market in the state. The Wednesday market was founded in 1981. Ten years later the downtown Saturday market in Corvallis was founded.

Although CAFM's membership is largely made up of farmers and gardeners, our activities provide benefits generally to the two communities we serve. The markets we operate are not just places for buying and selling. Each market day is a community event to which everyone is welcome. We consciously strive to create community gathering places, where people come expecting to see friends and family, enjoy free live music and learn about where their food comes from.

All of our markets are located downtown (since 2009), with the intent and result of bolstering economic and community activity downtown. Internationally recognized research methods developed by the Oregon State University Extension Service at our farmers' markets demonstrate that most market attendees come downtown because of the market and end up spending significant amounts of money both with market vendors and at nearby businesses. Most attendees are local, but the markets also have a significant tourism benefit to their communities.

CAFM began service for Oregon Trail and debit cards in 2007 and expanded to all three sites in 2008, using wireless card readers and wooden tokens. Oregon Trail use continues to grow and now represents the majority of both dollars and transactions in our wireless system. Starting late in 2010 we launched incentives for SNAP customers to encourage healthy choices. SNAP incentives are funded by community partners: Ten Rivers Food Web and private funds granted to Benton County Health Department.

Farmers accept Farm Direct Nutrition Program coupons, which put fruits and vegetables in the hands of young parents and seniors who otherwise might not be able to afford them. In 2010 CAFM and other farmers' markets were added to the WIC fruit and veggie voucher program, which is also a grocery store program. The market association also invites gleaning groups to pick up surplus produce from vendors to distribute among low-income persons in our communities.

Our volunteer coordinator programs 100+ free events at markets by recruiting organizations and individuals who assisted with educational displays, cooking demonstrations and children's activities. City and county governments are among the organizations using our markets for outreach activities.

A total of 143 vendors paid membership dues, and nearly all attended at least one market day. Some participated at all three locations, while others attended one or two of the sites. Several home gardeners and small farms sold exclusively through consignment operations (called Community Tables) designated at each Saturday site.

In Corvallis, the Saturday market began on April 16 and ran each Saturday through Nov. 19 from 9 a.m. to 1 p.m. The market averaged 50 vendors per market, virtually the same as in 2010. The highest daily vendor count was 59. Growth at this site is possible largely through vendors starting earlier and ending later.

The Saturday market in Corvallis operated as a street closing on the north end of 1st Street, plus an adjacent ½ block of Monroe Ave. Market music and special events used portions of the Jackson Plaza's front apron (the area in line with east side parking stalls).

The market continues to use city-designed street closing signs, some of which include the Riverfront logo and the words "Riverfront Event." These signs are city property that is stored, transported and placed by CAFM and made available to other entities holding Riverfront events requiring street closings.

Prior to 2005, CAFM contributed to a Parks fund for riverfront vegetation. From 2005 through 2008, by agreement with Parks and Recreation, CAFM paid Work Unlimited \$500 to do additional trash service at non-market times. Work Unlimited is also collecting modest amounts of trash generated during markets, placing traffic control signs and otherwise assisting with setup and take down. In 2009 Work Unlimited's services to the two Corvallis markets and for Parks were consolidated, and CAFM now contributes its share via a contract with Parks & Recreation, which pays Work Unlimited.

Wednesday markets in 2009 moved to the city parking lot at the intersection of 2nd Street and B Avenue after more than two decades at the Benton County Fairgrounds. When the Wednesday market moved downtown, this market's hours were changed to 3 to 7 p.m. to attract after school and after work customers. That Wednesday site was operated under a lease with Public Works. CAFM was able to add 22 bike hoops to the site using Benton County's contribution of grant funds that support healthy and active lifestyles.

A city sewer project scheduled for 2011 required that the market relocate for that season. We re-examined some of the sites considered before the last move and found that a portion of the Saturday site (eliminating the northern section) was the only viable option. It did require us to switch back to mornings (9 a.m. to 1 p.m.), since nearly half of the spaces face west. A morning market also minimizes displacement of parking.

In 2011 Wednesday markets began on April 20 and ran through Nov. 23 – a much longer season than most midweek markets. The market averaged 24 vendors per market, up somewhat from 2010. The highest daily vendor count was 34. Enhanced compliance with employee parking restrictions starting in 2011 (a good thing) led us to the conclusion that we could not return to 2nd & B. We also felt we needed to stop moving the Wednesday farmers' market to reduce customer confusion.

Albany markets began on April 16 and ran each Saturday through Nov. 19 from 9 a.m. to 1 p.m. The market averaged 25 vendors per market, up a notch from 2010. The highest daily vendor count was 34, as it was in 2010. The vendor mix continued to evolve with more variety in locally grown meats and the return of a larger certified organic farm.

In Albany, the market continues to benefit from a relatively new and highly visible downtown location at 4th & Ellsworth in the City Hall parking lot and an adjacent block of 4th Ave. that is shaded by the heritage trees on the east courthouse lawn. The Albany Farmers' Market caters to new and small farm operations that might have a difficult time finding a foothold at larger markets. The Community Table (also available in Corvallis on Saturdays) provides an additional way for backyard gardeners and very small farming operations to try selling at a farmers' market.

The market also benefits from sharing crowds with other events that use the courthouse steps and the terminus of Broadalbin. Proximity to Ellsworth (Hwy. 20) results in customers making unscheduled stops at the market because they saw it while traveling to other destinations. Hours were shifted to 9 a.m. to 1 p.m. for 2007 and have continued in that pattern for succeeding seasons.

Rebecca Landis, Market Director
18 May 2012