

Farmers Market Week Proclamation

WHEREAS, National Farmers Market Week recognizes the important contributions of farmers and farmers markets across the United States; and

WHEREAS, Idaho Governor C.L. Butch Otter has declared August 7-13, 2011 as Farmers Market Week in Idaho; and

WHEREAS, Agriculture is Idaho's leading natural resource-based industry, contributing an estimated \$5.8 billion to the State's economy in 2010; and

WHEREAS, preserving our State's farmland, including small-scale farms, is critical to maintaining that productivity and profitability; and

WHEREAS, farmers markets stimulate local economies, directly support local growers, reinvest money within the community, reduce transportation costs, and enhance food security; and

WHEREAS, the number of farmers markets in Idaho has increased from 24 in 2006 to 57 in operation today; and

WHEREAS, the Moscow Farmers Market has been a vibrant part of our community since 1977, and is the longest continuously operating market in the state; and

WHEREAS, Moscow earned a 2010 City Achievement Award from the Association of Idaho Cities for our Shop the Market Program, wherein participants in the Supplemental Nutrition Assistance Program (SNAP) may purchase regionally-produced fresh fruits, vegetables, meat, cheese, eggs, honey, seeds, and edible plant starts; and

WHEREAS, Redemption of SNAP benefits at farmers markets in Idaho increased 610% between 2009 and 2010, with more recipients choosing fresh local foods; and

WHEREAS, fresh food choices and dietary awareness generally improve health outcomes and reduce the incidence of obesity; and

WHEREAS, Moscow Farmers Market facilitates beneficial services through coordination with vendors, Moscow Arts Commission, Backyard Harvest, food banks, state and federal agencies, constituents of our Poverty on the Palouse efforts, and others; and

WHEREAS, Moscow Food Co-op supports local farmers by hosting the seasonal Tuesday Growers' Market, featuring local produce, meat, poultry, eggs, ice cream, and more; and

WHEREAS, A coalition of area growers, sellers, policymakers, academic experts, and economic development interests aspire to establish a local facility to collect, store, prepare, market, and distribute regionally-produced agricultural products; and

WHEREAS, USDA Secretary Thomas Vilsak observed that "farmers markets play a key role in developing local and regional food systems, support family farms, revitalize local communities, provide important outlets for producers and the opportunity for farmers and consumers to interact;"

NOW, THEREFORE, I, Nancy Chaney, Mayor of the City of Moscow, do hereby proclaim August 7th through 13th, 2011, to be

Farmers' Market Week

in the City of Moscow, and I urge all citizens to join me in enjoying the many benefits of the Moscow Farmers Market, Moscow Food Co-op Tuesday Growers Market, and other farmers markets in our area.



DATED this 1st day of August, 2011

Nancy Chaney

Nancy Chaney, Mayor