



This Section sent to Cynthia 4/27

Planning for Safety During the COVID-19 Pandemic

Guiding Principles

Guiding principles to inform decision making for the Manzanita Farmers Market during the COVID-19 pandemic.

- Follow official mandates and regulations
 - Regulatory (e.g., Oregon Department of Agriculture, County Health Dept.)
 - National
 - State
 - City
- Prevent spread of COVID-19
 - For vendors
 - For customers
 - For community members not participating in MFM sales event
- Benefit area residents
 - Facilitate safe and streamlined sales opportunities for local businesses.
 - Specifically, businesses that meet the Manzanita Farmers Market's vendor criteria which requires the vendor be the producer of their product, and located within 100 miles of Manzanita.
 - Facilitate safe and streamlined purchasing opportunities for local residents.

Opening Statement

MFM is very pleased to be working with the City of Manzanita on hosting a sales event for our local farmers and local residents. We appreciate your input and caution. We are very willing to collaborate on the design of the sales event and the following recommendation is simply expressing MFM perspective which is informed by a thorough and ongoing review of precautions and operating procedures used at other farmers markets. I as Market Manager am also approaching this event with a strong feeling of caution since I live with two family members who are highly vulnerable to infection, so I do feel very personally affected by the life and death risk from COVID-19. Finally, to reiterate, MFM is planning on a drive-through only market, but we felt it was pertinent to share our recommendation for perspective.

- Food and farm vendors only
- Pre-order for first hour (or two) depending on pre-order customer numbers



- Additional on-site purchase opportunity where customer points to items and vendor packages items into full order.
- Emphasize one-person per household and minimizing time customer spends on site.
- 6-foot distancing reinforced for customers by physical markings, signage and social distancing officers
- Vendors: separate person handling payments (with sanitizing between customers) from person assembling order.
- Vendor booths spaced 10 feet apart and only around the outside perimeter of the parking lot

Overview of General Scenario Options

From most cautious scenario to more relaxed approaches as appropriate:

1. Pre-order only. Drive-through only.
Comparable to restaurant scenario of to-go orders only.
2. Pre-order sales plus on-site sales with vendors packing orders and customer numbers strictly controlled.
More cautious than current experience shopping at grocery store.

Precautions

These reflect the pre-order only, drive-through only scenario.

- Limit human interaction
 - Online ordering only
 - Drive through only
 - Customers stay in vehicles
 - Designated individuals for loading order into vehicle
 - Customers assigned pick up time
 - Can cap total number of customers
 - Pre-packaged food orders
 - Limit number of vendors
- Prevent spread of disease
 - PPE: masks, hand sanitizer, handwashing stations
 - Surfaces sanitized before and after event
 - Social distancing officers reinforce protocol
 - Clear and consistent communication, and reminders before and at event

Benefits

May 9 event occurring



- Start small to trial the approach and ease into it for all involved (market admin, vendors figuring it out, customers learning a new scenario, City officials seeing how it goes, neighbors/residents see we're using abundant precaution).
- Inform planning for weekly summer markets scheduled to start in June.
- Set up and become acquainted with online ordering software (opportunity for MFM admin, MFM vendors, and customers.)
- Trial signage and traffic pattern.
- Fresh healthy food for local residents.
- Supports the social fabric of the community while maintaining stay at home orders and social distancing.
- Financial support to farmers market vendor businesses
- Supports local economy
- Overcomes the obstacle of how time-consuming home delivery is (which is very labor intensive for the farm businesses)
- Low-income food access (SNAP and SNAP match) purchasing opportunity
- Shopping experience that meets or exceeds the safety of other shopping opportunities in our area.
 - Food more directly from sources (has been handled and transferred far fewer times).
 - Food is not exposed to all customers shopping (safer than browsing in grocery store aisle)
 - Outdoor pickup has more moving air and sunlight, which is safer than indoors.
 - Customer doesn't leave vehicle so very limited proximity in food-order transfer

Logistics

- Numbers of individuals
 - May 9 expecting 4 to 6 vendors will participate, so I'd expect a maximum of about 10 individuals (vendors and MFM staff and volunteers) would be on site during the drive-through pick-up.
- Timing
 - The length of the event will depend on the number of customers that place orders. MFM will assign time windows (15 minute increments) for customers to arrive to pick up their order.
 - I expect we may have around 100 customers, in which case the drive-through would be scheduled for 2 hours long. *This is twice as much time allotted per customer as a farmers market in Greensboro, NC that has been operating with a pre-order only, drive-through only market for 5 weeks at the time they shared their experience; this is also slightly more generous timing than a farmers market in New Haven, CT (from a farmers market organizer listserv).*
- Signage



- A-frame on corner of Laneda and 5th St S with arrow to MFM “Special Event”
 - A-frame at entrance to parking lot “Enter Here, Drive Through Only”
 - A-frame at entrance to parking lot Pre-order Only
 - A-frame at exit of parking lot “Exit Only”
 - Posters reminding of handwashing and 6-foot distancing posted at each booth and at portable restroom as a reminder
 - Traffic flow
 - Vehicles enter one entrance of parking lot and after a “U” shaped drive-through exit at the other end of the parking lot.
 - Bathrooms
 - MFM rent portable unit for MFM staff and vendors on site only. Handwashing station and sanitizer next to it. Lock unit between MFM market events.
-

This Section sent to Cynthia 4/26

Planning for Safety During the COVID-19 Pandemic

Last updated, 4/24/2020

Under the Oregon Governor's most recent executive order (week of 3/23), farmers markets remain exempt from shut-down and are still considered "essential businesses."

There have been a variety of resources and best practices put together as to how farmers markets can adjust their operations to minimize risk to the public of transmission of COVID-19. The Oregon Farmers Markets Association (OFMA) has drawn on those resources and synthesized these practices into a list of recommendations that they will continue to update as new strategies emerge. Oregon regulatory officials from ODA have reviewed and verbally approved OFMA's list of strategies. The following protocols have been pulled from OFMA's resource page, and this is a compilation of the most cautious scenarios and therefore far more precautionary than the approved set of recommendations. The Manzanita Farmers Market is also actively monitoring and referring to strategies from other farmers markets who have already been operating with a pre-order drive-through market scenarios; from these we are able to learn from other's challenges and problem solving, including the finer details of how the Manzanita Farmers Market can best operate in a safe, efficient, and effective manner.

Minimizing Risk

We believe an online-pre-order drive-through farmers market is a low risk system to support local growers and their customers' access to healthy food. Low risk is achieved by limiting



customers' exposure at the market in time and space. Additionally, there is very low risk to any individuals choosing not to participate, or who are incidentally in the neighborhood/area since the materials and structures involved (pop-up canopies, tables, signage) are all temporary and therefore not accessible or exposed to others after the event.

May 9 planning process

The Manzanita Farmers Market (MFM) is planning for a “Local Farm Drive Thru” for Saturday May 9. Details of this event are in the process of being worked out internally by the Manzanita Farmers Market and in collaboration with other entities.

Overview of basic elements for May 9, 2020:

- Pre-Orders Only
 - Using an online platform called Local Food Marketplace where customers can shop from multiple vendors from one user-friendly interface
 - Customers pay online as one purchase total even if their order includes products from more than one vendor.
 - Vendors pre-pack orders for each customer, label orders on the outside of the packing with the customer’s name, and bring orders to the drive-through drop site.
 - Depending on the volume of orders received the arrangement of the customer pick up will likely be a combination of the following two strategies:
 - Vendors with few orders may leave their pre-packaged orders at the drop site for the MFM staff to distribute to customers.
 - Vendors with a larger volume of orders will be asked to remain on site and assist with placing orders in customer vehicles.
 - Since the online sales are administered by the Manzanita Farmers Market (as administrator of the Local Food Marketplace online ordering platform) the farmers market has oversight on nearly all aspects of the sales and orders being placed including information about the customers and vendors and the ability to communicate and provide updates, instructions, and reminders to customers and vendors.
- Drive-through Market
 - Customers drive their vehicle through the City parking lot on 5th St. S lot to have their purchases loaded into their vehicle. Customers will be asked to remain in their vehicles at all times. To reduce proximity and contact, the preferred loading method will be to have the customer pop open their trunk from within their vehicle to receive their pre-packaged order. We will also ask customers to tape a piece of paper with their name to the inside of their car window so we can identify their order and load their vehicle without them even needing to roll down their window.
 - Customers will be assigned pick up times to evenly distribute arrival.



- Traffic cones, signage, and a limited number of helpers will guide vehicles to file single file in one entrance of the parking lot, and out the other entrance.
- Food and Farm Products Only
 - Only vendors with meat, vegetables, plant starts, flowers, and food products will be allowed to sell their products.
- Communications
 - MFM is in contact with regulatory agencies and relevant entities as part of the planning process including but not limited to: City of Manzanita, Tillamook County Environmental Health, Oregon Farmers Markets Association, Farmers Market Coalition, Department of Human Services, Farmers Market Fund, Food Roots, and North Coast Food Web. MFM is also closely following updates from ODA, USDA, the Governor of Oregon, and state and national farmers market organizer listservs.
 - MFM coordinates with vendors primarily via email, but also via phone, website, and social media. Communications include updating vendors on the status of the farmers market as we work toward a plan for upcoming sales events, and with an upcoming event will include clear instructions procedures and safety precautions we will be requiring of them.
 - MFM is in the process of developing communications for customers and local residents that will go out in an organized and consistent manner through our website, email, social media, signage, and other outlets (press release, radio etc).
 - Any customers who order through our online platform will receive very clear instructions for how and when to pick up their order, including reminders.
 - We will reinforce instructions to vendors and customers with signage, setting appropriate examples and reminding and enforcing our protocols.

Market Operations

Social Distancing Officers:

- Farmers markets and vendor booths each need to establish one "**Social Distancing Officer**" (that's one per market and also one per each booth). Each Social Distancing Officer must (a) know they are the officer and be able to answer affirmatively if questioned, and (b) take responsibility for enforcing the social distancing policies in their own spaces. The vendor-officers will be responsible for their spaces and the market-officer will be responsible for the common spaces in the market. This can be done in addition to other duties, but needs to be a priority for that individual.

Market Layout:



- The farmers market vendor **booths will be spaced 10 feet apart**. We expect there may only be 5 or 6 vendors on May 9.
- **Hand washing stations** and hand sanitizer will be for on-site farmers market volunteers, staff, and vendors. Vendors will be asked to bring their own hand washing stations.
- Vendors will be required to bring and wear masks and other **personal protective equipment (PPE)** in order to help reduce exposure for themselves and customers.
- **Nutrition incentive programs will continue to run** (SNAP, DUFEB, WIC/Senior FSNP).
- **Zero-tolerance policy for coming to market when sick**, for both staff and vendors. To support this we have adjusted our vendor policies to allow for vendor fee refunds up to and including the day of the market.
- The length of the customer pick up window will be largely determined by the number of orders received.

May 9 vendors

We are in contact with the Tillamook County Community Health and as usual have shared our vendor list with them.

Tentative vendor list for May 9:

Business or Organization Name	RSVP	
Kingfisher Farm	Maybe	veggies
NeahKahNie Smoke House	Maybe	smoked salmon
Peace Crops	Yes	honey
Pacific roots coffee	Yes	roasted coffee beans
North Fork 53	Yes	tea, veggies
Ixchel Originals	Yes	plant starts
Rising Tides Baking Company	Yes	baked goods
Moon River Farm	Yes	veggies
Celia's Marketplace - Celia's Gourmet Foods	Yes	oils and vinegars