



Weekly Summer Farmers Market Scenarios

Planning for Safety During the COVID-19 Pandemic

Submitted 5/6/2020 for special City Council meeting on 5/11/2020

The Manzanita Farmers Market recommends selecting a scenario for the weekly summer farmers market that is more-cautious to start with, and when deemed appropriate (in collaboration with the City of Manzanita) phase into less cautious scenarios over time. We believe that the experience and perspective we gain from operating the May 9 sales event will help to inform selecting a scenario. However, we also recognize that the status of COVID-19 at the beginning of June is hard to predict and that we may need to change the Manzanita Farmers Market's operating scenario if the COVID-19 situation is vastly different than expected based on what is selected at the May 11, 2020 special City Council meeting.

The weekly summer farmers market season is planned to start on June 12, 2020. If changes need to be made from decisions on May 11, a minimum of one week notice would be very helpful for the farmers market operators to have a chance to adjust plans with vendors and customers.

Here, below, we have laid out examples of scenarios at different levels of alert from Red Alert with the strongest precautions (May 9 operations will be the Red Alert scenario), to Green Alert with the most relaxed precautions. The bullet points highlight the main features of each scenario, and blue text are features that are different from the preceding alert level. Obviously each scenario will also include additional more-detailed features for implementing physical distancing, and disease prevention.

Red Alert operating scenario

- Pre-orders only
- Drive through pick-up only
- Local residents only
- Food and farm vendors only
- Masks required of all on-site persons (market personnel and vendors), and encouraged for customers in their vehicles
- Limit time customers spend on site (no entertainment, no seating, no on-site food consumption etc)

Orange Alert operating scenarios

- Pre-orders only



- Walk in pick-up of pre orders
- Number of customers on site limited and regulated at entrances
 - *For example: via volunteers at entrances, very strongly encourage 1 shopper per household only, and encourage folks to pick up for neighbors if appropriate to help reduce # people on site, queue around the block if needed, and other strategies.*
- Signage to strongly encourage one-way flow of customer foot-traffic to facilitate physical distancing
- Local residents only
- Food and farm vendors only
- Masks required of all on-site persons (market personnel, vendors, **customers**)
- Limit time customers spend on site (no entertainment, no seating, no on-site food consumption etc)

Yellow Alert operating scenarios

- Pre-orders **strongly encouraged**
- Walk in pick-up of pre orders
- **On-site sales available**
- Customers request products they want to buy and vendor gathers items for customer for customer to collect all at once at check out
- **Sales not restricted to local residents only**
- Number of customers on site limited and regulated at entrances
- Signage to strongly encourage one-way flow of customer foot-traffic to facilitate physical distancing
- Food and farm vendors **and if space allows some non-food/farm vendors.**
 - *Max capacity arrangement: Vendor booths spaced 10 feet apart around the perimeter of the parking lot and along West side of 5th St. South. There is some guidance about booths not being located across from each other in order to accommodate social distancing in customer lines and navigating the market space.*
- Masks **encouraged** for all on-site persons (market personnel, vendors, customers)
- Limit time customers spend on site (no seating, no on-site food consumption etc), **and possibly consider having live music for ambiance.**

Green Alert operating scenarios

- Pre-orders **strongly encouraged**
- Walk in pick-up of pre orders
- **On-site sales available**
- Customers request products they want to buy and vendor gathers items for customer for customer to collect all at once at check out
- **Sales not restricted to local residents only**



- Number of customers on site limited and regulated at entrances [with higher total number of persons allowed in market space](#)
- [No longer](#) strongly encourage one-way flow of customer foot-traffic to facilitate physical distancing
- Food and farm vendors and if space allows some non-food/farm vendors. [More booth spaces added to market layout, but still spacing booths 10-feet apart.](#)
- Masks encouraged for all on-site persons (market personnel, vendors, customers)
- Limit time customers spend on site (no seating, no on-site food consumption etc), [and possibly consider having live music for ambiance.](#)
- [Physical distancing and disease prevention safety measures in place but less strict.](#)

In brief the Manzanita Farmers Market is recommending that the summer market plan to operate starting on June 12 with a set of best practices that is less cautious than we're using for May 9, and yet we recommend selecting an operating scenario that meets currently allowed practices per the Governor's Executive order on 3/23 with update on 3/26 (those practices from OFMA included as a separate document).

The following content was submitted to City Council in April 2020, and is included here simply for reference.

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.
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April 16 Submission

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.



OFMA COVID 19 Resources

This is a "living" document, and will be updated as we learn more.

FARMERS MARKETS

One question we get a lot is "does this resource apply to my enterprise? **Am I considered a 'farmers market?'"** To answer this question, ask yourselves the following questions:

1. Does the market meet on a regular, recurring basis in a public location?
2. Are there at least 3-5 market vendors engaging in direct sales to consumers of agricultural products they grow, raise or produce *themselves*? (<-- note, "direct sales" means that no third party is purchasing, then reselling locally-grown items)
3. Other product categories may be permitted to fit the market community's needs, but are they supporting, rather than impairing, the market's primary function of facilitating farm-direct sales?

If the answer to these questions are all "yes," you probably are considered a farmers market. These guidelines apply to you, so keep reading!

If the answer to any of the above questions is "no," then you may be a different type of agricultural entity, such as a farm stand or retail food outlet. For more information, please contact Isaak Stapleton, ODA, istapleton@oda.state.or.us.

POLICY

Last updated, 3/26/2020

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

For current information from the Oregon Department of Ag on this topic and more related to COVID-19 go to <https://oda.direct/COVID19>

Allowed Vendor Types:

Your vendors may continue vending, regardless of product type, as long as they are practicing safe social distancing; HOWEVER any vendor who cannot, by definition, maintain social distance (masseuses, face painters, etc.) may NOT be allowed at market for the time being and until further notice.

Social Distancing Officers:

Markets AND Vendor booths all need to each establish one "social distancing officer" (that's one per market and also one per each booth). That 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.

See below for approved guidance on social distancing and public health strategies

PRACTICES

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. We have drawn on those resources and synthesized these practices into a list of recommendations below, and will continue to update it as new strategies emerge. Oregon regulatory officials from ODA have reviewed and verbally approved the following:

Market Operations

- Reenvision your **market layout with social distance in mind**. For example, make aisles wider and space market booths farther apart (**6 - 10ft if possible** ← this has been updated from 3ft, as 3 ft was not leaving enough room for customers in line at neighboring booths).
- **No samples**, and no exposed food on display; everything needs to be covered or packaged where possible.
- Restrict **hot food sales to take out only**.
- **Remove all seating** - for example, food court tables and chairs. No dine-in options are currently allowed.
- **Suspend durable dishware programs** and insist on disposable or compostable options for hot food vendors.



- **Cancel all nonessential programming**, display or partner booths, and interactive activities, such as kids crafts or music.
- Add **more hand washing stations** and hand sanitizer.
- Continue to **run your nutrition incentive programs**, such as SNAP, DUFEB, WIC/Senior FSNP - if anything, more families are going to find themselves in need in the coming days!
- Implement a **zero-tolerance policy for coming to market when sick**, for both staff and vendors. Allow your staff paid sick days if needed - no questions asked.
- Consider **relaxing restrictions about buying “before the bell”** to cut down on long lines and crowding.
- Consider **limiting the number of customers** in the market at a given time if (a) your market has limited space and tends to get crowded and (b) you have the staff capacity to manage it. This could be done by giving out tickets or having volunteers stand at entrances to market with a customer count ticker.
- **NOT ALLOWED: Vendors or volunteers whose services or products inherently require physical contact** or proximity, such as face painters or masseuses are NOT allowed under current government regulations (3/26/2020).
- **Follow all rules and guidance from the OHA and your local government.**

Blue tape on the ground helps customers visualize 6 ft social distance requirements.

Customer Expectations

- **You MUST require your customers to maintain safe distances from each other, preferably 6 feet apart.** There are lots of creative ways to do this, through signage, colorful tape, or other visual cues throughout the market to remind them. **Enforcing this is the responsibility of the Social Distancing Officer** (see Pg 1 for details).
- Ask customers to **stay home if they are sick** themselves, have possibly been exposed to COVID-19, and/or are high risk. Consider having a “senior hour.”
- **Recommend the following safety practices** for your customers:
 - Thoroughly wash your hands often for at least 20 seconds, and if not available, use an alcohol-based hand sanitizer
 - Avoid touching your eyes, nose, and mouth
 - Sneeze or cough into a tissue or into the crease of your elbow
 - Wash all produce thoroughly when you get home



- Wash your reusable produce bags between market visits
- See [this excellent customer shopping guide](#), created by Corvallis-Albany Farmers Market

Vendor Practices

- Ask vendors to **collect and bag all items for customers**. This can be enforced through signage, by putting the cash register at the front of the booth, and other visual and verbal guidance.
- Require vendors to have market **booth layouts that promote safe social distancing**. Provide them with the space to do this, and consider waiving fees if it requires extra space or equipment. A good [booth layout strategy](#) is to put an empty table at the front of the booth, with the table with products behind it, then the vendors behind that table., enforcing social distance and putting [products out of reach of customers](#).
- **Require vendors to practice social distancing *within* their market booths** as well as enforcing it at their booths:
 - Think about, and communicate with your vendors in advance to see who usually brings non-household members to work together in their booths. Could they limit that this year?
 - If not, can you expand the space for each of these vendors? 2 tents instead of 1? More space at their booths, with a booth set-up designed to keep them apart?
 - If this creates a space-pressure for the number of booths/vendors you can have in your market at one day, then maybe consider limiting the number/type of vendors you host this season, to prioritize the most essential food & grocery providers, in the safest way possible?
- Emphasize that vendors handling money, tokens or vouchers should not handle food products until they have washed their hands. If possible, encourage vendors with more than one person manning their booth to **designate one person to handle and bag purchases for customers, while a second person handles money and transactions**.
- Ask each vendor to have **hand sanitizer available to customers** at checkout.
- Encourage vendors to **bring their own handwashing gear** if possible, in addition to hand sanitizer, to keep their own hands clean.
- Require vendors to **stay home when sick or if at risk**. Facilitate that policy by removing all barriers, such as fines or loss of seniority for cancellations. If a vendor shows up to market visibly ill or becomes ill at market, send them home immediately.
- Require vendors and staff to **wipe down high touch areas**, such as tables, screens and cash boxes, frequently.
- Encourage vendors to **round their prices to the nearest dollar** amount, where possible, to cut down on the number of coins and cash changing hands per transaction.

- Recommend that vendors **bring plastic tablecloths** (or clear plastic to cover cloth tablecloths) for easier wipe-downs.
- While handwashing is the most effective way to cut down on disease transmission via touch, **if any of your staff or vendors have a habit of touching their faces frequently, it may be useful for them to wear disposable gloves** that they change frequently, as a reminder not to touch their faces.
- Consider asking your **vendors to bring and wear masks** and other personal protective equipment (PPE) in order to help reduce exposure for themselves and customers.

Booths spaced out, and handwashing stations prominently displayed at Oregon City Farmers Market

Communications

- Emphasize in ALL communications that **protecting public health is your number one concern**. You *really* care about your farmers market community, and that should shine through as the core of every communication you put out.
- Provide customers with relevant, up-to-date information about **whether your market is open, and what your market is doing to ensure their health** and welfare at the market. Use all the electronic communications tools at your disposal: social media, email listservs, webpages, etc.
- **Visual cues** are important at a farmers market - most markets don't have time to stop every customer on the way in to explain new expectations to them! **Post signs** with your precautions and procedures all around the market, including the vendor booths. If you have spacing expectations for the customers, colored tape can be helpful too! It is best for markets to print and provide any new signage for vendors, rather than relying on them to do it themselves.
- Really **support customer compliance at market by reminding them of the rules** in a firm but polite way! This could be a great project for volunteers who would normally be doing other activities that your market has discontinued for now (kids' programs, etc.). The responsibility for enforcement however lies with each social distancing officer.
- Do **communicate your "why's" to the public**, for those markets who continue to stay open...
 - You provide essential services and food to your community
 - You support X# of local businesses;
 - You ran \$X of SNAP transactions per year and therefore serve a vital food access role for families of all income levels;
 - Your market layout allows for social distancing, and your vendor practices and short supply chains allow for higher sanitation levels than are achieved in most grocery outlets;
 - Etc....
- Consider making a press release or working with local media to get a story published. [This article](#) does a great job of laying out the value proposition of shopping at farmers markets right now.

- When creating your promo materials for this year's market season, try to **take new photos or use old ones that do NOT feature a crowded, bustling market!** We want to send the message on all levels that markets have shifted their operations to address this public health crisis.

OTHER RESOURCES

- There is an **Oregon farmers markets email listserv**, where a robust conversation has been taking place about COVID 19 strategies. You can [join it here](#), if you're not already on it.
- The **Farmers Market Coalition** has put together an excellent [webpage](#) with resources for farmers markets, including best practices, sample press releases, facebook posts, emails, etc. (Many of our recommendations came from this page)
- **OSU Extension** has put out a [great handout](#), which will be especially useful for your farm vendors, but pertinent to market operators too
- **Oregon Health Authority** has a [COVID-19 page](#)
- The **CDC** has a [FAQ COVID 19](#) page
- **USDA**: [Coronavirus information](#)
- **FDA**: [COVID 19 Guidance](#)
- **WHO**: [COVID-19 advice for the public](#)

For questions, contact Kelly Crane: kelly@oregonfarmersmarkets.org