

June 23, 2020



City of Manzanita
167 S 5th Street
Manzanita, Oregon 97130

PO Box 608, Manzanita, OR 97130
www.manzanitafarmersmarket.com

Dear Manzanita City Council,

This Manzanita Farmers Market operational plan is proposed with the objective of increasing Market sales while at the same time operating with a comprehensive set of precautions to prevent public transmission of COVID-19. At present the Market is operating at a loss financially, and we are seeing Market vendors quit the Market due to insufficient sales under the current operating scenario.

The following plan both meets, and exceeds, the required and recommended operating standards for farmers markets in Oregon (Attachment: *OFMA COVID 19 Resources_06.17.2020download.pdf*).

Sanitation

- Market staff, vendors and volunteers will be required to wear face coverings in the Market.
- Customers will be required to wear face coverings before entering the Market.
- Vendors will be prohibited from selling to customers not wearing a face covering.
- Market will provide 2 hand washing stations, and hand sanitizer will be available.
- Vendors will be required to each have their own hand-washing station or hand sanitizer.
- Vendors and Market staff and volunteers will be required to wipe down high touch areas, such as tables, screens, and cash boxes, frequently.

Market Policy Management

- Social Distancing Officers will be responsible for enforcing the policies listed here.
- Each vendor will have one Social Distancing Officer at their booth.
- The Market will have at least 2 additional Social Distancing Officers monitoring the Market area.

Physical Distancing Measures

- Market booths will be spaced 6 to 10 feet apart.
- One-way flow of customer foot-traffic will be encouraged in Market with wider than usual walkways.
- The number of customers in the Market will be limited.
 - Market entrance and exit will be staffed by Social Distancing Officers to control the number of customers entering the market.
 - Customer admittance will be based on 100 square feet per customer to maintain 6-foot social distancing. The Market will monitor and adjust the admittance in response to customer lines or bottlenecks that could hinder the free flow of foot traffic. Social distancing will be
 - Markings at 6-foot intervals at entrance and other locations to separate customers.
 - One shopper per household will be very strongly encouraged (2 may be allowed to enter).

Sales Procedures

- Online pre-orders will continue to be available. Customers can choose between drive-through, or walk-in pickup of their order. Order pickup timing will continue to be assigned.
- On-site sales will be allowed.
 - Customers will not be allowed to touch any product prior to purchase.
 - Vendors will gather all items for customers by request (asking or pointing).
 - Non-farm vendors may be allowed to vend if they can meet all Market policies.
 - First hour of sales will be designated for seniors and others more vulnerable to COVID-19 risk.

- Signage and physical barriers (e.g., caution tape) will serve to remind customers to keep least 6-feet from vendor and products available for sale.

Other Precautionary Measures

- No seating, no dining area, no eating on-site. No live music. No opening drum.
- Ready-to-eat food, if any, will be for take-out only.
- There is a zero-tolerance policy for being at or near the market when sick.

Comments on Number of Customers

- In addition to the afore mentioned the following will support ample physical distancing:
 - Continue to promote pre-orders so customers can rest assured their items will be set aside.
 - Offering curbside pickup will route a portion of customers through the vehicle lineup.
 - "Senior Hour" during first hour of Market to reduce customer numbers at opening.
 - Outreach to customers and on-site enforcement to minimize the time spent in the market.
- Out of 131 farmers market locations currently in operation in Oregon in June of 2020, 73% of those are successfully operating with on-site sales only, while about 25% of those have added a pre-order option in addition to on-site sales, and only 2 farmers markets out of 131 are pre-order only. (Source: 6/23/2020 status update from Executive Director of the Oregon Farmers Markets Association by email)
- Testimonial from a Portland farmers market 6/19/2020: "Normally we'd be seeing 4000-5000 shoppers a week at this point in the season, but thanks to people sending only one household member, shopping quickly, etc., we've been seeing less than half that number, and without a commensurate drop in our vendors' sales." They set their shopper capacity at 150 shoppers (100 sq ft per shopper).

Comments on Benefits

- An estimated 20 or more food and farm businesses will have a viable sales outlet via the Market.
- Customer purchases support local farms, and thus local food security, now and in the future.
- Vendor income supports the local economy by directly supporting the vendor businesses which benefits a wider segment of the local economy.
- Local residents have access to fresh, healthy food and farm items that they purchase directly from the farms and businesses that they know and trust. This supports the social fabric of our community, and the nutritional health of individuals.
- Customers have the option of purchasing in person, and that additional sales opportunity will ease the strain on farm vendors currently needing to make harvest predictions very far in advance.
- Manzanita Farmers Market remains in operation.
- Low income food assistance programs operating to serve those in need: Supplemental Nutrition Assistance Program (SNAP), Double Up Food Bucks (DUFEB), Farm Direct Nutrition Program (FDNP).

Please let me know if I can provide any further information.

Sincerely,



Emily Vollmer
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