



COVID-19 Webinar for Farmers Market Managers

April 23, 2020



Agenda

- Welcome and Housekeeping
- Guidelines for Farmers Market Operations
- Implications for Food Assistance Programs
- Communicating with Customers During this Pandemic
- Questions and Answers

Michigan Farmers Market Association (MIFMA)



Mission: MIFMA advances farmers markets to create a thriving marketplace for local food and farm products

Vision: MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and the Michigan farmers markets receive policy support



Guidelines for Farmers Market Operations

Amanda Shreve
MIFMA

Farmers Market Can Operate

MDARD FAQ on EO 2020-21 released March 31, 2020

MDARD recognizes that **farmers markets** fall under [the category of workers supporting groceries, pharmacies, and other retail that sells food and beverage products], but **only for the sale of food** and supplies necessary to support human health and life.” MDARD requests that farmers markets “**use all necessary precautions to keep employees and customers safe.**”

Guidelines for Farmers Markets

www.mifma.org



MICHIGAN FARMERS MARKETS RESPONDING TO COVID-19

Whatever role you serve at your farmers market, we know that not only are you dedicated to ensuring shoppers have access to healthy, locally grown food and other high-quality products — but you're also deeply committed to the safety of shoppers and the products they purchase. Never in MIFMA's history has this mission been more important. In response to COVID-19, we want to share with you the following guidance and considerations on operating farmers markets in Michigan during this period of heightened public safety. *The guidance below, originally issued by MIFMA on March 27, 2020 has been updated based on the April 9, 2020 Executive Order 42. New or modified information is in italics.*

Farmers market managers should consult their local health departments and the State of Michigan for information pertinent to COVID-19 and current conditions in their community.

You can regularly read the updates and recommendations available on their websites and sign up for any alerts offered by state or county-level health officials to stay the most up-to-date with what is being recommended or required.

As a follow up to the March 23, 2020 Executive Order 21, Governor Whitmer's Executive Order 2020-42 issued on April 9, 2020 provides further instructions and specifications to the Michigan public. This latest guidance instructs all Michigan residents to "stay at home or their place of residence" but allows individuals to leave their homes "to perform tasks that are necessary to their health and safety, or to the health and safety of their family or household members (including pets)." The order further clarifies which businesses and operations provide critical infrastructure and may remain in operation during this time, including which food and agriculture related functions are deemed critical. Additionally, the Michigan Department of Agriculture and Rural Development clarified on March 24, 2020 that workers in Michigan's food and agriculture sector who support "retail that sells food and beverage products" constitute "critical infrastructure workers."

**ACCORDINGLY, FARMERS MARKETS AND FARM STANDS SELLING
FOOD PRODUCTS CAN CONTINUE TO OPERATE.**



480 Wilson Road Room 172 East Lansing, MI 48824



(517) 432-3381



mifma.org

#MIFARMERSMARKETS



Farmers Markets Must:

Limit products being sold

Eliminate non-essential areas and activities

Suspend all on-site food consumption

Promote social distancing behaviors

Limit the number of people in the market at one time

Limiting the types of Items for Sale

Focus on these Items

Food

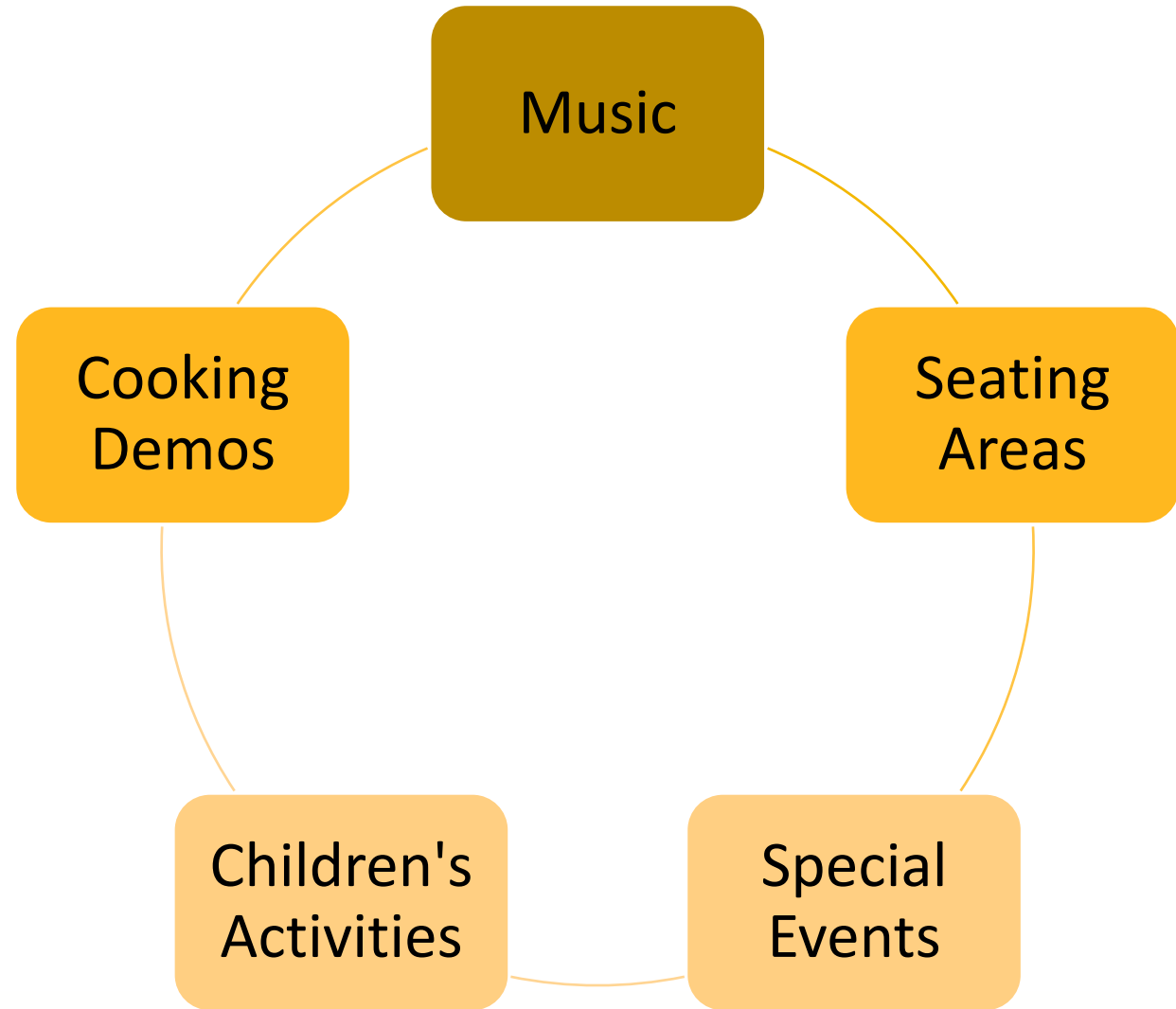
Personal
hygiene
products

Pet Food
& Treats

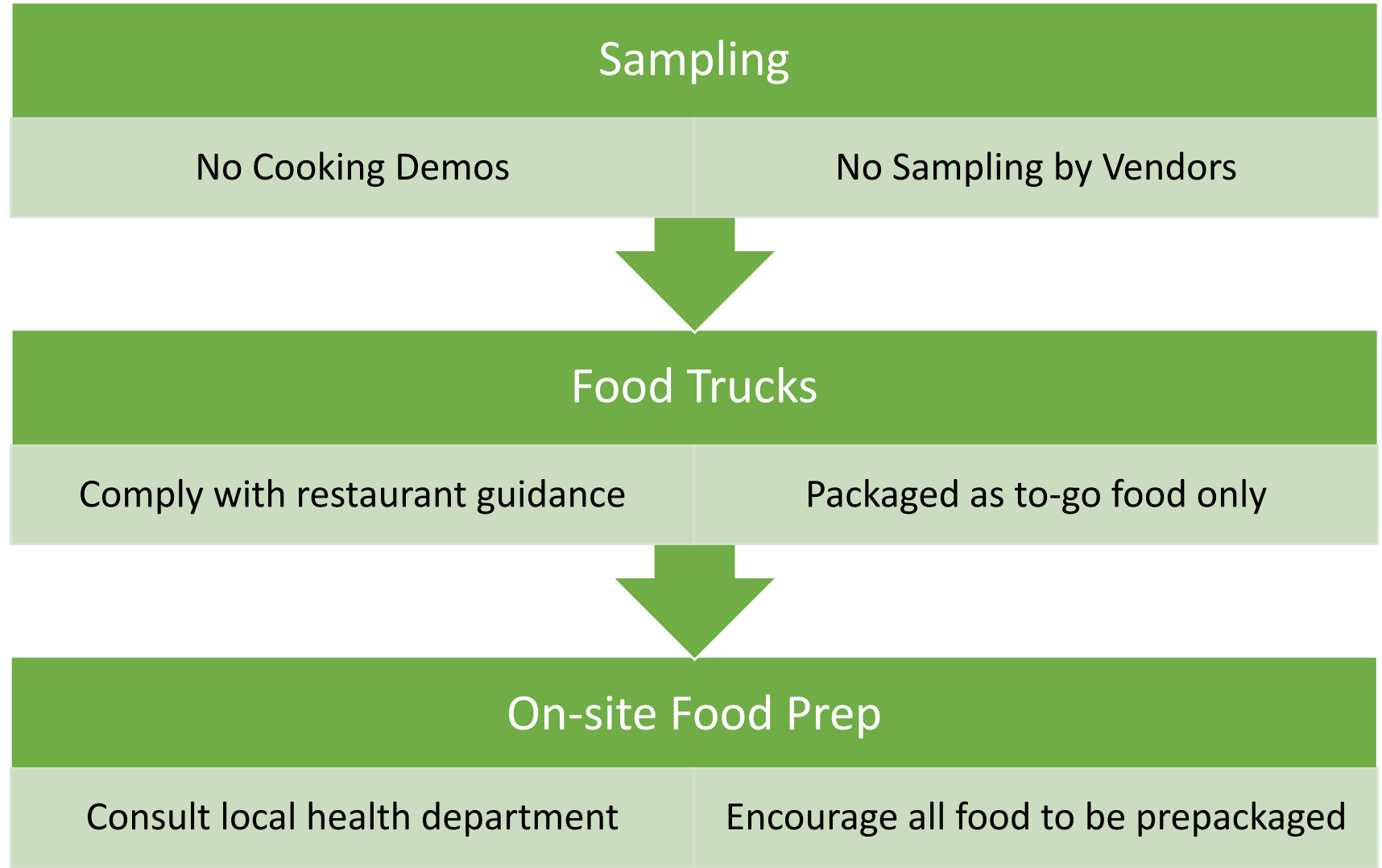
Exclude:

- Plants
- Vegetable Starts
- Cut Flowers
- Crafts
- Other non-food items

Eliminate Non-essential Areas & Activities



Suspend On-Site Food Consumption



Promote Social Distancing Behaviors

Spacing

- Mark the ground where lines are to form
- Increase spacing between vendor booths

Handwashing

- Make handwashing station visible
- At each entrance
- Not limited to in-restroom access
- Sanitizer (when available)

Surfaces

- Clean and disinfect frequently touched surfaces
- Favor vinyl or plastic to cloth table coverings
- Gloves (when available)

Promote Social Distancing Behaviors

COVID-19 Safety at the Farmers Market



WASH

Wash your hands with soap and water often or use hand sanitizer with at least 60% alcohol.



COVER

Cover your mouth and nose with a tissue or upper arm when you cough or sneeze.



STAY HOME

Stay home if you're sick or don't feel well, even if your symptoms are minor.



AVOID

Avoid close contact with others by staying six feet apart. Don't shake hands.



CLEAN

Clean frequently touched services, such as light switches and cell phones.



AVOID

Avoid touching your mouth, nose, and eyes. Wash your hands afterwards if you do.

For more information, please visit the Center for Disease Control and Prevention's COVID-19 Guide at www.cdc.gov/coronavirus

This poster was created and distributed by the Michigan Farmers Market Association. Learn more at MIFMA.org

COVID-19 Seguridad en el Mercado de Agricultores



LAVAR

Lávate las manos con agua y jabón a menudo o use desinfectante para manos con al menos 60% de alcohol.



CUBRIR

Cúbrete la boca y nariz con un pañuelo o parte superior del brazo cuando toses o estornudes.



QUEDARSE EN CASA

Quédate en casa si estas enfermo o no se siente bien, incluso si tus síntomas son menores.



EVITAR

Evitar el contacto cercano con otros al quedarse seis pies de distancia. No saludar de manos.



LIMPIA

Limpiar con frecuencia servicios tocados, tales como interruptores de luz y celulares.



EVITAR

Evite tocar su boca, nariz y ojos. Lava tus manos luego si lo haces.

Para obtener más información, visite el centro para la guía COVID-19 de Control y Prevención de Enfermedades en www.cdc.gov/coronavirus

Este poster fue creado y distribuido por la Asociación de Mercado de Agricultores de Michigan. Obtenga más información en MIFMA.org

كوفيد-19 السلامة في سوق المزارعين



غسل

اغسل يديك بالصابون والعماء كثيرا أو استخدام معقم اليدين في المبة كحول، على الأقل



غطى

غطى فمك وانفك بمنديل أو بالعضد عند السعال أو العطاس



ابق في المنزل

ابق في المنزل إذا كنت مريض أو لا تشعر بصحة جيدة، حتى لو كانت أعراضك خفيفة



تجنب

تجنب الاتصال القريب مع الآخرين بالبقاء ستة أقدام متباعدين، لا تصافح باليدين



نظف

التنظيف بشكل متكرر في الأماكن المتوقع فيها للمس، مثل مفاتيح للضوء والهاتف (الخلوي) الجوال



تجنب

تجنب لمس الفم والأنف والعينين، في حالة اللمس، اغسل يديك

لمزيد من المعلومات، يرجى زيارة مركز مكافحة الأمراض والوقاية منها للحصول على دليل كوفيد-19 على الموقع الإلكتروني www.cdc.gov/coronavirus

لمزيد من توجيه هذه الإرشادات عن طريق جمعية سوق المزارعين في ميشيغان، يرجى زيارة MIFMA.org

EO 2020-42: Limit the Number of People in a Space at One Time

(c) For stores of less than 50,000 square feet of customer floor space, limit the number of people in the store (including employees) to 25% of the total occupancy limits established by the State Fire Marshal or a local fire marshal.

(d) For stores of more than 50,000 square feet:

(1) Limit the number of customers in the store at one time (excluding employees) to 4 people per 1,000 square feet of customer floor space. The amount of customer floor space must be calculated to exclude store areas that are closed under subprovision (2) of this subsection.

Applies to Indoor Spaces

Limiting the Number of People in an Outdoor Space

Calculate the **total square footage** of customer floor space in your market and **divide that by 113** (the square footage of a circle with a 6 foot radius) for the maximum number of people that should be in your market at one time.

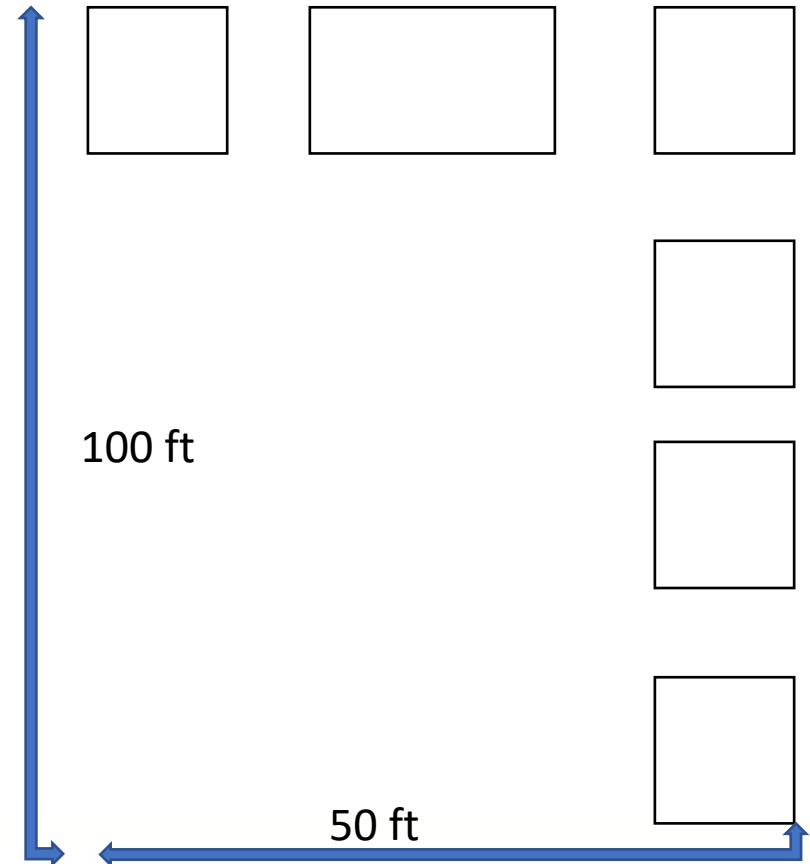
For example:

$50 \text{ ft} \times 100 \text{ ft} = 5,000 \text{ square feet}$

$5,000 \div 113 = 44 \text{ people}$

$12 \text{ vendors} + 2 \text{ market staff} = 14 \text{ people}$

$44 - 14 = 30 \text{ customers in the market at one time}$



Guidelines for Farmers Markets

FARMERS MARKETS MAY WANT TO CONSIDER:

- Provide customers with relevant, up-to-date information about what your market is doing to ensure their health and welfare at the market.
- Post signs with your precautions and procedures and communicate this information on your website and through social media.
- Limit the number of customers who can be in the market at one time.
- Limit entrances to ensure customers enter where a handwashing station is available.
- Form lines outside of vendor booths and/or limit the number of customers within a booth at one time.
- Mark the ground around booths with items such as tape, chalk, driveway markers, or traffic cones to encourage customers to distance themselves while they are waiting in line.
- Recommend that vendors use disposable gloves appropriately as an additional tool, but remember that gloves do not replace the need to wash hands and practice good hand hygiene.
- Consider developing curbside pickup and/or drive-through options where customers can select and purchase items without getting out of their car.

For Farmers and Vendors

STEPS FARMERS MARKET VENDORS SHOULD TAKE TO PROTECT THEMSELVES AND CONSUMERS:

- Do not attend the market if you have a compromised immune system and/or are not feeling well.
- Sanitize your market equipment and containers. Look to the Centers for Disease Control and Prevention (CDC) [Environmental Cleaning and Disinfection Recommendations](#) for guidance.
- Have a handwashing station (preferred) or hand sanitizer at your booth and use it often.
- Pre-package all items before coming to the market as applicable.
- Clearly and legibly post product lists with prices so that customers can distance themselves from you and your booth and still see what you have to offer.
- Set up your booth in a way that minimizes/eliminates a customer's ability to touch your products. For example, set up a table in front of you with a product list and a table behind you with the product. Customers can tell you what product(s) they want and you can get it for them.
- Put less product out for display and restock more often.
- Only use market table covers that can be sanitized throughout the market day, such as plastic or vinyl.
- Minimize cash transactions and round prices to the nearest dollar to reduce the need to exchange coins.
- During the market, routinely clean and disinfect "high touch" items such as tables, cash boxes, and touch screens on point-of-sale devices.

Governor Whitmer's Executive Order 2020-42

April 9, 2020

Rescission of EO 2020-21

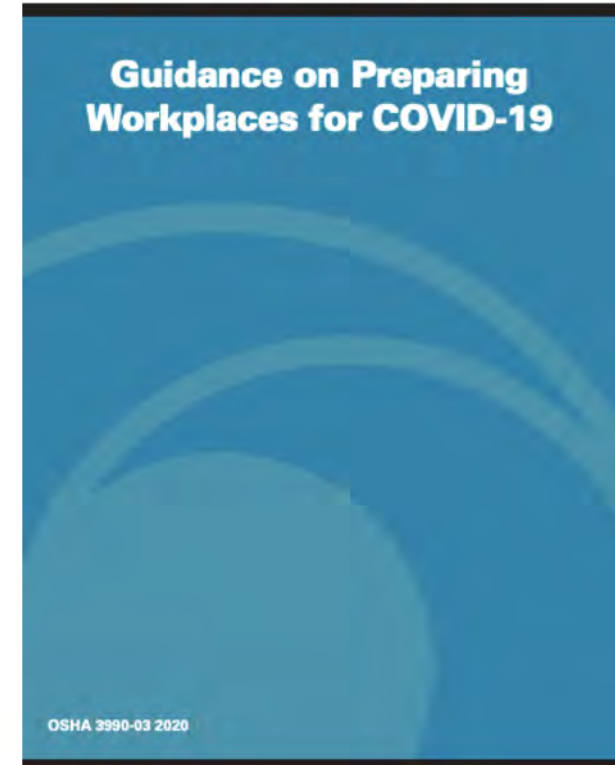
Instructs all Michigan residents to “**stay at home** or their place of residents” but allows individuals to leave their homes “**to perform tasks that are necessary to their health and safety**, or to the health and safety of their family or household members (including pets).”

Extends Stay at Home Order until April 30, 2020

New Language in Executive Order 2020-42

10. Businesses, operations, and government agencies that continue in-person work must adhere to sound social distancing practices and measures, which include but are not limited to:

(a) Developing a COVID-19 preparedness and response plan, consistent with recommendations in Guidance on Preparing Workplaces for COVID-19, developed by the Occupational Health and Safety Administration and available here. Such plan must be available at company headquarters or the worksite.



New Language in Executive Order 2020-42

11. Any store that remains open for in-person sales under section 5 or 9(f) of this order must:

(a) Establish lines to regulate entry in accordance with subsections (c) and (d) of this section, with markings for patrons to enable them to stand at least six feet apart from one another while waiting. Stores should also explore alternatives to lines, including by allowing customers to wait in their cars for a text message or phone call, to enable social distancing and to accommodate seniors and those with disabilities.

(b) Consider establishing curbside pick-up to reduce in-store traffic and mitigate outdoor lines.

EO 2020-42: For Stores Over 50,000 Square Feet

(2) Close areas of the store—by cordoning them off, placing signs in aisles, posting prominent signs, removing goods from shelves, or other appropriate means—that are dedicated to the following classes of goods:

- (A) Carpet or flooring.
- (B) Furniture.
- (C) Garden centers and plant nurseries.
- (D) Paint.

(3) By April 13, 2020, refrain from the advertising or promotion of goods that are not groceries, medical supplies, or items that are necessary to maintain the safety, sanitation, and basic operation of residences.

(4) Create at least two hours per week of dedicated shopping time for vulnerable populations, which for purposes of this order are people over 60, pregnant women, and those with



Implications for Food Assistance Programs

Joe Lesausky
MIFMA

Program Changes

SNAP Bridge Card

- Temporary Increase in Funding (CR-EBT)
- Increase in Customers



Double Up Food Bucks

- Temporary earning lift on matching amount



Pandemic EBT (P-EBT)

- New Program
- Providing funds for kids who receive free/reduced lunches



SNAP Bridge Card

- Federal guidelines do not allow online or telephone transactions for payment
- Only receive funding once a month
- March increased by 72,022 participants, and funding increased nearly 50% (due to CR-EBT)
- Expect to see continued participant increases



Pandemic EBT (P-EBT)

- Provides food for K-12 students who receive free or reduced lunches
- Transactions operate as a SNAP EBT transaction (if your market accepts SNAP you can accept P-EBT using your same systems/tokens)
- Fair Food Network is allowing funds to be matched with the **Double Up Food Bucks Program**.
- Funds will be available at least through June



Ways to Support Food Assistance Programs



- Offering low-contact transactions
 - Online/telephone ordering with in-person payment "Click and Collect"
 - Encourage vendors to have easy to select packages/boxes
 - Prebagged and easy to transport purchases
 - Continue to accept tokens and scrip

Token/Scrip Handling Tips

- Encourage Low Contact
 - Provide a container for “spent” tokens to be placed in
 - If needed tokens can be washed with dish soap and water (do not submerge wooden tokens, spray and wipe them)
 - Create market policies when turning tokens in for reimbursement (ie social distancing, limited contact, etc.)
- Resource: Tips for Sanitizing SNAP Tokens
 - Available at www.mifma.org



Transaction Suggested Practices



- Sanitize equipment between every transaction
- Sanitize space often including table top and writing utensils
- Market Staff should wear gloves/masks and wash hands regularly
- Encourage minimal contact, including pre-bag tokens

Patience and Respect

- We will be seeing many NEW food assistance customers who may be embarrassed and unsure how to use the funds from their program
- Work with local partners to help communicate that your market is participating in programs
- Support “Market Champions” to help spread the word.



Additional ways to support



- Become SNAP Bridge Card authorized if not already
- Work with local partners to increase program knowledge and outreach to customers
- Communicate to your customers
- Watch for additional updates



Communicating with Customers During this Pandemic

Noelle Nachreiner
Michigan Ag Council



CONNECTING WITH CUSTOMERS

Michigan Ag Council

Noelle Nachreiner, Executive Director



Remind shoppers
that farmers markets
are essential.

 Old Capitol Farmers Market
April 14 at 12:18 PM · 🌐

During COVID, the Old Capitol Farmers Market is an essential business and not a place to socialize. It should be treated as its core function, which is basically an outdoor grocery store. Please ensure that local foods continue to be available to all by following the market's COVID rules. Familiarize yourself with the COVID rules at <http://www.downtownspringfield.org/old-capitol-farmers-market/>



**DURING COVID
FRESH FOOD
IS SERIOUS.
NOT SOCIAL.**

👍❤️👎 150 13 Comments 66 Shares

👍 Like 💬 Comment ➦ Share



Fulton Street Farmers Market

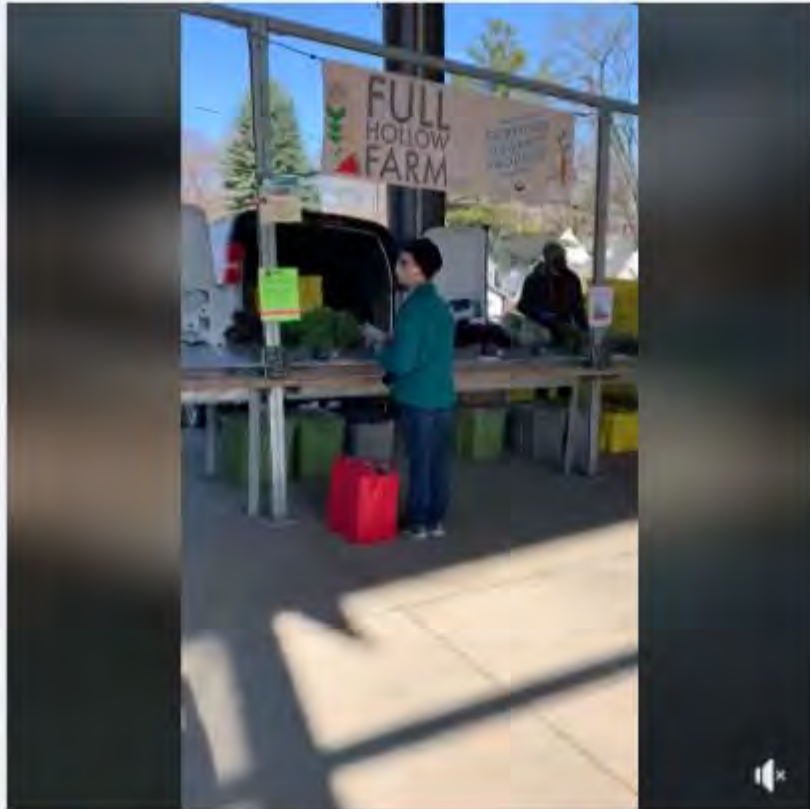
April 18 at 10:08 AM · 🌐



Good morning Grand Rapids! It is a gorgeously sunny Saturday and the market is OPEN! We'll be here until 1PM!

Come take in the fresh air while you pick up your food essentials. And enjoy a nice long walk as you exit the market!

We ask for your cooperation and patience as we monitor our capacity limit. A line will form at the front of the pavilion to allow customers in accordingly. Side entry points are blocked off with the exception of the EAST SIDE handicap accessible en... See More



👍❤️ 69

5 Comments 10 Shares



Like



Comment



Share



Provide information regarding modifications to the market.

Recommend safety tips for vendors/shoppers.

 **St Paul Farmers Market**
April 10 at 6:27 PM · 🌐

Be smart, stay safe, and be well. We are open 9am-1pm, Saturday, 290 5th St E, St Paul, 55101

BE SAFE

Tips for Farmers' Market Shoppers



- 1**
MAINTAIN DISTANCE
- 2**
NO SAMPLING
- 3**
NO TOUCHING
- 4**
SANITIZE
- 5**
DON'T LINGER

  43 5 Comments 5 Shares

 Like  Comment  Share 



Durham Farmers' Market

April 8 at 10:11 AM · 🌐

You can sign up for our weekly newsletter on the homepage of our website at the very bottom in the "STAY CONNECTED" section. Our vendors have their products listed and their delivery methods. These are also listed in the Vendor Profile section on the website



👍❤️ 8

1 Comment 1 Share

👍 Like

💬 Comment

🔗 Share



Most Relevant

Give your followers additional ways to engage with your market.

Provide listing of vendors who will be at the market.



The Lancaster Central Market

19 hrs · 🌐



We will be open tomorrow for all of your local grocery needs. We are requiring that both employees and customers wear masks while in Market. More information on precautions being taken can be found at the link below.

<https://centralmarketlancaster.com/2020/04/continuing-safe-practices-in-market/>



👍❤️ 22

3 Shares

👍 Like

💬 Comment

➦ Share





Kalamazoo Farmers Market

18 hrs · 🌐

Stock your shelves with fresh, locally made pasta that's air-dried (slower and cooler) for flavor like old world pastas!

You can order **West Michigan Pasta and Provisions** online or by phone, or you can visit them outside of the **Bank Street Winter Market** on Saturday's from 8am-1pm! And right now, they're offering free delivery in the Kalamazoo, Mattawan, Oshtemo, Texas Township, Paw Paw and Portage!

<https://www.westmichiganpastaandprovisions.com/>



👍 16

7 Shares



Like



Comment



Share



Feature vendors who offer online ordering.

Additional Tips for Engagement

- Virtual Tours of Market/Vendors
- Go Live from the Market
- Use Colorful, Engaging Graphics
- Remain Positive At All Times

The Worst Thing You Could Say...



is nothing at all.



QUESTIONS

Questions & Answers

MIFMA

Amanda Shreve,
Executive Director

Joe Lesausky,
Food Access Director

MDARD

James Averill,
Deputy Director

Mandi Cooley, Food
and Dairy Division
Regional Supervisor

MSUE

Phil Tocco, Agriculture and Agribusiness Institute
Extension Educator

MIFFS

Jen Silveri, Director of Field Operations

MI Ag
Council

Noelle Nachreiner, Executive Director



RESOURCES

Coronavirus

RESOURCES ▾ PRESS RELEASES VIDEO UPDATES

Coronavirus Disease 2019 (COVID-19)

STAY HOME.
STAY SAFE. SAVE LIVES.

Click here for a summary of the Stay Home, Stay Safe order

Guidance for Business


- Executive Orders, Directives & FAQs


Read more about Michigan's response >

CLICK TO SUBSCRIBE TO NEWS UPDATES:

- COVID-19 Updates from MDHHS

Questions About COVID-19?

 Call the COVID-19 Hotline at 888-535-6136, 7 days a week from 8 a.m. to 5 p.m.

 Email COVID19@michigan.gov 24/7. Emails will be answered 7 days a week, 8 a.m. to 5 p.m.



COVID-19 Volunteering

Volunteers with qualified medical training & experience needed.

Quick links

- COVID-19 Volunteering and Donations
- Apply for unemployment benefits
- Apply for assistance with health insurance, food, and other needs
- Find resources in your local community
- Locate your local school meal pickup site



Donate

Membership



Search 

Log In Store Cart 

[About](#) [Resources](#) [Networking](#) [Programs](#) [Advocacy](#) [News](#)



Online Sales Opportunity

Taste the Local Difference & Local Food Marketplace

Moving your sales online



During this unprecedented time, many local food businesses are transitioning to online sales. We've been working hard behind the scenes in order to set our partners up for success. Today, we're excited to announce our new partnership with **Local Food Marketplace**. This easy-to-use and scalable sales platform is perfect for farms, farmers markets, and food hubs to move their sales online. As a TLD partner, **you'll receive a 15% discount** on start-up costs and monthly fees. Online store set-up can be completed as quickly as one week!

[Learn more!](#)

Attend an Informational Webinar

Bring your questions about Local Food Marketplace and take a test drive at one of our weekly webinars on **Tuesdays at 2 PM**.

Please click here to register in advance!



COVID-19 Resources

Recent Articles

GET INVOLVED



GIVE



FIND A FARMERS MARKET



M I C H I G A N
FARMERS MARKET
A S S O C I A T I O N



517 - 432 - 3381



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