Practices at Farmers’ Market

in Response to COVID-19

Hosted by the California Alliance of Farmers’ Markets

9:30 am PT April 13th, 2020
Welcome!

- Carle & Madaly hosting
- Webinar etiquette
  - We are recording
  - Attendees muted
  - Type Qs in chat box
  - Technical issues? email Lucy: lucy@ecologycenter.org
Ecology Center & the Alliance
C-19 and the Alliance’s work

- Farmers’ markets are essential businesses
- We must rise to this challenge
- Best Practices Guide: farmersmarketalliance.org/resources/
  - Builds on CDPH’s guidance for markets: www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/RetailFoodBeverageandOtherRelatedServiceVenues.aspxmarkets
- We are here to support you!
Land Acknowledgement

California Indian Tribal Groups

- Northern Palate
- Northwestern Palate
- Owens Valley Palate-Shoshone
- Shoshone
- Northern Valley Yokuts
- Southern Valley Yokuts
- Kawaiisu
- Southern Paiutes
- Mojave
- Tonapau
- Chumash
- Serrano
- Chemehuevi
- Gabrieleño
- Cahuilla
- Tahchica
- Quechan
- Uto-Aztecan

California Alliance of Farmers' Markets

California Indian Library Collections
Acknowledgement of Front-line / Essential Workers
Review Agenda & Introduce Speakers

- Panelist: 7 min each, 3 min after each for questions - 40 min total
  - NCGA: Portia Bramble, Executive Director North Coast Growers Association
  - CUESA: Christine Farren, Executive Director for Center for Urban Education about Sustainable Agriculture whose mission is to grow thriving communities through the power and joy of local food
  - SEE-LA: Elizabeth Bowman, Director, Farmers’ Market Operations, Sustainable Economic Enterprises of Los Angeles.
  - SAN DIEGO MARKETS: Catt Fields White, Director of San Diego Markets, Founder of Farmers’ Market Pros and co-host of Tent Talk, the farmers’ market podcast.
- General Q & A / ideas - 15 min
- Closing and Call to Action - 5 min
COVID-19 and CoronaVirus Safety

www.northcoastgrowersassociation.org
NCGA is taking the following public safety measures:

- Spreading out the spacing of market vendor booths to increase social distancing
NCGA is taking the following public safety measures:

- Creating critical signage for social distancing
NCGA is taking the following public safety measures:

- Adding rope at the front and back of vendor booths to create a space boundary between vendor tables and customers, and to prevent customers from entering the market between vendor booths.
NCGA is taking the following public safety measures:

- Clearly marking lines and 6 foot distance between customers.
NCGA is taking the following public safety measures:

- Monitoring the number of customers at the market.
- Inviting the Arcata Police Department to have a presence on the Plaza as ambassadors of education.
- Providing additional hand washing stations, sanitizer and gloves at the market.
NCGA is taking the following public safety measures:

- Insuring staff and vendors use best hygiene practices including washing their hands often with soap and water for at least 20 seconds.
- Wiping down payment cards and point-of-sale devices regularly.
- Increasing the frequency of cleaning tables and other high-contact surfaces.
- Requiring staff change gloves and sanitize/wash hands before handling produce.
NCGA is taking the following public safety measures:

- Eliminating non-essential services such as craft or non-food booths, bands, or other entertainment.

- Communicating with the public. Information for the public is now available on our website and social media pages. Vendors are encouraged to share those documents and use the same language with customers and the media as questions arise.
Please follow these guidelines to keep market safe and open.

1. Stay home if you are sick or you are in a high risk group.
2. Customers age 65+ should have someone shop for them whenever possible.
3. Practice good cough and hand hygiene. Handwashing stations are provided.
4. Customers are not allowed to handle produce/products before buying, allow the vendor to bag purchases.
5. Keep 6 feet distance from others at all times.
6. Take prepared food to go to comply with social distancing protocol.
7. Make a shopping list and complete shopping as quickly as possible.
8. This is not a social hour! Limit interactions with other customers and vendors. When possible, please only have 1 person per household at market to make social distancing easier for others.
9. Be prepared with small bills to offer exact change to vendors when possible. Some vendors also accept alternative hands-free payments like Venmo or Apple Pay.
We require that vendors who attend the markets commit to the following:

- Arrange your booth to encourage distance and direct the flow of customers. Ex: Add rope/ribbon to create boundaries. Insure items are out of reach. Add signage as needed.
We require that vendors who attend the markets commit to the following:

- Consider having “Display Only” items for customers to view (not touch), and have items for sale further back in the booth to prevent contamination. Pre-bag/pre-package produce/food as much as possible.
- Create a boundary at the back of booths. Do not allow customers to cross or go between booths.
We require that vendors who attend the markets commit to the following:

- Consider displaying a sign at the beginning of your line that lists everything you have available so shoppers are prepared when they enter your booth.
- Encourage customers to pre-order/pre-pay and only pick up as much as possible.
- Ask for exact change when possible. We recommend that you add payment options like credit cards, or hands-free payment options like Venmo or Paypal.
We require that vendors who attend the markets commit to the following:

- Minimize conversations with customers to focus on the transaction.
- Prepared food vendors must only offer food to-go, not for on-site consumption, therefore food should be covered and please refrain from offering utensils.
- Inform the Market Manager/Assistant Manager of unsafe situations requiring immediate attention.
We require that vendors who attend the markets commit to the following:

- Suspend all food sampling
- Practice good hand hygiene and wear gloves when handling food/money
- Change gloves/sanitize/wash hands before touching food, and after touching money, phone or any non-food surface.
We require that vendors who attend the markets commit to the following:

- Have a designated money handler separate from the person handling produce if possible.

- Remind staff about best hygiene practices including washing their hands often with soap and water for at least 20 seconds.
We require that vendors who attend the markets commit to the following:

- Consider adding a hand-washing station to your booth (required for prepared food vendors).
- Do not allow customers to handle or touch any items at your booth. Please select and bag items for them. Add signage like, “Please don’t touch the produce, we will assist.” or “Please touch with your eyes.”
We require that vendors who attend the markets commit to the following:

- Communicate social distancing protocols with customers at the market. Maintain 6 feet between customers (except those who are family members/share a household). This may mean only 1 household may shop in your booth at a time.
- Wipe down payment cards and point-of-sale devices between each transaction.
- Frequently clean tables and other high-contact surfaces.
- Prepared food vendors must eliminate the use of shared condiment containers and instead provide single use packets or individual condiment cups for customers.
- Prepared food vendors must use a protective screen between customers and the food service/prep area.

Please complete your shopping in a timely manner to allow space for others.

This is not a social hour. Please avoid loitering/gathering socially.
COVID-19 and CoronaVirus Safety

www.northcoastgrowersassociation.org
info@northcoastgrowersassociation.org

Welcome!
- please be considerate
- honor 6 ft. social distance
- stay home if you are sick
- give priority to seniors
- treat market as an essential activity, not a social activity
Communicate with all your constituents, and tailor your messages to their needs:

- Elected & Government officials
- Other market operators
- Customers
- Sellers
- Donors
- Staff--TLC and acknowledgment of front lines staff vs. at home
March 14, 2020

Re: CUESA’s COVID-19 Response: Keep Farmers Markets Open

To Whom It May Concern:

I am writing from CUESA, the nonprofit operator of the Ferry Plaza Farmers Market and Mission Community Market, to open the lines of communication in light of increasing concerns about the novel coronavirus (COVID-19). We want to share with you our proactive mitigation measures, and ask for your support in keeping farmers markets open as a vital source for safe, healthy food for our community. We also want to express our vigilance as this public health crisis unfolds and convey that we take our responsibility as a farmers market operator very seriously.

As the situation evolves and health officials have required limits to public gatherings, we have been making deliberate adjustments to our operations in the effort of public safety. We are enacting the following:

- Suspending product sampling in our farmers markets.
- Providing pop-up handwashing stations at our farmers market for shoppers, visitors, and vendors, in addition to those permanently available at the Ferry Building.
- Temporarily eliminating cafe tables and seating in prepared foods areas.
- Communicating with our shoppers, staff, and market vendors regularly to reinforce health and safety precautions.
- Advising our vendors and staff to stay home if they feel sick, and we are waiving cancellation fees for any vendors who need to cancel. As always, CUESA offers our employees paid sick leave.
- Postponing cooking demonstrations and other programming at our farmers markets until further notice.

Is it our firm conviction that farmers markets are essential to community food security, and that shopping for food in farmers markets continues to be a safe activity.

In reviewing SFPD/Flea Market Order No. Cio-05, we’re operating under the assumption that farmers markets fall under the exemptions listed under 8.48(c)(i), including “grocery stores, shopping malls, or other retail establishments where large numbers of people are present but it is unusual for them to be within arm’s length of one another for extended periods.”

If a revised statement is issued, we hope you'll consider explicitly calling out farmers markets as exempt. Farmers markets provide a community service.

CUESA: Communication points for Government Officials

- Advocate that farmers markets are essential
- Explain new safety protocols you are implementing
- Remind officials of your vulnerable populations and services--EBT, Market Match, WIC
- Keep communications channels open
- Band together with other market operators in your region/state for a unified voice
CUESA: Communication Points for Customers

● Yes, we are open!
● How we’re adapting (safety measures, curbside pickup, etc)
● Your role in this is key! Do your part in social distancing, wearing masks etc.
● Our farmers need you in this crisis
● How can we support you?

FERRY PLAZA
FARMERS MARKET
WILL BE OPEN
TOMORROW

The Ferry Plaza Farmers Market is open tomorrow from 10 am to 2 pm for your essential food needs. The City of San Francisco has issued a shelter-in-place order effective March 17 to April 7, however, farmers markets are officially exempt from this order for community food security. Farmers markets are listed among places individuals may leave their residence to conduct “Essential Business,” along with grocery stores and food banks.

Our Tuesday, Thursday, and Saturday farmers markets will continue to remain open, and we are here for you in this difficult time. We take your health and safety very seriously, and are adjusting our operations as needed. Please be safe and make sure to follow a social distancing plan.
HELP KEEP FARMERS MARKETS SAFE AND OPEN!

Our farmers markets are open for your essential food needs. Please don’t jeopardize them and your health by ignoring public health advisories.

- Stay home if you have a cough or fever. If you must sneeze or cough, do so into a tissue or your elbow.
- Shop quickly and maintain a minimum distance of six feet from others.
- Do not shake hands or engage in any unnecessary physical contact.
- Wash your hands frequently. Use our handwashing stations or bathrooms inside the Ferry Building.
- Please do not touch! Let our farmers serve you.

Be kind and stay nourished. We’re all in this together! Thank you for supporting our farmers and food makers.

cuesa.org/covid19

SOCIAL DISTANCING

For public health and safety, please practice social distancing during your farmers market visit.

6 FEET

Thank you for your cooperation and support!
For updates, visit cuesa.org/covid19
CUESA: Communication Points for Sellers

- Two way street mentality-ask for information from them too!
- Share evolving safety rules and regulations--bagged produce, roped off tents & tables, "cafeteria-style" ordering
- What are your new offerings as market operators, such as curbside pickup.
- Communicate concern-How are you adapting?
- How can we support you?
Be clear about your need for support
Create separate campaign with goals and benchmarks
Share challenges, but also be beacon of hope
Farmers and farm workers are the heros, and by extension your organization
Your donors are the team that will see you through to the other side
CUESA: Parting Ideas

Media

- Show, as well as Tell
- Have your talking points and data
- Empower all of your staff and sellers to be spokespeople
- Be a connector for your community
- Use your network and be proactive in your outreach

TOOLS

- E-newsletter
- Social media
- In-market signage
- Survey tools (Google)
SEE-LA’s mission is to build sustainable food systems and promote social and cultural activities that benefit both low-to-moderate income residents of Los Angeles while also supporting California small- and mid-sized farms and local small businesses.
COVID-19 RESPONSES

4 Markets Open + Approved by City of Los Angeles
2 Markets Closed by Host Sites

Agenda

- New Protocols + Enforcement Tools
- Communication Strategies
- Food Vendor Advocacy
- Alternative + Community Food Distribution
Protocols + Enforcement

Staff

Vendors

Fix-it Ticket

Vendor: ________________________________

Today's Date: ____________ Correct By: ____________

Items to be corrected:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Failure to take action by the above-listed “Correct by” date will

Customers

COMMUNITY GUIDELINES

Stay at home if you’re sick or at-risk

Wash your hands thoroughly and often

Touch only what you’ll buy

Shop efficiently and with a plan

Maintain a safe distance from others

Wash your produce before consuming

Help limit line lengths by shopping at booths with shorter lines first

Consider limiting the amount of dried good items to ensure your neighbor can enjoy some as well

Leave non-service animals at home

Practice kindness and gratitude. We’re all in this together!
Communication Strategy

Digital

Market Signage

Directional
Novel Coronavirus (COVID-19)
Los Angeles County Department of Public Health
Farmer’s Markets and Community Events

Due to the increasing number of cases in Los Angeles County, including more community transmission and recent guidance issued by the California Department of Public Health as it relates to COVID-19 and public gatherings, community events, including those that operate as part of a Certified Farmer’s Market must be canceled or postponed until after April 30, 2020, and will not be issued a health permit to operate. Community events that were previously approved and permitted have been notified that their permit is suspended and will be issued the option of rescheduling the event or requesting a refund for the fees paid.

In light of the need to ensure that fresh food is available to residents, outdoor Certified Farmer’s Markets (CFM) that are certified by the State of California and have obtained a health permit for a Certified Farmer’s Market will be allowed to operate if the conditions noted below are implemented.

Certified Farmer’s Markets modified operational conditions:
• Limit the sale of food to whole uncut produce and packaged food items that meet the California Department of Food and Agriculture requirements. [https://www.cdfa.ca.gov/is/l_cfm.html](https://www.cdfa.ca.gov/is/l_cfm.html)
• The community event and all temporary food facilities associated with the CFM must cease operation.
• No sampling of unpackaged food is permitted.
Digital + Community Food Distribution

The Farmers Market Delivered
Buy directly from local farmers, artisans, and other vendors in your community and get it delivered to your home or office.

What'sGood

SUPPORT SEE-LA'S SOUTH LA COVID-19 FOOD ACCESS CAMPAIGN

SEE-LA is urgently focusing on food access in South LA, which has deteriorated substantially with empty store shelves in many neighborhoods and the closure of SEE-LA's weekly certified farmers' markets in Willowbrook and Crenshaw (closed by their host sites due to the outbreak).

Donations will be used to increase CalFresh/EBT and WIC benefit matching at our Central Avenue market, donate tens of thousands of fresh farm boxes to families in public housing and facing loss of service jobs, and collaborate with direct service agencies to feed their clients facing food insecurity. These efforts will of course help many of the family farms in our network that are also struggling to stay afloat.

DONATE NOW
WE'RE CLOSED FOR A WEEK!

WE'LL BE BACK FRIDAY, APRIL 17

50 likes

echoparkfm We care deeply about food access as well as the health of each of you and our staff. To help bring the rate of infection down in our city, we’re closing all SEE-LA farmers’ markets for one week. PLEASE STAY SAFE AND HEALTHY. THANK YOU FOR YOUR SUPPORT AND UNDERSTANDING.
San Diego Markets: Catt Fields White

SanDiegoMarkets.com
San Diego Markets

San Diego Markets are a popular destination for visitors and locals alike. The markets offer a diverse selection of fresh produce, artisianal food, and craft vendors. With locations in Little Italy, Pacific Beach, and La Jolla, there's always something new to discover. Don't miss the opportunity to explore these vibrant markets and enjoy the local flavors of San Diego!
San Diego Markets

Changing realities in the time of COVID 19
<table>
<thead>
<tr>
<th>The Old Rules</th>
<th>The New Rules</th>
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<tbody>
<tr>
<td>● Increase footprint size and numbers of farmers and vendors</td>
<td>● Reduce site size and limit types and numbers of farmers and vendors</td>
</tr>
<tr>
<td>● Balanced markets within Direct Marketing guidelines</td>
<td>● Tightly restricted farmer and vendor categories defined by City</td>
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<tr>
<td>● Encourage attractive displays and sampling to increase sales</td>
<td>● Place barriers between shoppers and displays</td>
</tr>
<tr>
<td>● Promote markets as community gathering places</td>
<td>● Promote markets as safe, efficient source of groceries, no lingering</td>
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<tr>
<td>● Post pretty pictures to promote</td>
<td>● Post rules and reassurance</td>
</tr>
<tr>
<td>● Maximize attendance</td>
<td>● Meter attendance</td>
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</tbody>
</table>
Communicate to inform and reassure

Be well. We are family. We'll be right back.

Update:
Per current City of San Diego order, all Farmers' Markets are currently closed. Please stay tuned for more updates. Thank you!

The Little Italy Wednesday Market is closed this week. In cooperation with City of San Diego guidelines.
Communicate to control and reassure

With your help, we can keep bringing you nutrient dense fresh food in the safest shopping environment available.
Communicate calmly in the face of fear

- Recognize fear based reactions
- Respond to emotion with calm
- Stay on message
- Reassure, don’t react
- Rely on key words
- Let your supporters defend
- Don’t tolerate abuse
- The reaction curve flattens quickly
Respect your whole team’s needs

Survey farmers and vendors:
  Comfort level, profitability, today’s best result

Check in with your staff:
  Health, fears, doubts. It’s ok to change your mind.

Check your own comfort level:
  Using your oxygen mask first so you can help others.
Reality Check: Income vs Expense

Income decreasing due to: reduced number of stalls, types of vendors, lack of potential sponsors

Expense increasing due to: additional staff, additional signage, equipment rentals
Take a breath and remember why we do this and how important you are.

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Panelist Contact Information:

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Elizabeth Bowman,
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SEE-LA
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Catt Fields White, CEO
San Diego Markets
catt@sandiegomarkets.com
● Become an Alliance Member!
● Follow on the Alliance social media!
● Please fill out our Survey
● Rise to this challenge!

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FarmersMarketAlliance.org

N. Coast Growers Assoc.
March 2020