General opening: Identified audience – the focus for this is about Michigan farmers and vendors and direct impacts for them; These notes may be used to report to local farmers in your region.

Agenda

- **Overview of executive orders**
  - March 23 Stay at home order
  - March 31 MDARD FAQ addressed farmers markets
  - April 9 Latest executive order to extend stay at home order to April 30, 2020
    - Establishes new directives for the sale of essential goods including food (people in line distance, outdoor lines, curbside pickup, delivery, limiting # of people in an indoor space)
    - For outdoor spaces: Calculate the total square footage of customer floor space in your market and divide that by 113 (sq. footage of a circle that is 6ft in radius) Example: 50ft x 100ft = 5000 sq ft; 5000/113 = 44 people (including vendors and customers and managers – everyone)
    - Close areas of the store EO 2020-42 (close off garden centers) for stores over 50,000 square feet.

- **Recommendations for market operations**
  - Limiting the types of items for sale
    - Focus on selling these items: Food, Personal Hygiene Products; Pet Food and Treats
    - EXCLUDES: Plants, Vegetable Starts, Cut Flowers, Crafts, other non-food items
    - Cottage food products are food; anything you would eat as a human is considered food.
  - May want to consider
    - Signage available for markets to use on mifma.org (reminder folks to wash hands, avoid contact, clean high touch services)

- **Tips and recommendations for Vendors**
  - Handwashing station is incredibly important; at each farmer’s booths AND at market entrance
  - Set up your booth in a way that customers cannot touch the product; have a barrier between the customer and the product
- Have two staff members with you – one handling product and the other handling currency
- Have less product out and restock often
- Use vinyl or plastic table covers so they can be sanitized; high touch surfaces should be sanitized often
- Minimize cash transactions if you can; Preorders available online is an example; You can round your prices to the nearest whole dollar in order to minimize currency; Only accepting exact change into a box so the farmers don’t have to touch it.
- Recommend considering gloves and masks; gloves are not a replacement for handwashing but an additional tool

**Communicating with Customers about Food Safety**

- Proactive communication with customers
  - Customers want to know how things are going to stay the same and how they are going to change
  - How has your operation changed? How can your customers connect with you? What products do you have now? When will new products be available?
- Types of handwashing stations: Portable Gravity Feed (UMN ext example), Portable Food Pump (instructables field sink); Garden Hose Sink, Self-Contained Units available for rent too
  - [How to build handwashing station video](https://www.youtube.com) available on Youtube
  - How do I keep my workers healthy? Wash hands, hand sanitizer, avoid touching face, stay home when sick, clean frequently touched objects, find alternatives to a physical gathering to share info, limit close congregation for social and dining activities, cohorting
  - What if workers (farm laborers) get sick?
- Online sales opportunity and online marketplace webinars available via [Taste the Local Difference](https://www.tastethelocaldifference.com)
- Produce is not considered a vector for the novel coronavirus but packaging may be
- Food trucks are allowed at the market but all food must be packaged to go; it’s important to not help people hang out

**Supporting low income shoppers during this time of crisis**

- Challenges include that customers are restricted to places that participate in food assistance; federal guidelines do not allow online or telephone transactions for payment; transportation and childcare is a struggle; only receive funding once a month (spread out purchases or buy all at once)
- Offering low contact transaction: online/telephone ordering and pay in person; easy to select packages; prebagged and easy to transport purchases; accept tokens and scrip
- For dealing with tokens/scrip: encourage low contact by providing for a container to be placed in, wash with dish soap, don’t submerge wooden tokens, aluminum can be submerged
o Lots of new food assistance customers expected – they will often be embarrassed and unsure what to do; SNAP Bridge card recipients have received additional funding at this time so expect more spending

o Additional ways to support customers is recipes (easy, low cost, minimal ingredients) print one and then encourage customers to take a photo; provide cooking instructions

Extra Questions:
Q: I would like to ask a few questions during the webinar tomorrow.
   1. What types of herbal products can be sold?
   2. Are glycerin extractions allowed?
   3. At this point, what are the current product restrictions at Michigan farmers markets? And when are these restrictions expected to be lifted?
A: I'll answer your last question first, we don't know when this will change. This is based on the Stay Home, Stay Safe order that was extended until April 30th. For your other questions, the products must fall in the categories of food, personal hygiene products, or pet food.

Q: Will the slides be available to print off?
A: Slides are available here

Q: With the preparedness plan, does MIFMA have a template we can use?
A: Not yet!

Q: Hi - how/where does alcohol fall into these? Food? excluded? we have hard cider and wondered what next steps would be for us.
A: My understanding is that alcohol is considered food that can be sold at this time.

Q: cleaning products like, hand soap, shampoo etc??
A: Personal hygiene products would include soap, shampoo and other products used for personal or home cleaning. Home cleaning is considered essential for other businesses.

Q: What about edible plants like potted "cut & come again" lettuce bowls or potted herbs to have in a kitchen?
A: NO PLANTS are currently allowed for sales at a farmers market

Q: Do outdoor markets have to follow the OSHA guidelines for worker compliance...? Most of my support is from volunteers, not hired staff
A: The guidelines are recommended to keep everyone safe. Volunteers should also be part of planning for a safe market.

Q: Are there any new guidelines with regards to Cottage Food now with Covid? Are Cottage Foods going to be limited now at Farmer’s Markets?
A: Cottage Foods are allowed. There is not additional guidance for Cottage Food producers. We would, of course, recommend that everyone follow safe food production guidelines which would require that everyone producing food be in good health and free from signs of sickness.

Q: Food truck . . prepared but then pkg'd not to eat at mkt, correct?
A: Food can be prepared on site but must be packaged to take away or for takeout only.

Q: Can we discuss SNAP tokens? Is there a way to stop using tokens but still allow these transactions?
A: Suggestions for cleaning tokens are available [here](http://mifma.org/2020/04/register-now-covid-19-webinar-farmers-market-managers/). There are not plans to stop using tokens.

Q: there are garden center in our area that claim there are under 50,000 sq. ft. and they don't have to stop plant and seed sales, is that true ?
A: The short answer for this is that some communities have enforced the restriction and some have not. It is not being enforced in the same way in all communities. Smaller stores have been asked to limit the number of people present in the store and off curbside pickup options.

Q: Will fresh squeezed lemonades/ ice teas still be able to be served at the market?
A: Prepared foods should only be sold in to-go containers at this time and onsite consumption of food should not be encouraged.

Q: Would hand sanitizer dispensers be sufficient?
A: Hand sanitizer is a good practice, but should not replace handwashing.

Q: If the state mandated regulations are raised before our market opens for the season, how many of these recommendations should we continue to utilize to be sure our customers are staying safe? For example, handwashing stations for our vendors.
A: You make a great point that the recommendations we are covering today are in place as long as the Stay at Home order is in place- currently through April 30. We will revise our guidelines once the next set of orders are released for past April 30.