Food and Farm Business Sales Channel Deep Dive: Farmers Markets

April 14, 2020

MSU Product Center Webinar
Agenda

• Introductions
• Overview of Executive Orders and Timelines that are impacting Michigan Farmers Markets
• Recommendations for Market Operations
• Tips and Recommendations for Vendors
• Communicating with Customers about Food Safety
• Supporting Low Income Shoppers During this Time of Crisis
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.
Speakers & Facilitators

MIFMA

Amanda Shreve, Executive Director

Joe Lesausky, Food Access Director

MSUE

Julia Darnton, Community Food Systems Educator
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
Instructed all Michigan residents to “suspend activities that are not necessary to sustain or protect life,” but allowed individuals to leave their homes “to obtain necessary services or supplies for themselves, their family or household members, and their vehicles.”

Stay at Home Order
MDARD FAQ on EO 2020-21

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.”
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
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.
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: 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 ft x 100 ft = 5,000 square feet
5,000 ÷ 113 = 44 people
12 vendors + 2 market staff= 14 people
44 – 14 = 30 customers in the market at one time
EO 2020-42: For Stores Over 50,000 Square Feet

(2) Close areas of the store—by cordonning 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
Guidelines for Farmers Markets

FARMERS MARKETS MUST:

- Limit the types of products sold to only food, personal hygiene products and pet food/treats. At this time, sales of cut flowers and plants including bedding plants and vegetable starts cannot be included.
- Eliminate all non-essential areas and activities such as music, seating areas, special events, and children’s activities.
- Suspend all product sampling and cooking demonstrations.
- Mark the ground around booths with items such as tape, chalk, driveway markers, or traffic cones to instruct customers to distance themselves at least 6 feet apart while they are waiting in line.
- Limit the number of customers who can be in the market at one time in order to ensure that everyone within the market is able to maintain proper social distancing- 6 feet of space between people.

For indoor markets:
- Markets of less than 50,000 square feet of customer floor space should limit the number of people in the space (customer, vendors, employees and volunteers) to 25% of the total occupancy limit established by the State or local fire marshal.
- Markets with more than 50,000 square feet of customer floor space should limit the number of customers (including employees) to 4 people per 1,000 square feet.

For outdoor markets:
- Calculate the total square footage of customer floor space in your market and divide that by 112 (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, if your market's footprint is 5,000 square feet, limit the number of people in your market at one time to 44 people (5,000/112).

- Direct prepared food vendors and food trucks to comply with regulations for restaurants in Michigan by offering only packaged items to take home and restricting customers from eating food on-site.
- Prepare and provide Critical Infrastructure Worker documentation to essential market staff and essential volunteers.
- Increase market stall spacing and aisle widths whenever possible to allow customers and vendors to distance themselves from others.
- Have vendors set up in a way that minimizes/eliminates a customer’s ability to touch the products.
- Provide handwashing and sanitizing (when available) at entrances and throughout the market. Ensure someone's job at the market is to make sure stations are continuously stocked with soap, paper towels, waste receptacles and hand sanitizer (when available).
- Require the use of disposable gloves for market staff who handle money, tokens, or vouchers, and remind staff about proper glove use and handwashing procedures.
- Regularly clean and disinfect frequently touched surfaces, like point-of-sale devices, tokens, etc.
- Communicate and reinforce best practices for washing hands and covering coughs and sneezes.
- Place visible signage throughout the market with CDC-recommended safety and behavioral guidelines.
- Be flexible with vendor attendance, eliminate penalties or absence fees.
- The employer of market staff must have a COVID-19 preparedness and response plan in place and available at the market. The plan must be consistent with the Guidance on Preparing Workplaces for COVID-19 developed by the Occupational Health and Safety Administration (OSHA).
- If your indoor market has more than 50,000 square feet of customer floor space, create at least 2 hours per week of dedicated shopping time for vulnerable populations including people over 60, pregnant women, and those with chronic conditions like heart disease, diabetes, and lung disease.

mifma.org
Limiting the types of Items for Sale

Focus on these Items

<table>
<thead>
<tr>
<th>Food</th>
<th>Personal hygiene products</th>
<th>Pet Food &amp; Treats</th>
</tr>
</thead>
</table>

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

mifma.org
Until April 30, 2020
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.
Consumer Posters

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

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

QUEDARSE EN CASA
Quédese en casa si está enfermo o no se siente bien, incluso si sus síntomas son menores.

EVITAR
Evite el contacto cercano con otros si 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. Lave sus manos luego si lo hace.

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.

mifma.org
Tips and Recommendations for Farmers & Vendors

• Have a handwashing station in your booth
• Set up your booth in a way that customers cannot touch the product
• Have two staff members: one to handle product, one to hand currency
• Have Less product out and restock more often
• Use table covers that can be sanitized – vinyl or plastic
• Routinely clean and disinfect "high touch" surfaces
• Minimize cash transactions
• Gloves and masks
Proactive Communications with Customers

How has your operation changed?

How can customers connect with you?

Farmers markets
Online Sales
Pick up / Delivery Options

How has your operation stayed the same?

What products do you have now?

When will new products be available?

How can people stay in-touch with you?
Promising Practices - St. Paul FM, MN

Empty Table Between Vendor and Customers
Promising Practices- California FM Alliance
Bring your own Handwashing station

- Portable Gravity Feed
  - [https://extension.umn.edu/growing-safe-food/farm-handwashing-important-food-safety](https://extension.umn.edu/growing-safe-food/farm-handwashing-important-food-safety)

- Portable Foot Pump
  - [https://www.instructables.com/id/Field-Sink/](https://www.instructables.com/id/Field-Sink/)

- Garden Hose Sink
  - [https://designsbystudioc.com/install-outdoor-sink-faucet/](https://designsbystudioc.com/install-outdoor-sink-faucet/)

- Self-Contained Units
  - [Webstaurantstore.com](https://www.webstaurantstore.com) and [portablehandwashing.com](https://www.portablehandwashing.com)

Information provided by MSU Extension
How to Build a Handwashing Station Video
How do I keep my workers healthy?

- Wash hands often with soap and warm water for at least 20 seconds and instructions should be posted at all handwashing areas in the best language for the worker.
- Use a hand sanitizer with at least 60% alcohol.
- Avoid touching your eyes, nose and mouth. Use masks.
- Stay home when sick.
- Clean and disinfect frequently touched objects.
- Find alternatives to a physical gathering to share info.
- Limit close congregation for social or dining activities.
- "Cohorting"
What if workers get sick?

- Symptomatic employees should NOT work until they are symptom free.
- They need to be isolated from the population in separate quarters with separate bathroom facilities for each individual or family group.
- Cleaning supplies must be provided in any shared bathroom.
- If an individual sharing a bathroom becomes symptomatic, all others sharing the bathroom should be considered a possible carrier until the symptomatic person is appropriately evaluated and cleared.
Setting up new sales models and angles

- Communicate pick-up/drop-off locations & times
  - Facebook
- Online ordering
  - Shopify, LocalLine
  - Minnesota growers reviewed online formats in 2018
    - https://community.openfoodnetwork.org/uploads/default/original/2X/6/6787568459b6d9d7b01e05c07f4f8763d5881191.pdf
  - Oregon farm support shared reviews last week
    - https://tilth.org/education/resources/online-sales-platforms-for-farmers/
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!
Talking with Customers about Food Safety

Can COVID-19 be transmitted through the food we eat?

As of March 17, 2020, produce is not considered a vector for the novel coronavirus.


Food Safety is as Important as Ever
Display Food Safety at the Farmers Market

• Safe yet appealing!
• Stalls are clean of debris
• Food products are not being displayed/stored on the ground
• Display tables are clean
• Produce has been rinsed
• Signage is washable and replaced frequently
• Looks presentable
Techniques for Discussing Food Safety

- Mifma.org/foodsafety
- Visually appealing easy to use materials
- Short and Concise to be more useful
- Providing resources to shoppers and vendors through:
  - Facebook
  - Shopper and Member Newsletters
  - MIFMA Website
  - Conferences/Events
Supporting low income shoppers during this time of crisis
Challenges

• Customers are restricted to locations that participate in their food assistance program
• Federal guidelines do not allow online or telephone transactions for payment
• Transportation and childcare continue to be a struggle
• Only receive funding once a month
Ways to Support Programs

- Offering low-contact transactions
  - Online/telephone ordering with in-person payment
- Easy to select packages
- 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)
  • Follow market policies when turning tokens in for reimbursement (ie social distancing, limited contact, etc.)
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

• SNAP Bridge Card recipients have received additional funding, expect to see an increase in shopper spending
Additional ways to support

• Recipes – easy, low cost, minimal ingredients.
• Provide cooking instructions
• Support market outreach to food assistance customers
Webinar for Farmers Market Managers

Thursday, April 23

10:00 – 11:30 am EST

Register at www.mifma.org

Topics will include guidelines for modified market operations, implications for food assistance programs, and communicating with customers in a time of uncertainty.

Guest speakers include:

• James Averill and Mandi Cooley of the Michigan Department of Agriculture and Rural Development (MDARD)
• Noelle Nachreiner of the Michigan Ag Council
• Phil Tocco of MSU Extension
• Jen Silveri of Michigan Food and Farming Systems
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
• For questions about food establishment licensing and regulations, call the Michigan Department of Agriculture and Rural Development (MDARD) Customer Service Center at 1-800-292-3939

• Michigan State University Extension Coronavirus FAQ Series

• Resources compiled by Taste the Local Difference

• Resources compiled by Michigan Food and Farming Systems


• Getting Your Mass Gatherings or Large Community Events Ready, CDC