

Colorado Farmers Market Association Recommendations and Toolkit for Farmers Markets - COVID-19

Proposed policy/guideline	Rationale	Tools to do this
<p>1. Design and manage market layout to permit social distancing at all times</p>	<p>Markets need to ensure that customers, vendors and market staff maintain a physical distance of at least 6 feet from each other at all times [CDC: COVID-19 spreads mainly among people who are in close contact (within about 6 feet) for a prolonged period. Spread happens when an infected person coughs, sneezes, or talks, and droplets from their mouth or nose are launched into the air and land in the mouths or noses of people nearby. The droplets can also be inhaled into the lungs.]</p>	<ol style="list-style-type: none"> 1. Allow spacing for vendor load-in and loadout such that vendors and staff can maintain a distance of 6 feet from each other as much as possible. <i>We will allow for 6 feet between vendors. Many food vendors have multiple tents, so there will be several instances where there are 3, 4 or even 5 tents in a row because they are 1 vendor.</i> 2. Add space between booths to equal 6 feet total. 3. Create a single line of booths instead of double rows. If this is not possible, create at least a 16 feet thoroughfare between the two sides allowing for a single file, one way path down the middle. <i>We will use both sides of Yampa, The street is wide enough that there is 25 feet between booths. We will also use 7th street Parking lot with no vendors in the center of the lot. This will create enough space for distancing.</i> 4. Require vendors to have market booth layouts that promote safe social distancing. Provide them with the space to do this. A good booth layout strategy is to put an empty table at the front of the booth, with the table with products behind it, then the vendors behind that table, enforcing social distance and putting products out of reach of customers. (Strategy and drawing from Oregon Farmers Market Association). Alternatively, create a sneeze guard between customers and staff/products.

		<p>We will mark 2 feet from each booth and encourage the public to stay behind that line. The thinking is that most vendors have a table that is 3 feet wide, with the additional distance, if they stand back a bit we can create the correct distancing. We will also encourage them to follow the guidelines above.</p> <p>5. If possible, create one-way traffic flow through the market.</p> <p>We will have 2 entrances for the Market. 1 at 6th street and 1 at 8th. We will have directional signage indicating flow. Traffic in the parking lot will move counter clockwise.</p> <p>6. Use ropes, cones or tape to define the market entrance, exit and flow.</p> <p>7. Limit the number of people in the market at a time. Have staff monitor customer congregating at all times to avoid crowding.</p> <p>Our Plan is to have 15 or more volunteers each week to help at the entrances, with flow and distancing as well as counting the number of customers. We have a very large area and will determine a manageable number to let in at one time. If we are seeing long lines as a result of not letting everyone in, we may go to a reservation service and explore curbside pickup. This model is extremely labor intensive and costly and may be beyond our ability. We are exploring options now including having a separate location for pick u.</p> <p>8. Place market information booth at the front of the market or in another easily accessible and visible location.</p>
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<p>2. Select vendors to focus on supporting critical agricultural businesses for the community</p>	<p>State of Colorado Public Health Order (PHO) 20-24 lists food and plant cultivation, including farming crops, livestock, food processing and manufacturing, animal feed and feed products, rendering, commodity sales, retail sales including produce stands and farmers markets,</p>	<p>1. Prioritize vendors of raw and processed agricultural products that sell food to humans (or pets). We will prioritize food and limit the amount of vendors for the first 2 weeks. We feel that it is important to get our systems in place before offering too many items. We also feel that the first</p>

	<p>ag supply businesses (among others) as critical to the operation of any component of the food supply chain.</p>	<p>couple of weeks can be used to train the public as well as the vendors. We intend to ask food trucks to hold off on attending until weeks 2 or 3 and at that time, we may only permit 1 or 2. We do not want people to linger, but many people will buy food from the trucks to take home. All Food Trucks will be required to serve food in To Go containers. Weeks 3 if things are going well, we would like to add lotions, and tinctures. To plan any further out than that is to invite revision.</p> <p>2. Limit or prohibit the presence of artisan vendors since they may encourage customers to linger at their booths and, at this time and until further notice, the market is set up for brief commercial transactions only.</p> <p>It is our intention to make no decision on artisans until such a time that it is safe to do so. Those vendors remain optimistic, however I don't feel we can safely have them at the market until July or later. At this time it is too difficult to predict that far into the future. However, many stores on Lincoln Avenue have inquired about having space at the market because they believe their customers may see it as a safer alternative to shopping. I need to keep this in mind as we progress as it is my to help downtown businesses to thrive.</p>
<p>3. Improve hand and surface hygiene and sanitation throughout the market</p>	<p>The CDC states that, based on what is currently known about the virus and about similar coronaviruses that cause SARS and MERS, spread from person-to-person happens most frequently among close contacts (within about</p>	<p>1. Position handwashing stations (fully stocked with running water, soap, paper towels, and trash can) for easy customer access.</p> <p>See above</p>

	<p>6 feet). This type of transmission occurs via respiratory droplets, but disease transmission via infectious aerosols is currently uncertain. Transmission of SARS-CoV-2 to persons from surfaces contaminated with the virus has not been documented. Transmission of coronavirus in general occurs much more commonly through respiratory droplets than through fomites. Current evidence suggests that SARS-CoV-2 may remain viable for hours to days on surfaces made from a variety of materials. Cleaning of visibly dirty surfaces followed by disinfection is a best practice measure for prevention of COVID-19 and other viral respiratory illnesses in community settings.</p>	<ol style="list-style-type: none"> 2. Provide disinfecting wipes or sprays for disinfecting high-touch surfaces such as touchscreens, cash boxes, tables, crates). 3. Have market staff, volunteers and vendors wear masks while at market, and gloves unless they have immediate access to a fully-stocked handwashing sink or hand sanitizer (at least 60% isopropyl alcohol). <p style="color: red;">We will ask that all those customers entering the market cover their face and mouth. We feel that this will be paramount to keeping everyone safe. We have also seen from California and Florida Markets that the Point and Pick method that the CFMA is advocating creates unintended consequences including long lines and people congregating. Food at the Market is handled by far few individuals that that at the grocery store and we do not require point and pick there. We are exploring other methods that also do not create a lot of waste. For example if a vendor has clean rags at the start of his produce stand and customers use a rag to choose produce and then discard the rag to be laundered, this could create a way to choose produce and stay safe and not create a ton of waste by using paper towels. (just a thought)</p> 4. Have hand sanitizer available at vendor booths for customer use at payment. <p style="color: red;">We will also encourage separation of duties when possible and for those vendors who do not except electronic payment, prices that do not require a great deal of change. Best practices for vendors will be sent out prior to opening and volunteers and staff will monitor for compliance.</p>
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4. Manage how food is handled at market to minimize both vendor and customer contact during handling and sales of all food products (raw, processed and ready-to-eat)	CDC states that there is no evidence to support transmission of COVID-19 associated with food. However, it may be possible that a person can get COVID-19 by touching a surface or object that has the virus on it and then touching their own mouth, nose, or possibly their eyes, but this is not thought to be the main way the virus spreads. CDC recommends: 1) putting distance between yourself and other people; and 2) remembering that some people without symptoms may be able to spread virus.	<ol style="list-style-type: none"> 1. No seating or tables available for eating or socializing. Check 2. No food sampling at the market. Check 3. Prepared foods should be to-go items only. Check 4. Pre-package/pre-bag foods, and/or pre-weigh produce. Encourage when possible. 5. Keep all food products at a minimum of 3 feet away from customers (except for a limited amount of product for display – for customers to see but not touch), and/or use a sneeze guard across the front of the booth. 6. Encourage customers to pre-order food, using an online platform or by e-mail/phone as determined by each vendor.
5. Reduce the number of touches required for monetary transactions between vendors and customers	CDC recommends the following as a prevention strategy: 1) putting distance between yourself and other people; and 2) remembering that some people without symptoms may be able to spread virus. Remember that all high touch surfaces must be cleaned AND disinfected frequently. This	<ol style="list-style-type: none"> 1. Use dry erase boards, large signs or large font product labels so that customers can quickly see the prices of products for sale with prices (make signs visible from a distance of six feet). 2. Price products so that handling coins is not required to make change. 3. Dedicate a separate person (if possible) to take

	<p>includes tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, and sinks. If surfaces are dirty, clean them: Use detergent or soap and water prior to disinfection.</p>	<p>payments and make change. It is recommended this person wear gloves.</p> <ol style="list-style-type: none"> 4. Remove gloves and wash hands after handling any non-food products and before handling food. 5. Consider establishing digital payment methods to reduce cash payments. If possible, eliminate signatures with those payment methods to reduce customer contact with payment devices. 6. Have a container that customers can place cash in (no-touch for vendor).
<p>6. Communicate more frequently with vendors and customers before and during each market event</p>	<p>There is a lot of information emerging every day about how coronaviruses are transmitted (in particular, the novel coronavirus, COVID-19), how much they persist on surfaces and how communities may prevent transmission. Frequent reminders and updates are essential to make sure everyone involved in a farmers market event has the most recent information from credible sources such as the U.S. Food and Drug Administration, the Centers for Disease Control and the USDA.</p>	<ol style="list-style-type: none"> 1. Communicate new market protocols to customers via e-mail and social media so customers are informed before they come to the market. We have already partnered with the newspaper to do a series of articles about the Market. We will also put together public service announcements for radio to keep the public informed. 2. Put up signs reminding customers about social distancing, enhanced hygiene practices, and any face cover requirements for customers. We are in the process of developing signage to address many issues. 3. Post signage stating that customers, vendors and others who are sick or displaying symptoms of COVID-19 may not attend the market. 4. Use tape and/or chalk lines to designate customer spacing and communicate traffic flow patterns. 5. Do not hand out flyers or documents at market; instead rely on posters or sheets that either adhere to the packaging or are inserted into a box prior to market.

		<p>Check</p> <ol style="list-style-type: none"> 6. Communicate to customers that, although markets are usually a social gathering place, at this time the goal is to buy or pick up what they need and leave as quickly as possible. 7. Encourage customers to make a shopping list before they come to the market 8. If customers bring reusable bags, communicate to vendors and customers that vendors will not bag product for customers; rather customers will pick up and bag their own products. Customers should wash cloth bags at home after each use. <p>We will put together a media campaign around all customer facing recommendations.</p>
<p>7. Encourage all community members to use the market to access food</p>	<p>Reports of crowding and excess demand at food distribution sites are rampant around the country as more people are in need of food. Farmers markets provide an excellent outlet for all community members to access fresh, healthy foods, but only if we can maintain both a safe and welcoming environment.</p>	<ol style="list-style-type: none"> 1. Continue to accept SNAP and administer the Double-Up Food Bucks program at markets We will move to a “Chip” rather than a paper coupon. It will be easier to clean chips and I believe this will make vendors and patrons feel safer. . 2. Create and maintain an inclusive and welcoming environment at the market, even within the context of social distancing – signage and clear pricing helps the market be more welcoming to those who might not be used to shopping at the market, and ensures that all customers will spend less time at the market to make their purchases 3. Develop standard practices for operating EBT machines and distributing Double-Up Food Bucks, as you develop these practices for other forms of payment. 4. Wipe down the SNAP machine between transactions (same as the credit card machine).

		<p>Because SNAP transactions require a pin, customers must input their info.</p> <ol style="list-style-type: none"> 5. Protect SNAP shoppers and do not take pin numbers over the phone. 6. Ask vendors to display signs that say, "We accept Double-Up Food Bucks," readable at a distance of 6 feet and in the appropriate language for your customer base (contact doubleup@livewellcolorado.org to order signs). 7. Keep redeemed SNAP bucks out of circulation for the rest of that market day. Keep redeemed Double Up Food Bucks to return to Live Well Colorado at the end of the season. 8. If your market uses SNAP or other tokens, follow Michigan Farmers' Market's cleaning token guide. 9. Wear gloves when receiving currencies from vendors after the market. 10. Consider creating a priority hour where the first hour of shopping is open only to more vulnerable populations (including seniors over 55, those who are immunocompromised, and caregivers).
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Resources to help adhere to these guidelines:

1. Layout
2. Hand hygiene
3. Surface hygiene
4. Communication strategies