



Suggestions for a Successful and Safe Start for Your Farmers Market Season in 2021

Kentucky's farmers markets have always played an important role for our communities to access fresh, healthy and locally-grown products while providing our farmers a location to market their items. COVID-19 cases continue to drop across Kentucky, giving all of us hope that life will soon return to normal. Commissioner Ryan Quarles and the Kentucky Department of Agriculture (KDA) have developed these recommendations to assist you in planning for a successful and safe season in 2021.

Before You Open for Business

- Communicate with key community partners such as your local health department.
 - Ask your health department what steps are necessary before you can open for business.
 - Invite your health department to be present on market days.
- Review your lay-out map to maintain a gap between vendor tables and create wide aisles for customers.
- Display public-health messages and materials (from CDC and health departments) where they are visible to everyone.
- Eliminate missed-day fees or penalties that might encourage a vendor to be present while he or she is not feeling well.
- Grand-opening events, kids-day events and cooking demonstrations events may be held in 2021, provided that CDC guidance is followed.
- Use social media platforms to communicate with customers about your public health measures.

During Operating Hours

- Remind your vendors, employees, and customers that protecting public health is of paramount importance.
- Encourage people who appear to be sick to go home and stay there until they are well.
- Since public health guidelines do not require face masks at outdoor events with fewer than 1,000 people, face masks are not required at outdoor markets.
- Distribution of free food samples is permitted in 2021, provided the vendor first obtains from KDA a Sampling Certificate and complies with sampling guidelines in KDA's Farmers' Market Manual and Resource Guide.
- Cooking demonstrations may be held in 2021, provided that CDC guidance is followed.

Other Resources

- CDC, [*Guidance for Personal and Social Activities*](#)
- Kentucky Cabinet for Health and Family Services, [*Listing of Local Public Health Departments*](#),
- Kentucky Department of Agriculture, [*Farmers' Market Manual and Resource Guide*](#)