

Created: 3/24/2020

Last Revised: 5/10/21

# GUIDE FOR FARMERS MARKET OPERATIONS AND COVID-19



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Dear Market Manager,

In these challenging times, access to fresh, local food is critical for the health and well-being of individuals and communities. Managing a farmers market in the best of times can be quite an adventure and in these days of social distancing, it can be downright daunting. This guide was created to help you think through critical questions for your market, provide step-by-step suggestions on ways to set up your market and manage flow, and offer guidance that you can give to your vendors and customers to educate them on best practices for keeping everyone safe and healthy within your market space. Good luck in managing your market! Please reach out to Community Farm Alliance's Farmers Market Support Program team should you have any questions or concerns.

Sincerely,

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## RESOURCES AND CONTACTS

Key resources for farmers markets which are updated regularly:

[Community Farm Alliance](#) - Guidance and best practices for farmers markets (Kentucky).

[Farmers Market Coalition](#) - Guidance and best practices for farmers markets (national).

[Kentucky Department of Agriculture](#) - Official orders and guidance and a plethora of resources.

[Team Kentucky](#) - The latest information concerning COVID-19 in Kentucky.

[Centers for Disease Control & Prevention](#) - A wealth of information on COVID-19.

Key community contacts for your farmers market: (These are people who your market can rely on for assistance and guidance and will be unique to your market. Examples include local government officials, community partners with particular expertise, or a friend of the market who is willing to make an emergency run for hand sanitizer.)

Organization	Key Contact(s)	Contact Information
Health Department		
Healthy at Work Officer		



## QUESTIONS ABOUT OPENING AND OPERATING

- Talk with the local health department. What are they seeing locally? What guidance can they offer your market? What concerns do they have about your market? What requirements do they have for your market to operate? Who should the market contact for additional questions and concerns? Share with them your operations plans and invite them to visit your market early on to offer suggestions on your operations.
- Talk with the owner of the land on which your market takes place. What concerns do they have about your market? What requirements do they have for your market to operate?
- Discuss liability issues with your board, the landowner, your insurance company, and/or a lawyer. What are the operational risks this season? What mitigation measures does each entity want the market to take? Is there consensus among the formal market decision makers about mitigation strategies? If not, what next steps do you need to take?
- Talk with your vendors. What are their concerns about selling at the market this season? What mitigation measures are they willing and able to take before, during, and after the market? What do they need the market to do to feel safe at the market?
- Obtain and understand the latest information from [Team Kentucky](#) on public facing business restrictions and requirements and other social distancing/quarantine measures.
- Obtain and understand the latest guidance from the [Kentucky Department of Agriculture](#) related to farms and other agricultural operations in light of COVID-19.
- How will you maintain food access through acceptance of SNAP benefits and other nutrition assistance programs? How will you let your customers know? Are there special considerations your market needs to make?
- What other steps do you need to take in your community? Are there other community partners with whom you need to talk? Are there special geographical or cultural considerations your market needs to make?
- What impact does your community's current incidence rate have on your market activities? Your county's rate can be found on the [Team Kentucky](#) website, along with [Red County Recommendations](#) for when your county's incidence rate is critical. Talk with local government officials and the local health department to

see if they have requirements or recommendations based on your county's current incidence rate.

## **PREPARATIONS PRIOR TO MARKET DAY**

- Review the [CDC's Considerations for Outdoor Farmers Markets](#) for the latest guidelines related to safely operating farmers markets during the pandemic.
- Inform vendors, customers, volunteers, and market staff of any new operations methods and changes which might occur due to other factors, such as the county's incidence rate.
- Through social media and signage, remind vendors, customers, volunteers, and market staff that if anyone is feeling unwell or has had contact with another person who has tested positive for COVID-19, they should **NOT** come to the market. Work with vendors to waive any fees incurred for absences or last-minute cancellations.
- Communicate to your customers ahead of time which vendors and what items will be at the market so they can come prepared to shop quickly and leave. If possible, create a vendor map prior to each market and publicize it so that customers can plan out their shopping route within the market.
- Encourage vendors and customers who are in a high-risk group to find an alternative method to direct market participation such as recruiting another person to sell or pick-up produce. Encourage market staff and volunteers who are high risk to engage in activities which support the market but do not involve being at the market. If alternative methods will not work, consider setting a time aside at the beginning of the market for only customers who are high risk or offering alternative pick-up methods, such as curbside. The market should decide what risk they wish to take with regards to having people who are high risk in the market space and set their rules accordingly.
- Figure out ways to guide your customers and reinforce social distancing throughout the market. Traffic cones, ropes, signs, and markings on the ground are all ways to guide your customers around the market. What do you have available? What will work in your space? What sort of person power will you need to care for regular market tasks and reinforce social distancing? What volunteers

are available to you? Does your city or county have resources? How will market staff and volunteers be designated so they can be easily spotted by customers? Some markets have had success in purchasing inexpensive high visibility vests for market staff and volunteers to help them stand out and be taken seriously when enforcing market rules.

- Decide how many customers your market space can reasonably accommodate with social distancing (could be an estimate, a firm number, or when you notice people cannot maintain six feet of personal space). How will you manage customer flow? What is the trigger to indicate there are too many customers in the market space? What steps will you take as you near this limit or reach it? Communicate information on customer flow to all vendors, customers, volunteers, and market staff.
- Explore alternative methods of fresh food delivery including online ordering ahead of the market time, curbside pick-up, delivery, and CSA style plans. Ensure that social distancing and other safe practices are used if alternative methods are utilized (e.g., a vendor leaning into the driver's side of a vehicle negates the potential safety benefit of curbside pick-up.)
- If you make major changes to your farmers market (aggregating products, on-line orders, offering curb side delivery, allowing drive through shopping) make sure the changes align with your business license, your insurance policy, city zoning codes, your site agreement/lease terms, and/or food handling regulations.
- How will your market handle children? Will there be limits on the number of children in the market space? Will children need to be somehow restrained (e.g. in a stroller, always holding the hand of the adult with whom they came)? Communicate whatever you decide to your customers.
- PETS: How will your market handle pets? The same as you always do? Are there new restrictions you need to set up? Communicate any change in policy to vendors, customers, volunteers, and market staff. (Note: service animals do NOT fall into this category.)
- GLOVES: How will your market handle **gloves** and education on the proper use of gloves? They can be a double-edged sword. On one side, they can offer additional

protection to your vendors, customers, volunteers, and market staff IF they are being used correctly. On the other side, they can offer a false sense of cleanliness and can be a source of germ transmission if not properly used.

- MASKS: How will your market handle masks? How will you communicate this to your vendors, volunteers, customers, and market staff? Based on recent studies and Kentucky's increasing number of vaccinations, the statewide mask mandate will no longer be in effect when Kentuckians are outside at events or venues with 1,000 people or fewer. Masks are still recommended (just not mandated) at outdoor events with 1,000 people or fewer, and the mask mandate is still in effect when Kentuckians are indoors or at any outdoor event with more than 1,000 people. Guidance on masks is evolving from both the CDC and Kentucky, so please visit the [CDC](#) and [Healthy at Work](#) websites for the most up-to-date guidance.
  - The [CDC website](#) has information on how to wear and care for a mask, special considerations for different populations, as well federal mandates and the research behind mask effectiveness.
  - The [KY Healthy at Work website](#) has information on state mandates, posters which can be printed off and hung at your market, and other resources.
  - [The Farmers Market Legal Toolkit](#) has developed guidance specifically for farmers markets around masks, including a section on complying with the Americans with Disabilities Act.
  - Be aware of the implications of facial coverings for various racial groups. Talk with your vendors and customers about this issue. This [article](#) highlights the anxiety felt by some around racial profiling of black men who wear face coverings.
- HANDWASHING STATIONS: To encourage frequent handwashing, your farmers market may want to have at least one handwashing station. To determine what is required of your market, check with your local public health department and for updates from the [Kentucky Department of Agriculture](#). There are a number of DIY handwashing stations which are relatively inexpensive to build. Here are a few links to get you started:
  - A hands-free model:  
[https://www.youtube.com/watch?time\\_continue=247&v=7-WQMms7up4&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=247&v=7-WQMms7up4&feature=emb_logo)

- A model using items you may already have on hand:  
[https://www.kyagr.com/marketing/documents/FM\\_HandWashingStation.pdf](https://www.kyagr.com/marketing/documents/FM_HandWashingStation.pdf)

## MARKET SET-UP

- If you have an indoor market, find a location outside to which you can move.
- “If an outside location is not available, work closely with your local department of health to modify the indoor location for appropriate air flow, air purification if needed, social distancing, or other precautions they deem necessary.” [COVID-19 Guidance on Ventilation in the Workplace](#)
- Space vendor booths to allow vendors and customers to maintain 6 feet of personal space. If you typically operate under a shelter, this could mean not all vendors will fit under the shelter. Do you have tents for the vendors? Do the vendors have tents? What other considerations do you need to make?
- Create at least two distinct entrances/exits for your market space. At each entrance/exit:
  - Post all signs required by your locality and the [state](#). [Kentucky's Department of Public Health](#) requires signs about social distancing of 6 feet, the market's policy on masks, and other new practices. There are free templates and graphics available on [CFA's FM Best Practices](#) and the [Team Kentucky](#) webpages.
  - Post informational signs for your customers including any about flow of people and vehicular traffic through and around the market space.
  - Have a handwashing station and/or hand sanitizer and encourage everyone entering the market space to wash/sanitize their hands.
  - Place a container for trash disposal.
  - Designate market staff or a volunteer to monitor customer behavior and hand washing/sanitizing supplies.
  - Find a way to make the entrance stand out, perhaps with a feather flag, streamers, or other visual marker.
  - Figure out how to discourage traffic through other potential entrance points into the market. Traffic cones, ropes, and signs are examples of

barriers. What does your market have available? What will work at your market?

- Create a flow throughout the market to reduce/eliminate bottlenecks.
- Have hand sanitizer within easy reach of every vendor and market staff, preferably on every vendor table and on the market information table. If this is not possible, have these items located on the market information table and every other vendor table.
- Remove other items in your market space which encourage customers (and vendors and market staff) to congregate in one area. Close children's play areas and any activities.
- What else do your vendors, volunteers, and market staff need to do that may be unique to your market and/or locality?

## **BASIC SANITATION DURING MARKET OPERATIONS**

- All vendors and market staff must wash/sanitize their hands before entering the market space. (Here is a [handwashing poster](#) and [directions for proper use of hand sanitizer](#).)
- All vendors, volunteers, and market staff must wash/sanitize their hands on a regular basis throughout the market, preferably between each customer transaction, but at least once per hour.
- All vendors, volunteers, and market staff must wash/sanitize their hands when changing tasks (e.g. going from bagging produce to handling money).
- All vendors, volunteers, and market staff must wash/sanitize their hands between handling items that have come into direct contact with different customers.
- It may be helpful to have several hand washing/sanitizing stations around the market, particularly if your market encompasses a large space. Several stations

will make it easier for everyone at the market to engage in frequent hand washing/sanitizing.

- All vendors, volunteers, and market staff should refrain from touching their faces.
- All vendors, volunteers, and market staff should either refrain from using their phones or use appropriate washing/sanitizing methods when moving to and from another task and using their phone.
- If vendor and/or market capacity exists, it is a best practice to separate out duties (e.g. one person bags all the produce while another handles the money).
- Market staff must monitor customer and vendor behavior and enforce (firmly, but politely) the market's social distancing rules. Ideally a person, such as a greeter, could be designated to do this.
- When no people with confirmed or suspected COVID-19 are known to have been at your market, cleaning once a day is usually enough to sufficiently remove virus that may be on surfaces and help maintain a healthy market. If surfaces are dirty, they should be cleaned using a detergent/soap and water and then disinfected at the end of each market day. If COVID-19 cases surge in your county, cleaning and disinfecting recommendations may change so check with your local health department for guidance.
- For a list of cleaning/disinfecting products that meet EPA's criteria for use against SARS-CoV-2, the novel coronavirus that causes the disease COVID-19, follow [this link](#).
- Cooking demonstrations may be held, provided that CDC guidance is followed.
- Check with your local health department about customer use of reusable shopping bags at the market.
- What else do your vendors, volunteers, and market staff need to do that may be unique to your market and/or locality?

## **MARKET INFORMATION TABLE SETUP**

- Your table should be equipped with hand sanitizer and, if your market chooses to use them, gloves. You may also want to supply masks for customers who have forgotten theirs.
- Information for customers and vendors about their role in a safe and healthy market should be available (such as the guidance in this packet).
- The market should either have a process set up where a single market staff or a volunteer touches debit/credit/EBT machines, iPads, smartphones, and other devices or the devices should be periodically sanitized.

## **CLOSING OPERATIONS**

- All tables should be cleaned and disinfected
- All trash should be bagged and disposed of according to market and/or locality regulations.
- All vendors, volunteers, and market staff should wash/sanitize their hands as they are leaving the market.
- What else do your vendors, volunteers, and market staff need to do that may be unique to your market and/or locality?

## HEALTHY AT WORK REQUIREMENTS

Many of the Healthy at Work requirements, such as social distancing, masking and access to PPE, hand washing and sanitizing, restriction of common areas, and proper sanitation are covered in other areas of this guide. This section will address the requirements not otherwise covered. For additional information, please see KDA's [Suggestions for a Successful and Safe Start for Your Farmers Market Season in 2021](#), and [Kentucky's Healthy at Work Minimum Requirements for all entities](#). Both of these documents are good templates to start or continue conversations with your local health department about how your market can comply with this guidance and ensure community safety at your market.

- Create your market's own Healthy at Work plan which integrates KDA's [Suggestions for a Successful and Safe Start for Your Farmers Market Season in 2021](#), [Kentucky's Healthy at Work Minimum Requirements for all entities](#), guidance from your local health department, and any market specific activities and decisions.
- Conduct daily temperature/health checks on market employees and volunteers. These checks can be self-administered or administered by the market. Self-administered checks can be done by market employees and volunteers prior to coming to the market or when they arrive at the market. Decide which method your market wants to use for these checks. Figure out how you will maintain records of these health checks to demonstrate your compliance. For guidance on creating your health check, see [Kentucky's Healthy at Work Minimum Requirements for all entities](#). Any market employee or volunteer who has a fever and/or any symptoms of COVID-19 should not be allowed to come to the market and should be directed to their health care provider to be tested and then instructed to quarantine at home as soon as symptoms are detected. Additionally, should an employee or volunteer develop a temperature and/or COVID-19 symptoms while at the market, they should be instructed to leave the market and then directed to their health care provider to be tested and instructed to quarantine at home until otherwise directed by their healthcare provider.
- Create a testing plan for market employees and volunteers. Both the Healthy at Work [Minimum Requirements](#) and [Testing Plan Guidance](#) provide information to

help you developing your testing plan. Once a market employee or volunteer has had a fever and/or COVID-19 symptoms at the market or indicated a fever and/or COVID-19 symptoms on their health check, the market must direct the person to a health care provider. Who in your community is providing COVID-19 testing? Are there any free testing sites near you? Do any of the sites have special requirements? Your local health department may be able to help you identify testing locations. You may be able to work out a special arrangement with one or more locations for anyone who does not have a regular health care provider and/or health insurance. Create a simple, written plan as part of your operations manual. Communicate it to all market employees and volunteers.

- Train your market employees and volunteers. It is the market's responsibility to ensure that all market employees and volunteers are trained on Healthy at Work protocols, including:
  - Public health protocols (e.g., temperature/health checks, mask wearing, proper glove use, etc.)
  - Your operations plan, layouts, market guidelines and requirements, and other changes your market has made to create a safe place for your community.
  - Proper hand washing and sanitizing, regular sanitizing of surfaces, and other market sanitation guidelines.
  - How to isolate individuals with suspected or confirmed COVID-19.
- Decide what role your market will play in regard to Healthy at Work and your vendors. Does your market view itself as the employer and your vendors as the employees for the purposes of Healthy at Work, does it view itself as the aggregator of independent businesses, or does it view itself in some other way? How does the market's role impact your market's workload and liability? Does your local health department have guidance on this matter?
- Designate a "Healthy at Work" officer. Your market needs to have a designated person who fills this role. It could be the market manager, a board member, or some other person who will be responsible for your market's compliance with Healthy at Work guidance. This is the person who will make sure all employees and volunteers are trained, that they are doing temperature/health checks, etc. This person does NOT necessarily have to be the one doing all of the training or all the health checks, etc., but is the person who makes certain they get done.

This is also the person who will maintain records on the market's compliance with the guidance.

- Make special accommodations. The market should, to the greatest extent practicable, make special accommodations for vendors, employees, volunteers, and customers who are at higher risk for COVID-19. Some examples of special accommodations include: setting aside a special shopping time, establishing curbside pickup, having a drive thru market, and allowing someone else to sell on behalf of a vendor who is high risk. Your market can be creative in how you address this requirement. You might discover some new ways to make local food accessible for more people at the same time you are keeping your community safe.

## **OTHER MARKET DAY CONSIDERATIONS**

- Do a physical walk through of your market space before customers (or even vendors) arrive to experience how flow may work. Make adjustments as needed.
- Remain flexible. This situation is fluid. Things will change. What works or is allowed in one community may not work or be allowed in another community. Communicate to vendors, customers, volunteers, and market staff as things change and how they change.
- This is still a big learning curve for all of us! Take some time after each market to evaluate what worked well and not so well. Make changes as needed until things work like you want them to work. It may take some time, but you'll get there!
- Figure out how to have some fun! We may not be able to physically share the same space in the same way, but we can be creative about how we maintain and strengthen our relationships with one another.
- What else do you need to think about that may be unique to your community and market?

## **SNAP RULES TO REMEMBER**

1. It is illegal to take EBT card transactions over the phone, online, or in any other way other than in person. (Online SNAP transactions are being piloted in some states, but the technical details of offering this service are too burdensome to roll out nationwide in a short time frame. The technical details of how EBT cards work vs. how credit and debit cards are also very different and very complicated.) You are required by law to take a payment in person where the customer can enter their PIN number or with an offline food voucher and the customer must be present when you call in for the authorization to process the offline food voucher. Asking a customer what their PIN number is also illegal.
2. It is illegal to treat SNAP customers differently than other customers. If you offer SNAP as a payment option and those payments must be made in person, you must OFFER all other payment types you usually accept in person. For example, if your market USUALLY only allows SNAP & cash purchases, you must offer cash purchases to be made in person. If your market USUALLY allows payment to be made in SNAP, cash, and debit cards, you must OFFER SNAP, cash, and debit card payments to be made in person. Additionally, you can't offer something like a CSA box to only customers who are not paying with SNAP.
3. Food purchased with SNAP cards must be provided to the customer within two weeks of the date the SNAP transaction was processed.
4. Contact the FNS retailer hotline at [1-877-823-4369](tel:1-877-823-4369) for more information.

## CONSIDERATIONS FOR A POSITIVE COVID-19 TEST AT THE MARKET

Given the rapid and far-reaching spread of COVID-19, it is likely that someone within your market will test positive for COVID-19 at some point. Before this happens, figure out what your plan is for handling the situation and then communicate that plan to your vendors, market employees, volunteers, and, if appropriate, your customers. Consult with your local health department for current guidance and review guidance offered by the [CDC](#) and [Team Kentucky](#). Below are some questions and considerations to guide you through devising your plan.

### If a vendor tests positive for COVID-19:

- How will the vendor communicate his/her status to the market? How soon after diagnosis does the vendor need to communicate this to the market?
- What is the responsibility of the market to that vendor's customers, other market customers, market staff and volunteers, and other vendors? What is communicated to each party? How is it communicated?
- Vendors who have a fever and/or any symptoms of COVID-19 should be directed to a health care provider to be tested and instructed to quarantine at home until they receive their test result. This includes vendors who passed a temperature and health check prior to reporting to the market but became ill during the course of the day.
- What is the responsibility of the market to the vendor? A refund or waiver of any fees? Assistance with sales?
- How long will the vendor need to be away from the market? Will you require a medical release to sell again? See the [CDC website](#) for their current recommendations and check with your local health department.
- If it is one employee in a multi person staff, should the entire vendor group be required to opt out? If not, what are the criteria for who can sell at the market? What are the criteria for the vendor group returning to the market? Keep in mind

that anyone in close contact with the person who tested positive will need to self-isolate for 10 or more days.

- Would the vendor/vendor group be allowed to participate in pre-order/drive through service or some alternative method for selling their product? What criteria does the market need to have in place to ensure everyone's health and safety?
- What else do you need to consider that may be unique to your market or community?

If a market employee or volunteer tests positive for COVID-19:

- How will the employee/volunteer communicate his/her status to the market? How soon after diagnosis does the staff/volunteer need to communicate this to the market?
- What is the responsibility of the market to customers, vendors, and other market employees and volunteers? What is communicated to each party? How is it communicated?
- What is the responsibility of the market to the market employee/volunteer? Is there paid sick leave for staff? Is paid sick leave something the market is willing to establish for this situation? What are the parameters?
- Employees/volunteers who have a fever and/or any symptoms of COVID-19 should be directed to a health care provider to be tested and instructed to quarantine at home until they receive their test result. This includes employees who passed a temperature and health check prior to reporting to market but became ill during the course of the day.
- How long will the market employee/volunteer need to be away from the market? Will you require a medical release to work/volunteer again? See the [CDC website](#) for their current recommendations and check with your local health department.
- What else do you need to consider that may be unique to your market or community?

If a customer tests positive for COVID-19:

- In some communities this may not surface as an issue. However, in other communities, it will be well known who is ill and where they have been, including your market.
- How will your market know that a customer has tested positive? How will your market handle community rumor versus actual knowledge of a positive test? What level of verification do you need before other steps are taken?
- What is the responsibility of the market to other customers, vendors, and market staff and volunteers? What is communicated to each party? How is it communicated?
- What is the responsibility of the market to the customer?
- Will you require a customer to stay away from the market? What will the customer need to do to once again shop at the market? How will you communicate this to the customer?

## **HAND SANITATION INSTRUCTIONS (per CDC).**

**How to properly use hand sanitizer. Sanitizer must contain at least 60% alcohol).**

1. Apply the gel product to the palm of one hand (read the label to learn the correct amount).
2. Rub your hands together.
3. Rub the gel over all the surfaces of your hands and fingers until your hands are dry. This should take around 20 seconds.

**Follow Five Steps to Wash Your Hands the Right Way**

1. Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
2. Lather your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, and under your nails.
3. Scrub your hands for at least 20 seconds.
4. Rinse your hands well under clean, running water.
5. Dry your hands using a clean towel or air dry them.

## **HOW TO SAFELY PUT ON AND REMOVE A MASK (per CDC)**

1. Before putting on a mask, clean hands with alcohol-based hand rub or soap and water.
2. Cover mouth and nose with mask and make sure there are no gaps between your face and the mask.
3. Avoid touching the mask while using it; if you do, clean your hands with alcohol-based hand rub or soap and water.
4. Replace the mask with a new one as soon as it is damp and do not re-use single-use masks.
5. To remove the mask: remove it from behind (do not touch the front of mask); discard immediately in a closed bin; clean hands with alcohol-based hand rub or soap and water.

## **VENDOR AND CUSTOMER MESSAGES**

- The following pages are guides that you can give to your vendors and customers to communicate market procedures. We also have abbreviated brochures for customers and vendors which can be handed out at your market.
- Modify the guides as needed to reflect market specific practices.
- Consider having a brief meeting with your vendors to review the market procedures, answer questions, and engage in discussion on how to work together to ensure the health and safety of everyone in the market space.
- Communicate customer procedures via your regular (and any special) marketing channels. Post signs at the entrance and throughout the market to remind customers of the procedures. Have customer information available on the market information table.
- Let your customers know the steps your vendors are taking to ensure a clean and safe market space. Encourage your vendors to share with customers their food safety procedures.

# **A VENDOR'S GUIDE TO FARMERS MARKETS AND COVID-19**

Dear Vendor,

Thank you for the hard work you do in feeding our community! We are glad to have you as part of our farmers market and want to continue to provide our community with fresh, healthy local foods. In order to do so during the pandemic, we need to incorporate social distancing and additional sanitizing practices to ensure our market is a safe and healthy place for all our vendors, customers, and market staff. In this guide you will find some new market procedures being implemented immediately as well as some best practices suggestions for ways you can maintain a safe and clean booth. If you have any questions, concerns, or suggestions, please feel free to talk with our market manager. Thank you!



## MARKET DAY OPERATIONS

- DO NOT come to the market if you are not feeling well or if you have had contact with a person who has tested positive for COVID-19.
- Please let the market manager know as soon as possible if you will not be at the market. The market may waive any fees associated with late notices or absences.
- Conduct a temperature/health check as per [Kentucky Public Health's Healthy at Work guidance](#). Check with your market to see if there are any additional steps you need to take.

### Arrival at the market:

- Prior to entering the market area, please wash/sanitize your hands.
- Please know that our regular set-up will be adjusted as needed to incorporate as much personal space as we can with the market area. Because of this, you may not be in your regular booth or section. If you have concerns, please let our market manager know.
- Create a flow through your booth that maximizes social distancing. Post signs: "Wait here", "Order Here", "Pay Here".
- Do a walkthrough of your booth to see how things will work from a customer's point of view. Make adjustments as needed.

### End of day:

- Clean and disinfect all metal, glass, and plastic surfaces. For a list of cleaning/disinfecting products that meet EPA's criteria for use against SARS-CoV-2, the novel coronavirus that causes the disease COVID-19, follow this link: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>
- Wipe down your card reader with soap and water on a microfiber cloth.
- Wash or sanitize your hands after packing up for the day.

## **BOOTH SET-UP AND CLEANLINESS**

- If possible, have one or more helpers so that one person can process all the payments while the other takes and fulfills orders to avoid cross-contamination on food.
- Have available only whole, uncut produce and pre-packaged foods - no onsite cooking, meals, or samples.
- Even though surfaces, including food, have not been found to be a common transmission route for COVID, if you are concerned about customers touching your products, here are some ideas to reduce customer contact:
  - Put all items in your reach and/or out of reach of customers to prevent customers from touching products.
  - Set up tables with you and your registers at the front of your space and your food/products behind you.
  - Put less out, restock more. (Put signs up saying there is more in back.)
  - Implement sneeze guards or ropes for all tables.
  - Cover or package all products so that there is no exposed food.
  - Minimize access to any bulk bins which are part of your booth.
  - Post signage at the front of your booth (i.e. chalkboard product list) so that customers know what you have – since they won't see your product spread as they normally would.
- Design methods to maintain social distancing when taking payments and giving the customer their purchases by creating a 3-foot barrier between your tables and customer lines. Ideas for doing this include:
  - Having an extra table in front of your booth.
  - Using traffic cones, ropes, and/or chalk to create a designated customer area.
  - Having a basket, crate, tray, or some other container that can be slid back and forth for payment and purchase transfers.
  - Having a designated spot marked at your booth for payment/purchase pick-up that allows one person to step forward, lay the item on the spot, step back, and then the other person can step up and pick up the item.

- Have plenty of new plastic or paper bags available for your customers. Customers who usually use reusable bags may not be doing so during the pandemic.
- Ensure that people who are working at your booth and who are handling items often touched by others (e.g., credit cards and cash) make sure workers are frequently washing or sanitizing their hands between transactions.

## INTERACTING WITH CUSTOMERS

- This is a hard one because the reason people shop at the market is to have a relationship with their vendor. However, these are critical times, so you'll have to stick to the business of selling your product as quickly and efficiently as possible.
- Keep conversations to a minimum.
- No touching, shaking hands, hugging, or any other personal contact with your customers even if it's your pastor or your grandmother. None!
- Remind customers to keep at least six feet of space between them. Place markings six feet apart to designate appropriate spacing as customers wait in line. This could be done with chalk, tape, or other type of marking.
- Have customers sanitize their hands after they handle the credit card reader.
- Have a way that customers can order ahead (i.e. phone/email/on-line store) & spread the word to them.

## PROPER HAND SANITATION AND PERSONAL HYGIENE [\(per CDC\)](#).

How to properly use hand sanitizer. Sanitizer must contain at least 60% alcohol).

1. Use a paper towel to operate the pump to avoid cross contamination.
2. Apply the gel product to the palm of one hand (read the label to learn the correct amount).
3. Rub your hands together.

4. Rub the gel over all the surfaces of your hands and fingers until your hands are dry. This should take around 20 seconds.

#### Follow Five Steps to Wash Your Hands the Right Way

1. Use a paper towel to operate the spigot to avoid cross contamination.
2. Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
3. Lather your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, and under your nails.
4. Scrub your hands for at least 20 seconds.
5. Rinse your hands well under clean, running water.
6. Dry your hands using a clean towel or air dry them.

#### Personal Cleanliness:

- Avoid touching your eyes, nose, and mouth.
- Sneeze and cough into a tissue then dispose of the tissue.
- Hand wash or sanitize:
  - After setting up for the day and before interacting with customers.
  - After taking payment, either by cash or credit card, and before handling food even if you are wearing gloves and removing them.
  - After every customer transaction.
  - After using the restroom.
  - After blowing your nose, coughing, or sneezing.
  - Use paper towels to touch your hand sanitizer pump or the spigot on your hand washing station, rather than with your bare hands to avoid contaminating the pump or spigot.

# **A CUSTOMER GUIDE TO FARMERS MARKETS AND COVID-19**

## **PREPARING TO VISIT A FARMERS MARKET**

- Please DO NOT enter the farmers market if:
  - You are not feeling well today, and/or
  - You have been in contact with someone who has tested positive for COVID-19.
- Come prepared. Follow your Farmers Market Facebook page, website, or other social media account for updates about what will be offered during the market so you can make a list and come prepared.
- Enter the market through designated points. Our market is trying to manage traffic in a certain direction to assist with appropriate social distancing and avoid bottlenecks.
- Avoid touching your face and cell phone to reduce the potential spread of germs.

## **SHOPPING AT THE MARKET AND STAYING SAFE**

- Many vendors have the ability to accept credit/debit/EBT cards. Ask your vendor if they would prefer you to use a card or if they have a PayPal, Venmo, or other cash transfer account.
- Be swift. If we are being honest, we all have a favorite farmer we look forward to talking to as much as we look forward to buying their products. But now is not the time to chit-chat. Please choose your products, pay the vendor, and proceed through the market.
- Be patient. These are trying times for all of us, and with these added safety measures, your transactions may take longer than usual.
- Look for market signs with directions and safety precautions. Our market has procedures to ensure your health and safety. Please follow them!
- Use hand-washing stations and/or sanitizing stations frequently when entering/leaving and traveling through the farmers market.
- Social distancing, keeping in mind that the CDC recommends keeping 6 feet between you and the next person.

- Wash all produce with running water before consuming!

Disclaimer: The information contained in this farmers markets operations guide is intended for informational purposes only. The information in this farmers markets operations guide is not intended to be a substitute for professional, legal, and/or medical advice.

Thank You! If you have any more questions, please visit our website ([cfaky.org](http://cfaky.org)), our Facebook page (@communityfarmalliance), or message us at [info@cfaky.org](mailto:info@cfaky.org).

