

# Virginia Farmers Markets are Open for Business!

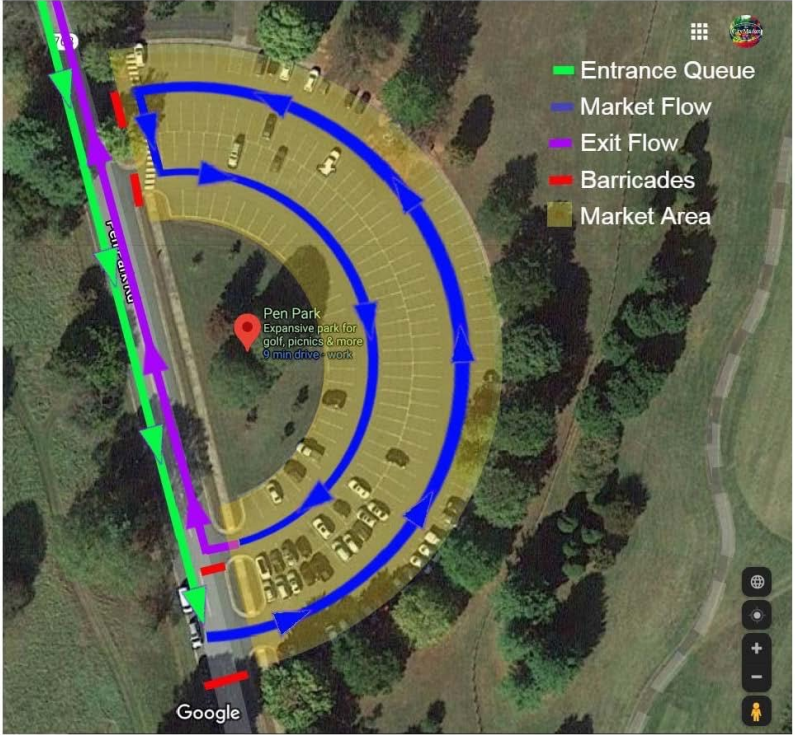


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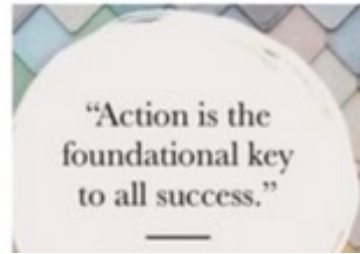
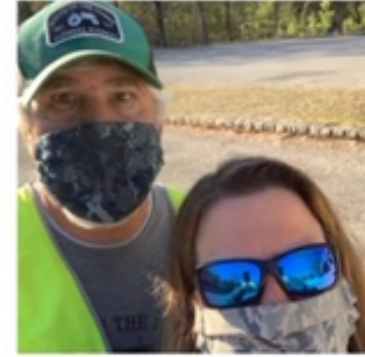
# Market Operations



Managed and operated by Charlottesville Parks & Recreation



# Market Operations



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# Market Operations



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# Pre-order Drive-Thru Market only

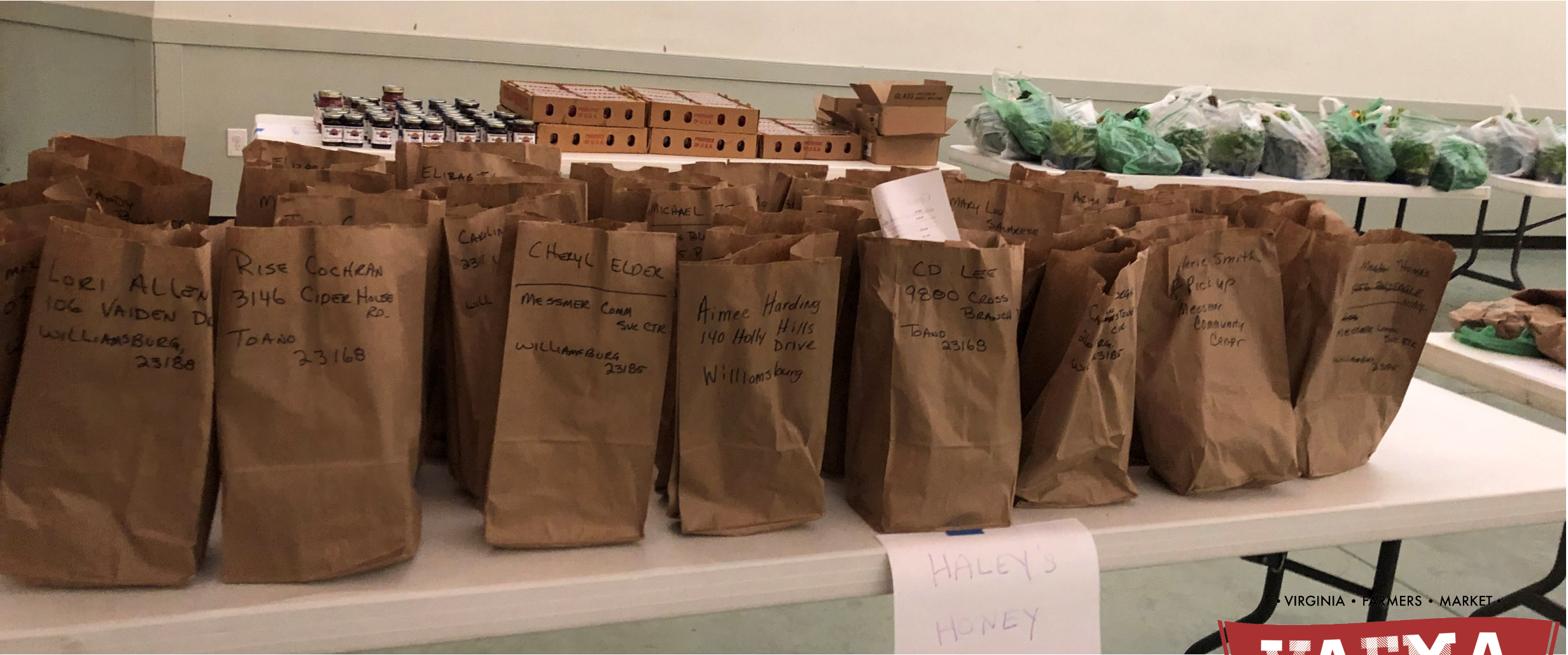


# Online Pre-Orders



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# Online Pre-Orders



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# Market Order Boards





# Vendors and Preventive Practices



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# No Touch Vendors



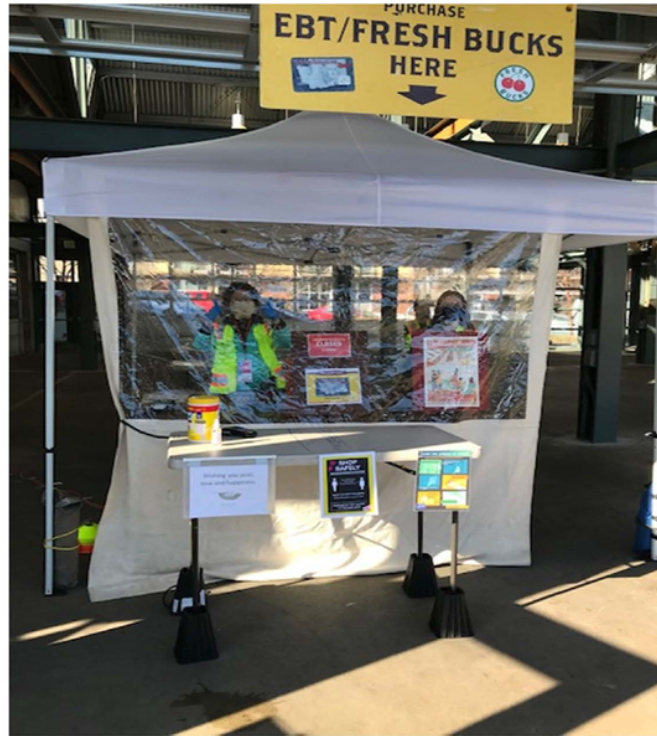
# Payment



# Booth & Display Guidance



# SNAP/EBT

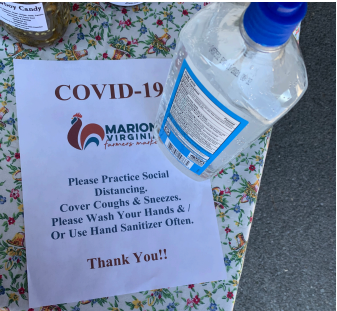


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# Market Sanitation and Preventive Practices



# Signage



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# Signage

**HOW TO SHOP SAFETY AT COLUMBIA FARMERS MARKET** IMPORTANT INFO FOR OUR CUSTOMERS

**FOOD SAFETY** CHOOSE WITH YOUR EYES  RESIST THE URGE TO TOUCH ANY PRODUCE

**DISTANCE** MAINTAIN A SAFE DISTANCE OF 6 FEET  BE KIND, BE MINDFUL, ASK FOR HELP!

**KIDS: CLASP HANDS WASH YOUR HANDS BEFORE YOU VISIT CFM!**  **WASH ALL PRODUCE THOROUGHLY BEFORE USING IT.**

**PLEASE REFRAIN FROM USING YOUR CELL PHONE AT THE MARKET TO REDUCE GERMS**

Right now, to help slow the spread of COVID-19, please follow the recommended

**SOCIAL DISTANCING OF AT LEAST 6 FEET WHILE IN PUBLIC SPACES**

We can do this! Let's all do our part to have a safe market. Thank you!

Friendly Reminder from  
Columbia Farmers Market Vendors & Staff

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**NAPA FARMERS MARKET** 

**Healthy Market Tips**

-  **Shop with your eyes before you pick**
-  **Keep your distance from others**
-  **Wash your hands**
  - Zinfandel Hall
  - Hand washing station

**Sign up for e-updates**  
[napafarmersmarket.org](http://napafarmersmarket.org)

**NAPA FARMERS MARKET** 

**Consejos para un Mercado Saludable**

-  **Compra con los ojos antes de elegir**
-  **Mantén tu distancia de los demás**
-  **Lávate las manos**
  - Salón de Zinfandel
  - Estación de lavado de manos

**Regístrese para recibir actualizaciones**  
[napafarmersmarket.org](http://napafarmersmarket.org)

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# Social Distancing



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# Social Distancing



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# Social Distancing




# Social Media and Website Communication

Please follow these guidelines to keep market safe and open

updated 3/26/20




NORTH COAST  
GROWERS' ASSOCIATION  
Humboldt County Farmers' Markets

**1**  Stay home if you are sick or you are in a high risk group

**2** Customers age 65+ should have someone shop for them whenever possible

**3** Practice good cough and hand hygiene. Handwashing stations are provided



**4** Customers are not allowed to handle produce/products before buying, allow the vendor to bag purchases



**5** Keep 6 feet distance from others at all times




**6** Take prepared food to go to comply with social distancing protocol




**7** Make a shopping list and complete shopping as quickly as possible



**8**  This is not a social hour! Limit interactions with other customers and vendors. When possible, please only have 1 person per household at market to make social distancing easier for others.

**9** Be prepared with small bills to offer exact change to vendors when possible. Some vendors also accept alternative hands-free payments like Venmo or Apple Pay.



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# VDACS FAQ's #1

Are farmers' markets allowed to operate during the COVID-19 emergency?

YES



# VDACS FAQ's # 2

Is pre-ordering from market vendors required?

No

# VDACS FAQ's #3

Are farmers' markets limited to only ten patrons at a time?

The guidance provided by VDACS **does not limit the total number of patrons** at a farmers' market to ten (10) at a time.





# VDACS FAQ's #4

Is there a calculation for the number of patrons that can be within a market during a given time?

Currently, there is not a formula to calculate how many patrons should be allowed within a market.



# Additional Information

Cottage Food Products and on-line pre-ordering for farmers market pick-up

Low Risk Vendor Product Virtual Inspections or use Certified Kitchens



# The COVID-19 Virginia Farmers Market



# Upcoming Webinars

## **Farmers Market Success During COVID-19 - an online training series**

At a time when demand for healthy local food is skyrocketing, farmers markets face incredible hurdles due to COVID-19. VAFMA is hosting two online training classes that will detail how 9 different markets are navigating this obstacle course.

In the trainings, you'll hear from market managers at rural, urban and suburban markets; government run, private and non-profit markets. They will share their successes and lessons learned along with their communication strategies, signage, market rules, physical structure, social distancing practices, use of volunteers, payment methods and more.

VAFMA staff will summarize the recommendations and resources shared.

Registration for the trainings is limited. Recordings will be available. Cost is \$15 per person per training

## **Vendor-Managed Pre-Orders**

April 23, 2020, Noon – 1:30 PM EST

At each of the markets featured, vendors take their own pre-orders and online sales. However, the markets have all responded with varying set-ups and processes that adapt to their available space and location restrictions. There are drive thru markets, curbside pickups and walk through shopping as well as markets that combine those options.

## **Market-Managed Online Sales**

April 28, 2020, Noon – 1:30 PM EST

Online markets are experiencing major increases in sales and the market managers in this training have jumped in.

We will hear about four markets – each one uses a different ordering platform – Locally Grown, Lulus Local Food, Whats Good, Wosomoso.

They also use different distribution methods -- home delivery, curbside pickup and multiple pickup locations. One market has been online since 2013, the others are new since COVID-19.

<https://vafma.org/resources/webinars/>



<https://vafma.org/covid-19/>

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