



2020 Farmers Market Plan

Narrative

Saturday, July 11th – Saturday, October 10th

9:00am – 2:00pm

The State of Michigan has determined that farmers markets are among critical infrastructure that can remain open while non-essential businesses have been temporarily suspended.

With the continued guidance of the CDC, Michigan Farmers Market Association (MIFMA), Michigan Department of Agriculture & Rural Development (MDARD), and the local county health department, our goal is to bring fresh produce, plants, hygiene products, and cottage food items to Ortonville this season.

Kozy Farms & Spratt Farms are willing to supply our community with all their hometown harvest needs. Both farmers are looking forward to submitting their applications for the second year of the market.

The reason why we are asking for your Special Event approval now is to have the ability to activate the market effectively and be strategically prepared for adding additional vendors.

The Farmers Market is still in the planning stages of the market due to the COVID-19 pandemic, our opening date being Saturday, July 11th, and we're actively looking to recruit additional essential vendors.

Location: 2 Main Produce Vendors & then up to 13 additional traditional Farmers Market vendors for 15 spots total will be located on Mill St. between Church St. & South St., then turning the corner down South St. (See attached map for Location Phase Plan.)

Location Phase Plan:

For PHASE 1, the Downtown Ortonville Farmers' Market will start out small (up to 5 vendors), highly manageable, and more socially-distanced than any other market.

PHASE 2 will be implemented as restrictions are relaxed and we see we can successfully stay highly manageable, socially-distanced, and fill spaces with essential and non-essential vendors.

PHASE 3 will be deployed as we are successful fulfilling PHASE 2, and feel we can continue to stay highly manageable and socially-distanced per current restrictions and guidelines at the time.

Current Approved Vendors:

- **This is *mainly* a producer-only market.** All items, food or other goods, must be produced by the farm or business in attendance at the market.
- The resale of agricultural or food products from another farm by one of our farmers or businesses is permitted, however regulated at the Market Manager's discretion.
- The list of allowed items includes: fruit, vegetables, edible grains, plants, garden items, trees, shrubs, herbs, apiary products, maple syrups, coffee, dried fruits and nuts, baked goods, dressings and sauces, jams and jellies, eggs and cheese; meat and poultry, pet food/treats, personal hygiene items, including mask makers.
- Vendors selling essential items may also sell non-essential items if the sale of such items does not require any additional measures and are not the bulk of their business.

Current restrictions discourage us from having these types of Vendors:

- Cut flowers
- Crafters/Artisans
- Musicians
- Seating Areas
- Special Events
- Children's Activities
- Food Trucks

*Vendors selling only non-essential items, such as cut flowers and craft items, may not attend the market for in-person sales at this time, but may facilitate sales through remote sales and curbside pick-up.

When restrictions subside, we will be looking to phase in these types of vendors.

What The Market Looks Like: Vendors are bringing their own booth setup per last year's traditional farmers market setting, look, and feel. Market Rules allows for popup tents, business signage, display tables, chairs, and vinyl tablecloths.

***Per proper disinfecting guidelines below, materials used should be easily sanitized.**

Safety & Precautions: Vendors are required to submit proof of liability insurance as well as State Licensing when appropriate. Downtown Event signage has been developed to assist with traffic flow, parking, and availability to alternate routes through town. Volunteers will be on hand throughout the event, especially at setup and teardown, to increase the level of safety.

COVID-19 Safety Precautions:

We are set to follow CDC & MIFMA recommended safety & cleanliness policies for our Farmers' Market & the DDA's Preparedness Plan this year. These are the policies found in the Downtown Ortonville Farmers' Market Market Rules:

- **WASH HANDS & SANITIZE:** Everyone is encouraged to wash hands frequently, not touch face or mouth, not handle produce or items, and to use sanitary wipes, hand sanitizer, or hand washing stations located throughout the Market.
- **MASK WEARING:** Per recommended guidelines, all vendors, volunteers, staff, and patrons are highly encouraged to wear face masks while at the market, if medically tolerable.
- **PRACTICE SOCIAL DISTANCING:** All Market participants must maintain a distance of 6 feet of separation between themselves and vendors, shoppers, Market volunteers, and Market Staff. For vendors, the easiest way to safely separate yourself from your customers is to have an additional table between your merchandise table and the customer. Vendors will be spaced out throughout town (see map) with marked lines for customers to stand at if waiting in line to purchase their items.
- **PRACTICE CLEANLINESS:** Routine disinfection and cleaning of frequently touched objects & surfaces is highly recommended (ie. cell phones, tables, product, etc).

- **SHOP QUICKLY & STRATEGICALLY:** The sole function of the Market at this time is food & personal hygiene purchasing. Customers are encouraged to shop quickly and strategically. At this time, visits must be as short as possible to limit exposure.
- **DO NOT TOUCH PRODUCTS:** Customers are encouraged to not touch products for sale. Vendors will have one worker who will select and bag your purchases using recommended safety practices, and another to collect payment.
- **DO NOT EAT OR DRINK AT THE MARKET:** Food and/or beverages may not be consumed at the Market, whether they have been purchased at the Market or not. There is no sampling at the Market during this time.
- **LEAVE YOUR REUSABLE ITEMS AT HOME OR IN YOUR CAR:** The use of bring-your-own reusable bags, cups, and other containers are not permitted at this time. As a Market that values sustainability, we recognize that this is not ideal and we are grateful for your understanding as we work to minimize contact and keep all Market participants safe.
- **IF YOU FEEL ILL, PLEASE STAY HOME:** We appreciate your cooperation in stopping the spread of COVID-19.

WE ARE PREPARED TO:

- Distance customers and vendors with waiting aisles with 6-foot apart sidewalk chalk marks
- Distance vendors from each other by spacing them throughout town, thus continuing with our strolling market concept.
- Starting small, but highly manageable through our Vendor Phasing program (see map)
- Provide traffic signage from last year and Social Distancing reminders for all vendors to display
- Provide Social Media coverage of Market Conduct before the market opens
- Provide handwashing and sanitizing stations throughout the market

- Require the use of disposable gloves for vendors, volunteers, or market staff who handle money, and remind them about proper glove use and handwashing procedures
- Regularly clean and disinfect frequently touches surfaces
- Be flexible with vendor attendance due to illness
- Follow the DDA's COVID-19 Preparedness and Response plan & have it available at the market
- Ensure all employees and volunteers have access to a mask or face covering
- Provide Critical Infrastructure Worker documentation to essential market staff & essential volunteers, if necessary, in July

Continuous Response & Modifications to Guidelines and Recommendations the Downtown Ortonville Farmers' Market:

The recommendations/guidance we are providing now is applicable through the duration of the current Executive Orders that are set to change as of June 12, 2020.

We will continue to update our guidance & policies for the Downtown Ortonville Farmers' Market as the situation evolves and additional information is issued by Oakland County Health, the Michigan Farmers Market Association (MIFMA), Michigan Department of Agriculture & Rural Development (MDARD), and the State of Michigan Executive Orders.

Most Recent Reference Links:

- [Guidelines and recommendations for Farmers Markets to modify their operations\(updated 5-28-2020\)](#)
- [Frequently Asked Questions \(updated 5-27-2020\)](#)
- Signage that can be posted to reinforce CDC recommended behaviors in public settings (sizes: [8.5×11](#) and [11×17](#))
- [How to Set Up a Handwashing Station](#)
- [State of Michigan](#) – official COVID-19 page for the state of Michigan
- [Farmers Market Coalition](#) – resources and news updates
- [Farmers Market Coalition Covid-19 Crisis Farmers Market New Guidelines](#)
- [Food Safety and COVID-19 by the FDA](#)- see excerpt below
 - “Currently there is no evidence of food or food packaging being associated with transmission of COVID-19. Foodborne exposure to this virus is not known to be a route of transmission.”
- [MSU Extension Agrifood Safety](#) – frequently asked food safety questions
- Michigan Agritourism Association (MATA)- [Guidance & Best Practices on Executive Order 2020-21 for Michigan Farm Markets & Agritourism Operations](#)
- [Michigan Food and Farming Systems](#) – resource database
- [Getting Your Mass Gatherings or Large Community Events Ready, CDC.](#)