



# COVID-19 Webinar Farms & Markets

Mar 20, 2020 11:00 AM EST

Web: <https://zoom.us/j/141336447>

Tel: (646) 558-8656 141336447#

Zoom app mtg ID 141336447

Stay up to date: [bit.ly/3dgSoDY](http://bit.ly/3dgSoDY)

# Hosts

Hannah Smith-Brubaker, executive director of Pasa

Brian Moyer, Penn State Extension



# Technical information

On joining, you are automatically muted.

Use the Q&A tool to ask questions.

This will be recorded to be shared later.



# For the most up-to-date information...

For information as it relates to agriculture during COVID-19 mitigation in Pennsylvania, visit [agriculture.pa.gov/COVID](https://agriculture.pa.gov/COVID).

For the most accurate, timely information related to health in Pennsylvania, visit [on.pa.gov/coronavirus](https://on.pa.gov/coronavirus).

For information and resources on accessing emergency food assistance, visit [https://www.media.pa.gov/Pages/Agriculture\\_details.aspx?newsid=900](https://www.media.pa.gov/Pages/Agriculture_details.aspx?newsid=900).



# Agenda

- PDA guidelines (hyperlinks to guidance documents)
  - [Essential Agricultural Businesses](#) - Covered in this webinar
  - [Farms and On-Farm Deliveries](#) - Covered in this webinar
  - [Farmers Markets and On-Farm Markets](#) - Covered in this webinar
  - [Food Processors and Manufacturers](#) - Not covered in this webinar
  - [Dairy Guidance](#) - Not covered in this webinar
  - [Retail Grocery, Restaurants and Bars \(PDF\)](#) - Covered in part in this webinar
- Further Pasa recommendations - Hannah Smith-Brubaker
- Further Extension recommendations - Brian Moyer
- General Business, HR and Employee guidance



# Essential Agricultural Businesses

<https://www.agriculture.pa.gov/foodforthought/Pages/Article.aspx?post=68>



“Essential businesses for a safe food supply: Farms, greenhouses and vegetable plants, orchards...”  
PA Governor Tom Wolf

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# Essential businesses for a safe food supply:

- **Farms, greenhouses and vegetable plants, orchards,**
- pest management services, feed mills and ag supply businesses,
- agricultural equipment sales and service,
- animal feed and supply distribution network,
- **transportation system from farm to retail,**
- **food and meat processors** and manufacturers,
- veterinary services and supplies,
- pet food manufacturers and
- **distributors, distribution and transportation system** from processors and manufacturers to retailers,
- **retailers to include grocery stores and farmers markets, grocery delivery services,** and laboratories and inspectors that ensure food safety.



# Farms and On-Farm Deliveries

<https://www.agriculture.pa.gov/Documents/Farms%20and%20On-Farm%20Deliveries.pdf>



“As always, it is critical to practice biosecurity for the safety of animals and the public. It is now critical to also consider ways to limit person-to-person contact and congregate in settings of no more than 10 people while maintaining social distance.” PA Dept of Ag

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# Continuity of Business:

- **Have a Continuity of Business (COB) plan for illness, injury, retirement...pandemics.**
- **Write your plan as if someone were replacing you. How would you ensure your business will continue on with continuity of service?**
- **Document all the details of your physical farm, inventory, equipment, key contacts, suppliers, family and employees.**
- **Develop operating procedures for crops, animals, biosecurity, food safety, human resources, etc.**



- **Incorporate COVID-specific preparedness into your plan:**

1. Identify drop-off locations for deliveries to your farm
2. Practice distancing with delivery drivers.
3. Utilize a visitor's log for everyone entering the farm.
4. Prepare on-farm workforce:
  - Provide guidance for handwashing and handling materials.
  - Provide a means for employees to practice social distancing.
  - All sick employees must stay at home.
  - Encourage employees to practice social distancing outside of work.
5. Sanitize contact surfaces:
  - Disinfect commonly contacted surfaces.
  - Sanitize common gathering places.



- **For Direct Market farms, think through each area (adapted from Trumpeter Swan Farm and shared by Small Farm Central)**
  1. Supply chain disruptions
  2. Social distancing at every turn
  3. Financial disruptions
  4. Team disruptions
  5. Member protection
  6. The toll of cabin fever on your family



# Farmers Markets and On-Farm Markets

<https://www.agriculture.pa.gov/Documents/Farmers%20Markets%20and%20On-Farm%20Markets.pdf>

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“If you are relocating a farmers market temporarily due to COVID-19, the PA Department of Agriculture will not need to issue a new food safety license. If it is a permanent relocation, the application is on our website.” PA Dept of Ag

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# Markets:

- Consider delivery or pick up options
- Consider pre-packaging bags of fruits, vegetables, other items to limit shoppers' handling of food and to keep customers moving quickly along.
- Consider alternate locations that could allow drive through or pick up.
- Consider putting up signs and information on websites and social media to explain any changes, delivery options, or extra precautions taken to limit exposure to COVID-19.
- Separate stands if possible, to limit crowds – try to separate stands at least six feet apart. Possibly consider limiting the number of customers within your market at one time in the case of “panic shopping”.



# Markets (cont'd):

- If possible, have a different person handle products and handle money or wash hands or sanitize in between these tasks.
- Remove tablecloths and sanitize tables regularly.
- Eliminate samples.
- Eliminate eating areas and gently direct customers to take prepared foods home to avoid crowds.



# Employees:

- Provide guidance for handwashing (like timed intervals) and handling materials.
- Stagger lunch times or provide additional space to increase distancing of employees.
- All sick employees need to stay at home.
- Inform employees where they can find sanitizing materials throughout on- farm contact points.
- Encourage employees to practice social distancing and avoid large gatherings to avoid risks for potential exposure during off hours.
- Encourage employees not to handle customers' reusable bags.



# Contact Surfaces:

- Frequently disinfect all door handles and knobs, credit card machines, shopping baskets, etc. at a regular pre-established time intervals.
- Frequently sanitize common gathering places – restrooms, etc.



# Retail Grocery Stores, Restaurants & Bars

<https://www.agriculture.pa.gov/Documents/Farmers%20Markets%20and%20On-Farm%20Markets.pdf>

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“The service that employees and delivery staff are providing to ensure Pennsylvanians continue to have access to a safe, reliable food supply is critical during the COVID-19 mitigation phase..” PA Dept of Ag

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# Restaurants (even on-farm food service):

- Restaurants should be closed for in-restaurant seated dining and outdoor seated dining and should be open only to drive-through or other pick-up/delivery options.
- Remind employees of best hygiene practices

Increase frequency of cleaning and sanitizing



# Food Trucks:

- Increase frequency of cleaning of menus, cash registers, receipt trays, condiment holders, writing instruments and other non-food contact surfaces frequently touched by patrons and employees.
- Ensure that social distancing of six feet per person for non-family members is maintained and make clear that family members can participate together, stand in line together, etc.
- Limit the number of people in lines.



# Grocery Stores (including on-farm retail):

- Because the food distribution chain is critical to the public's health, grocery stores should remain open and operational but may consider altering hours to allow for increased cleaning and restocking.
- As with other settings, ensure that social distancing of six feet per person for nonfamily members is maintained and make clear that family members can participate in activities together, stand in line together, etc.
- Social distancing of six feet per person, particularly between individuals who have come together on a one-time or rare basis.
- Limit the number of customers at any given time as necessary to reduce outdoor/indoor crowding and lines to meet social distancing guidance.



# Grocery Stores (including on-farm retail):

- Increase cleaning and sanitizing frequency of restroom and other high contact areas.
- Eliminate indoor or outdoor dining areas and samples
- Stores that have online ordering with outside pick-up or delivery options should encourage use of these when possible in lieu of indoor shopping.



**Remember:**  
**“Pre-order, Pre-pay,  
Pre-pack; then  
Delivery or  
Grab-and-Go!”**



*“Pre-order, Pre-Pay, Pre-pack;  
then, Delivery or  
Grab-and-Go: Think through  
every step of your operation  
for how to honor social  
distancing and implement  
guidelines for your family,  
employees, and customers”*  
Hannah Smith-Brubaker, Pasa  
Executive Director

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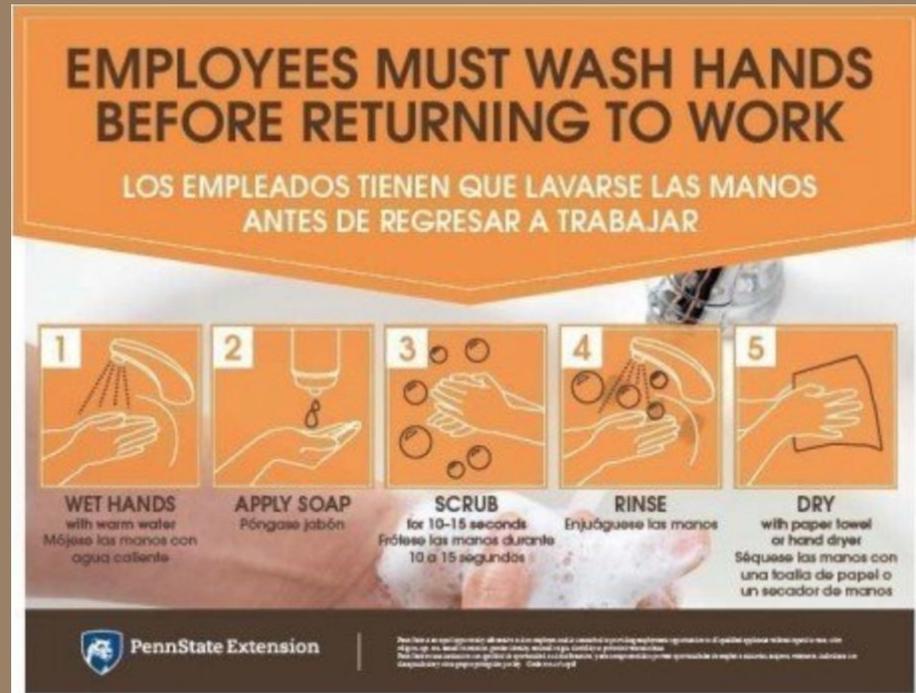
# Pasa Recommendations

- Perform a COVID-19 preparedness assessment
- Develop a Continuity of Business Plan
- Focus on Pre-order, Pre-pay, Pre- pack; then Delivery or Grab-and-Go!
- Keep in frequent contact with others going through the same thing:
  - Facebook group for farmers
  - Online ordering options
  - Follow our eNews for updates



# Direct Market

Brian Moyer  
Penn State Extension



Handwashing Poster Available  
from Penn State Extension

<https://extension.psu.edu/handwashing-poster>

# Extension Recommendations

- How can customers quickly move through the market?
  - No dogs
  - No “grand opening” or “kids day”
  - No events that might encourage people to congregate
- Request customers send ONE person per household
- Use social media to communicate



# Extension Recommendations

- **Meat Producers**

- Consider what are your processor alternatives (if any) should they close?
- Can you move to promote more custom processing of whole and half carcasses (given the public mood of hoarding at the moment)
  - More profitable
  - More processing opportunities



# Extension Recommendations

- **You pick operations**

- Visitors that come to your farm or orchard need to understand how they can prevent transmission of COVID-19. MORE NEEDED, SIGNS, DISTANCING, HANDWASHING BEFORE PICKING ETC.



# Extension Recommendations

- How will your customers receive shares in a safe manner?
  - Drive-through option
  - Use last name in ABC order to arrive at certain times
  - Delivery? Normal delivery companies are overloaded.
- Cooperative Marketing
  - Discuss production/inventory NOW to determine capacity to handle increases
  - Collective marketing
  - Partner with retail farm markets short on product



# Upcoming Extension Webinar

Monday, 3/23 7:00pm

Online ordering & Delivery panel discussion webinar

[https://psu.zoom.us/webinar/register/WN\\_eWAzw3BXQjWTI5pqav4zlg](https://psu.zoom.us/webinar/register/WN_eWAzw3BXQjWTI5pqav4zlg)



# Upcoming Extension Online Forums

Friday, March 20, 3:00pm

Farmers Market Manager Forum

<https://zoom.us/j/413565820>

Tuesday, March 24, 3:00pm

Retail Farm Market Manager Forum

<https://zoom.us/j/288268218>



# Additional recommendations from Farm to City and Growing Roots (SE PA):

1. Customers pre-order and pre-pay for producer items. The only exception to pre-payment is to have a payment box on the table, where customers can insert their payment in an envelope.
2. Producers set up a table next to their trucks with the bagged and labeled orders, establish a way to maintain social distancing of customers (
3. Customers (one per household) come to the market site to pick up their orders, maintain social distancing if a line forms, then leave immediately.
4. Customers can communicate with the producers via cell phone if issues arise (a hybrid of face to face and face-time).



# A few positive notes from Simon Huntley of Small Farm Central

Consumers are really, really excited about buying from local farms. They want to support their immune systems. They are being forced to cook at home. They want to buy from farmers.

Farmers markets are closing around the country, so we are seeing a rush of farmers looking for alternate sales channels. Consider pop-up online sales. Restaurants are closed, so we need to move the food supply into direct-to-consumer outlets ASAP.

Start thinking about home delivery if you have not already been thinking about it. Places like Harvie Farm Stand can help.

"Market style" CSAs/farm shares are not going to work right now. You are going to need to pre-box customer orders.



# Farms as businesses - Employee considerations.



“Remember, farms are  
businesses and employees  
have protections too!”

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# Remember, farms are businesses:

## Employee Considerations

PASA COVID-19 Preparedness Assessment

What steps are we taking to stay informed?		
		In contact with PDA and Governor's office
		Responding daily to calls/emails from concerned members of PASA community
		Holding webinar for farms and farm markets <a href="https://zoom.us/j/141336447">https://zoom.us/j/141336447</a>
In place	In development	*Steps adapted from MidAtlantic Employers Association Preparedness Survey
x		Addressing technology needs to allow for working remote, communicating real-time updates, etc.
		Advancing paid time off against future accruals
x		Allowing employees to take unpaid leave instead of paid leave
x		Allowing employees to use vacation as sick time if sick leave exhausts
x		Cancelling or rescheduling in-person external events, trade shows, training or meetings to promote social distancing
x		Cancelling or rescheduling in-person internal events, trade shows, training or meetings to promote social distancing
	x	Communicating employee expectations should they or a family member have signs, symptoms or a diagnosis
x		Communicating prevention and personal hygiene reminders to the workforce
	x	Considering a plan if a temporary shutdown or layoffs are necessary
	x	Creating a business continuity plan to address customer concerns; interruption of service (vendor, supplier, product, etc.); or short/long-term financial implications
x		Creating leave donation programs
	x	Creating or executing cross training plans to cover absences, shifts in production schedules, etc.
	x	Creating or updating the organization's emergency action/pandemic communication plan
		Defining alternate production schedules/facilities due to supply chain gaps or excessive absences of employees
x		Encouraging remote work if possible
x		Identifying and communicating an internal point of contact for employee questions
x		Increasing cleaning or sanitizing regimen, e.g. buildings, surfaces, equipment
x		Monitoring government agencies (CDC, WHO, OSHA, etc.), state and local health department updates
x		Networking with other organizations regarding their strategies/plans
x		Ordering masks, gloves, hand sanitizer and increasing cleaning of surfaces and equipment
x		Providing alternative attendance policies e.g. remote work
x		Providing employees additional paid time off above and beyond existing policies
x		Providing paid or unpaid leave to employees to provide child care where schools or child care centers are closed in response to COVID-19
x		Providing paid or unpaid leave to employees to self-quarantine in response to COVID-19
x		Relaxing attendance policies to encourage focus on care for self and others
x		Restricting facility access
x		Shifting to virtual meetings and virtual training sessions
x		Suspending domestic business travel
x		Suspending international business travel
	x	Training managers around human resources and business continuity updates
x		Working extra shifts now given employee and supply availability



**Remember:**

**“Pre-order, Pre-pay,  
Pre-pack; then  
Delivery or  
Grab-and-Go!”**

**#farmersgetready #covid19  
@pasafarming**

