



COVID-19 WEBINAR SERIES

Safe Farm Markets for Cities

May 29, 2020 • 10 a.m.

Christina Kostelecky, Operations Director, Pasa

Stay up to date: pasafarming.org/covid19

HOSTS

Kali Boehle-Silva, Market Manager at Farmers on the Square

Megan C. McBride, Easton Market District Director

Christina Howell, Executive Director, Bloomfield Development Corporation



FARMERS



ON THE SQUARE^{LLC}



Who we are and who we serve



Our decision-making process

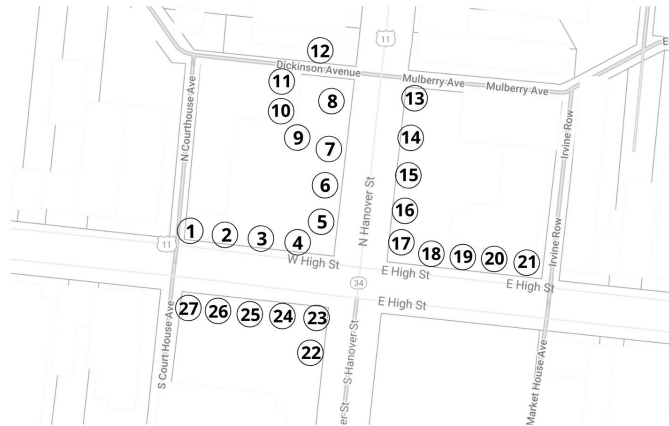
- Board dedicated to creative solutions
- Examples of other markets
- Increased demand for local food



Our setup

“Customers are really grateful & adaptable”

FARMERS ON THE SQUARE: FIND YOUR VENDORS!



1. FOTS Curbside Pickup Tent
2. COB Vegan + Gluten-Free

14. Honey Bee Friendly
15. Good Keeper Farm

Increased space

- 1 corner to 4 corners
- Cones for customers

Vendors

- 15'-20'
- 2 staff: money vs food
- ½ hr early for elderly

City

- Automatic crosswalks
- Free parking

Our team

- Socially distant volunteers
- Free masks



- 1 Pre-order from vendors if possible 
- 2 Can't shop in person?
Schedule a curbside pick up! 
- 3 Wear a mask at market 
- 4 Shop later in the day if you can 
- 5 Keep 6 feet distance 
- 6 Wash your hands and use hand sanitizer provided by vendors 
- 7 Use touchless payment, credit cards, or prepay when possible 
- 8 Market is take-out only 
- 9 Leave dogs at home if you can 
- 10 Stay home if you are sick 

Our setup



HOW TO

PRE-ORDER FROM FARMERS ON THE SQUARE

1. Go to www.farmersonthesquare.com
2. Click "Pre-Order"
3. Search by **vendor**, or by **product type**
4. **Order from vendors directly**
5. **Pick up at market** or schedule **curbside pickup**
6. Enjoy fresh, local food!





Who we are and who we serve



Our decision-making process



- Social media backlash
- Space to operate
- Control entry points
- No touching product
- Discourage gathering
- Enough staffing



Who we work with



- Public works
- Police
- Private parking company
- Easton Ambassadors
- Volunteers
- Vendors



How it works



How it works





How it works



How it works



How it works



Easton Market

Our plan moving forward





BLOOMFIELD SATURDAY MARKET 2014

Who we are and who we serve



Our decision-making process

“It’s not enough to **be** safe, we also need to **feel** safe.”

ARUP Guidelines

GOALS AND OBJECTIVES

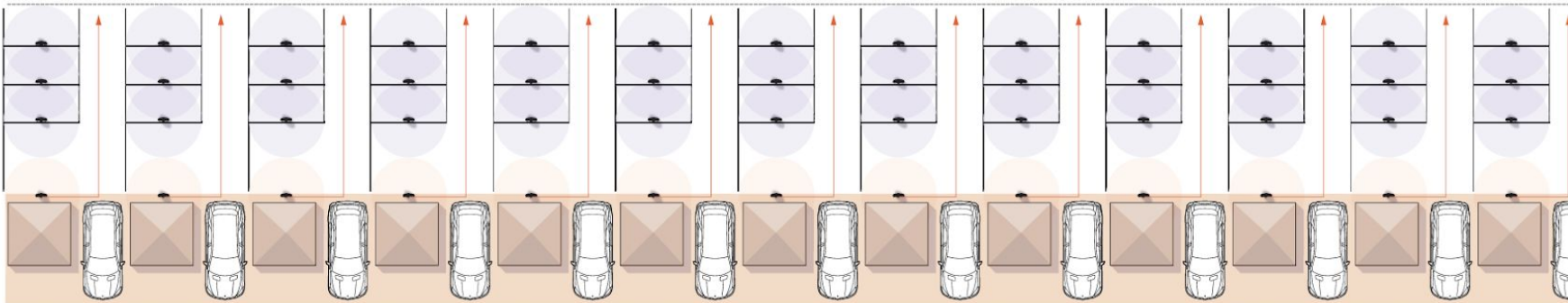
- Enable shoppers to practice social distancing while queueing and circulating within the market
- Manage shoppers entry to site
- Enhance experience from arrival on site to departure
- Provide repeatable, simple operations for shoppers to intuitively understand
- Inform shoppers of operations and their responsibilities



ENTRY



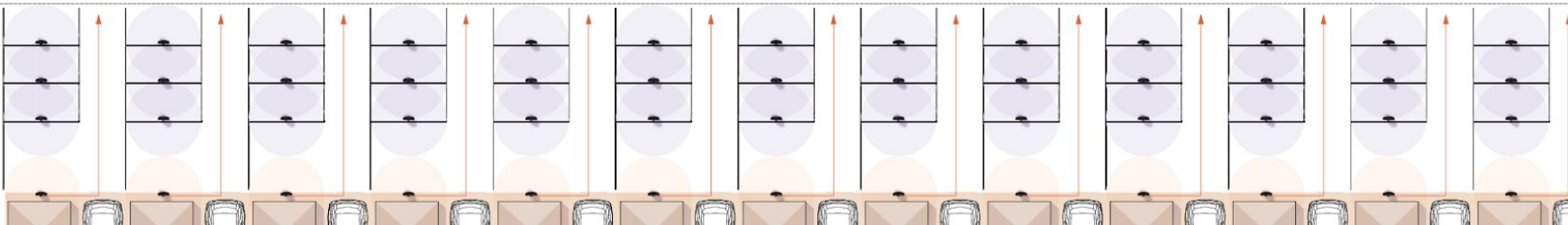
CIRCULATION CORRIDOR



CIRCULATION CORRIDOR



EXIT



Our Guidelines

Farmers Market Coalition

DOH feedback

Invitations to visit the market

- Volunteers
 - Training
 - Script
- Vendors
- Employees
- Customers
 - Shopping
 - Picking up orders

Bloomfield Saturday Market

**Opportunities:
Visit your markets**

“Lots of markets will be opening soon. They need guidance and support.”



Questions?

Use the “Q&A” function at the bottom of your Zoom screen

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