Farmers Market Twilight Q&A:
Operating During the COVID-19 Pandemic
Disclaimers

• Information presented is for educational purposes only and does not constitute legal or medical advice.

• Any specific products or services referenced is for informational purposes only and does not indicate an endorsement.
Nashville Farmers’ Market

COVID-19 OPERATIONS PLAN:
MARKET HOUSE, FARM SHEDS & GARDEN CENTER
City of Nashville Phased Reopening

• The City of Nashville has created a plan to get the city back to work.

• The hard truth is that our community will be living with COVID-19 until there is an effective vaccine for the virus.

• Living with COVID-19 means returning to work with COVID-19.

• We must proceed carefully to ensure we do not create a surge that will send us all back home.

• Nashville’s economy will open in four phases.

• We will only move to the next phase if there is positive improvement/stability in the metrics for 14 days.
Current State

- Operated Drive Thru Market mid March through May during Safer at Home Order

- Reopening Outdoor Areas Friday, May 15

- Market House Restaurants and Shops May Continue to Provide Curbside, Contactless Services Daily

- Facility Improvements to Support COVID-19 Operations Underway
Drive Thru Market Operations

- 8 Week Drive Thru Market
- Saturday Only
- 8 am – 9 am preorder early bird access
- 9 am – 12 pm open to the public
- Avg 400 carloads per Market day
- Weekly pre-ordering call to action
- Staff and security management
- Signage
- Weekly wrap up to community & merchants
- Masks and gloves required; no walk ups or walk thru
- Pre-pay and contactless experience encouraged
Drive Thru Market Operations

• https://www.facebook.com/nashvillefarmersmarket/videos/1751975618275405/
Drive Thru Snapshots
Reopening as a Walk Thru

SAFETY GUIDELINES AND LIMITED CAPACITY
NFM Facility Modifications Underway

- Single Entrance & Exit – Rosa Parks Gate
- Crowd control barriers
- One way shopping & line markers
- Contactless water fountains
- Upgrade restroom dispensers
- Sanitizer stations
- Market House floors sealed
- Evaluating door automation
- Removal of all seating
- Tornado Build Back Project
## NFM Reopening Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>Details</th>
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| 1     | - Farm Sheds & Garden Center customer capacity of 100  
       | - Social distancing operations plan implemented |
| 2     | - Market House, Farm Sheds & Garden Center customer capacity of 100  
       | - Social distancing operations plan implemented |
| 3     | - Market House Farm Sheds & Garden Center customer capacity of 150  
       | - Social distancing operations plan implemented |
| 4     | - Market House Farm Sheds & Garden Center Full Capacity  
       | - Social distancing operations plan implemented |
Market Operations

- Guidelines posted and enforced
- Implement a one-way shopping experience and promote pre-order/curbside
- Establish and maintain a perimeter with one entrance and exits
- Mark lines 6 ft. apart on the ground anywhere lines will form
- Maintain access to handwashing stations and restrooms
- Set up merchants to maximize social distancing between customers and merchants
- Eliminate seating areas
- Sanitize frequently touched equipment and surfaces
- Incident response plan ready
Crowd Control

• Keep accurate crowd counts in and out only allowing 100 customers in the market at one time

• Customers can use only one entrance and exit from the main entrance

• Entrance Security Officer will track the number of customers in the market (100 max through Phase 2)

• Establish Senior Hour 8:00 a.m. – 9:00 a.m. for customers age 65+ years

• Strongly recommend one customer per household to enter the market for shopping

• Customers in need of assistance should bring a helper into the market

• One Way Shopping Aisles in Sheds & Line Markers Throughout Facility

• Entrance Security Officer will track a grand total customer count
Safety Guidelines & Curbside Signage

CONTACTLESS CURBSIDE PICKUP
PLUS HOME & OFFICE DELIVERY

visit
NASHVILLEFARMERSMARKET.ORG
One Way Aisles and Traffic Flow
Protection for All
Merchant Operating Requirements

- Complete Merchant COVID-19 Survey and Agreement – no response, no booth
- Complete temperature checks and wellness assessments each market day, including yourself and all individuals harvesting products and working in your booth, if unwell or at risk, contact the Market to cancel your participation until you can resume
- If you are COVID-19 confirmed, you must notify the Market immediately
- Bring a positive, cooperative, can do attitude each day
- Refrain from bringing infants or children under the age of 5 while retailing at the Market
- Wear a mask and gloves at all times
- Maintain social distancing at all times
- Practice good hand hygiene and sanitize when handling food/money
- Only vendors are allowed to touch food products (customers point, vendors bag)
- Pre-package products and pre-orders to reduce contact
- Arrange tables with produce/products at the front of the tent, rather than a U shape, and spread out tables in a single line as much as possible
- Designate one staff to handle money transactions while the other(s) prepare(s) customer orders
- Ask for exact change, or credit cards, prepayment or Venmo.
- Consider offering online ordering, porch delivery, farm pick up or shipping if applicable
- Minimize conversations with customers to focus on the transaction
- Maintain hand sanitizer at your booth
- Disinfect all surfaces before the retail day begins, frequently throughout the retail day and after you close
- Inform the NFM staff or Security of unsafe situations requiring immediate attention
Self Assessment Required

• All merchants and employees must be informed that they should not report to work if they are experiencing symptoms of COVID-19 or have experienced symptoms in the 72 hours prior to start of shift.

• Any symptoms should be communicated to their respective supervisor.

• People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. These symptoms may appear 2-14 days after exposure to the virus:
  – Fever of 100.4 or higher in preceding 48 hours
  – Cough
  – Shortness of breath or difficulty breathing
  – Chills
  – Repeated shaking with chills
  – Muscle pain
  – Headache
  – Sore throat
  – New loss of taste or smell

• Any employee experiencing COVID-19 symptoms should contact their medical provider or call the COVID-19 hotline at 615.862.7777.
Prework Screening Recommended

- **Pre-Work Screening**
  - Upon reporting to work, employees’ body temperatures are measured with a thermometer and assessed by the employer.
  - Employees with body temperatures greater than 100.4°F or who have flu-like symptoms (e.g., cough, body aches) will not perform on-site work duties and will be directed to return to their homes.
  - Employees will be asked if they are experiencing any symptoms from the COVID symptom list.
  - Any employee experiencing COVID-19 symptoms should contact their medical provider or call the COVID-19 hotline at 615.862.7777.
  - Any employee testing positive for COVID-19 should notify their employer immediately; employer should notify Market management immediately.
COVID Cleaning Protocol

• Enhanced Sanitizing and Disinfecting
  – High Touchpoint Areas – Interior high touchpoints areas, including the following, must be disinfected frequently and upon indication of additional need, using EPA-approved sanitation chemicals and in accordance with CDC guidelines:
    • Tables, chairs and counters
    • Restrooms
    • Seating Areas
    • Door Handles/Doorknobs
    • Elevator Buttons
    • Stair Railings
    • Trash Bins
    • Guest Service Counters, Phones, POS terminals and Workstations
    • Other Touchpoints, as needed
  – Enhanced Overnight Sanitizing and Disinfecting – Businesses will thoroughly clean during non-operating hours according to CDC guidelines and recommendations.
  – HVAC Systems – Air filters will be cleaned and replaced on a regular basis.
  – Reduced Business Hours – Business hours will be limited to allow for enhanced workspace cleaning and sanitizing.
Pre Opening Check List

• PPE supplies
• Cleaning supplies
• Screening processes and documentation
• Operational processes and modifications
• Menu changes
• Disposable materials (no Styrofoam permitted)
• Delivery partner (Uber Eats, Door Dash, etc)
• Employee training & communication plan
• Marketing plan
• Shop improvements – cleaning, painting, repairs
Modified Booth
Farm Shed
Set Up

Social Distancing Requirement
for Merchants
Modified Booth Set Up – Farm Sheds

• Booths will be 6 ft wide and 15 ft deep until further notice

• Set back 5 feet to create wider shopping aisle for customers

• Utilize center 6 ft frontage of booth, leaving 2 feet of clearance on either side to distance merchants in accordance with social distancing guidance

• Eliminate customer entry to booth (no U shape or customer entry booths until further notice)

• Pre-package and select products for your customers to reduce contact

• Create pre-order staging area
Food Trucks & Prepared Food

• Two food trucks will be permitted daily
• All food service and prepared foods must be delivered in to-go containers or pre-packaged for off premises consumption
• No seating provided
• Line management must be enforced
COVID-19 Hours of Operation

• The Nashville Farmers’ Market will be open 8 am – 4 pm DAILY

• Farm Shed merchants are permitted to retail 8 am – sell out or close at 4 pm DAILY

• Market House merchants are required to retail a minimum of 10 am – 4 pm until further notice

• Market House businesses may operate 8 am - 8 pm DAILY
Healthy Food Access is Critical

- Friends of NFM granted us $5,000 to provide matching funds for every EBT purchase up to $20 with participating farms at NFM
- All farms are encouraged to become SNAP retailers & accept EBT & Fresh Bucks tokens as unemployment and SNAP enrollment increases in our community
- [https://www.fns.usda.gov/snap/retailer](https://www.fns.usda.gov/snap/retailer)
- Once you are approved, contact Tasha or Maria to enroll in Fresh Bucks
Reducing Food Waste

• All merchants are encouraged to recycle and compost while operating on premises.

• Farms and food producers are encouraged to participate in local food purchase programs for school districts, hospitals, non-profits and religious organizations.

• Farms and food producers are encouraged to donate excess or seconds to local non-profits that are addressing hunger in TN.
E-Commerce Opportunity

- Launching mid-May
- Centralized, pre-order, pre-pay, pick up and delivery app
- Ensures minimal contact
- Enables your business to adapt to shifting consumer trends
- Can facilitate SNAP purchases
- Can aggregate consumer purchases
- Low cost app, no development fees for merchant or Market
- Works seamlessly on social media, website and print communications
- Tested and recommended by high traffic markets
- Customer service support included
Nashville Farmers’ Market
Pre-Packaged Local Farm Box

Coming Soon – Pre Order Required & Mark Up Covers Cost of Program
Nashville Farmers’ Market Delivered

Coming soon – Pre Order Required & Delivery Fees Apply
Virtual Special Events & Activities

- Special events have been suspended including our seasonal celebrations and Night Market
- Chef cooking demonstrations, recipe sharing, baking contests and workshops will continue virtually utilizing social media, traditional media and our website
- Live music is not permitted and has been suspended until further notice
- Sampling is not permitted
Marketing

• NFM will continue to provide targeted marketing and communication support including advertising, media outreach, social media, online marketing, signage and community engagement

• NFM will host virtual events, contests and workshops with merchants and media outlets while events are suspended

• NFM will provide digital graphics for all merchants to use

• Merchants are encouraged to develop COVID-19 marketing plans to support their business and adapted operations
Immediate Next Steps

- NFM will distribute a mandatory online form to all merchants to ensure your understanding and agreement of all required operations, processes and protocols and gather account changes or modifications in a centralized system.

- All merchants must complete and submit the Merchant COVID-19 Survey and Agreement Form no later than May 12, 2020.

- Failure to complete the survey will suspend your ability to operate at the Market indefinitely.

- Merchants should designate time prior to reopening to modify your booth and disinfect all surfaces, displays and materials and remove extra or underutilized booth materials and supplies.

- Merchants should secure face coverings, gloves and hand sanitizer for your booth and employees.
Surviving COVID-19

- This is not a turn the lights on and ramp up plan
- There will not be an immediate recovery – you must recognize the long term economic impact of COVID-19 and plan for your business to ride it out
- Your business will not survive without your thoughtful and intentional planning and resources
- Have you talked to your bank? Suppliers?
- Have you applied for a loan or grant?
- Are you evaluating your operations and product offerings to reduce expenses?
- Can you operate with a leaner staff and tighter margins?
- Are you prepared to find new customers and adapt to consumer trends?
- Are you collaborating or partnering?
- Do you have a plan C?
• Americans for the Arts has established Artist Relief -- a $10 million national emergency relief fund for artists and creative workers that will provide $5,000 no-strings-attached grants intended for anyone who earns income from their creative or artistic practice and who has been impacted by COVID-19.

• The Community Foundation of Middle Tennessee and Tennessee Action for Hospitality have created A Fund for Us to provide grants of up to $1,000 to employees of qualifying businesses. The fund is specifically for independent businesses that "create culture" and "cannot be replaced" and that closed due to the pandemic or have experienced drastic drops in traffic. Businesses must be in the hospitality industry, independently owned and based in Tennessee.
Resources

• "Getting cash for your small business through the CARES act" and other resources from Forbes

• The Nashville Financial Empowerment Center offers free one-on-one financial counseling over the phone to Davidson County residents.

• The Small Business Administration is providing disaster loan assistance for small businesses impacted by COVID-19.

• United Way of Greater Nashville
Thank you!

Keep Smiling Under That Mask!
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