Welcome and Introductions
AGENDA

• Welcome/introductions- Ash Richards and Jen Aquilante
• Overview of Farmers Market Guidelines & Registration Process- Dawn Kiesewetter
• Tips on operating markets during COVID- Ash Richards
• Operator spotlight: Alex Epstein and Tyler Ray, Philly Urban Creators
• Other updates- Jen Aquilante:
  • USDA/DHS grant for free EBT equipment for markets/farmers- still available
  • SNAP Online Purchasing
  • Farmer's market signage
• Feedback and Q/A
Guidelines for Farmers' Markets

• In order to ensure compliance with the Mayor’s Executive Orders for Essential and Non-Essential Businesses, the following requirements must be met. Please note that these are the minimum standards and at all times you should practice exceptional personal hygiene and cleaning to mitigate any exposure of COVID 19 and foodborne illnesses.

Allowable Food Items in Farmers’ Markets:
• Food items are limited to whole, uncut fruits and vegetables and pre-packaged food items. Foods cannot be prepared on site or sampled.
• Prepackaged food items that can be sold include: breads and baked goods, fermented foods, milk, eggs, dairy products, refrigerated and frozen meats and fish.
Guidelines for Farmers' Markets

Guidelines for Market Operators, Vendors and Customers:

• Cooking demonstrations are not allowed at this time.

• Establishments must provide masks or face coverings for employees and require employees to mask while onsite.

• Provide delivery or curbside pickup options whenever possible to minimize contact with customer.

• Utilize pre-payment options as much as possible.

• Provide shields or other barriers at registers and checkout areas to physically separate cashiers and customers.

• Markets should be designed to have a separate entrance and exit.

• Market operators regulate the number of customers inside the market.

• Market operators and vendors take appropriate measures to ensure adequate social distancing measures are being met (e.g. signage, markings on the ground to indicate proper spacing, periodic announcements, and employee assistance).

• Space individual vendor tables at least six feet away from each other.

• Customers are only permitted to enter the market if they have a mask or face covering.

• Provide handwashing stations and ensure that these stations have warm water, soap and paper towels.

• Clean and sanitize common contact surfaces every hour.

*The content is subject to change as updated information is provided. This is intended as a guidance document and not a substitute for the State or Local Orders. Environmental Health Services, September, 2020.
Farmers' Market COVID-19 Operating Plan

• A written Covid-19 operating plan is required for your market. This plan should be submitted with the market operator registration form. The plan must include how you will:

• **Isolate**: Employees, vendors and participants that are exhibiting symptoms should not be permitted to work/enter. Please provide details about any screening policies that will be in place and who will be implementing them.

• **Masks/Facial Coverings**: All persons within the perimeter of the market must wear a facial covering at all times. The only time a facial covering can be removed is when the person is seated at a table and actively eating and drinking. How will your market ensure that the public, event staff and vendors all wear facial coverings?

• **Distance**: Space must be maintained between people at all times. How will you ensure that participants maintain the required distance? How will you ensure that the distance is maintained between customer and vendor and between employees?

• **Reduce Crowds**: The operator of the market is required to limit the number of people in close contact with each other. This includes while walking through the footprint, while seated, while standing in line. How will the market ensure that crowding does not occur? Please be specific and include signage and employees designated to aid in the reduction of crowding.
Farmers' Market COVID-19 Operating Plan

- **Barriers**: Physical barriers are required at any area where a distance of six feet cannot be maintained. Will each individual vendor be responsible for taking orders, payment etc? Will you require that each vendor have a physical barrier? If not, how will you enforce the distance requirement?

- **Handwashing**: Handwashing is essential to the prevention and transmission of Covid-19. How many handwashing stations do you plan on having? Will they be for the public? Will the vendors provide their own? Please provide details of location, type and how they will be maintained.

- **Clean**: High touch surfaces should be sanitized frequently. How will this be done? Who will be responsible for doing this?

- **Communicate**: Please provide details about signage and social distancing markers, including number, type and placement. Please provide details about how you will ensure that these Covid-19 requirements are followed. Identify key personnel who be responsible for ensuring that these guidelines are followed.


- The plan should be specific for the location and include requirements for the sponsor, employees/volunteers, overall vendor guidelines and the public.

- You can email dawn.kiesewetter@phila.gov or call 215-685-7490 with any questions.
Farmers' Market Registration

- General info about operating a farmer's market on phila.gov site
- Farmer's Market operator registration form- complete and submit to Office of Food Protection (Dawn)
- Market Operator Guide- provides rules and guidelines to make sure food sold at markets is safe
- Cooking demonstration form (on hold due to COVID)
- Food sampling guidelines (on hold due to COVID)
Life Do Grow Farm
Our COVID-19 Response

In 2020, in response to the COVID-19 pandemic, we hosted a total of 106 markets at 7 key locations throughout North Philadelphia where we distributed approximately 61,000 lbs of produce, 32,310 fresh meals, 21,300 diapers, 94,872 feminine hygiene products, 350 books, and hundreds of PPE items to our community.
USDA/DHS Free EBT Equipment Grant

• PA received a grant in 2019 from the USDA’s Food and Nutrition Service (FNS) to expand use of SNAP at farmers markets by providing free wireless EBT equipment. Funding available through September 2021.

• Interested farmers market vendors must complete an online application to be an authorized SNAP retailer through FNS.

• Once authorized to accept SNAP, vendors can contact Pennsylvania’s electronic benefits transfer (EBT) provider Conduent at 1-888-736-6328 to request free wireless EBT processing equipment.

• The grant also covers set-up costs and one year of SNAP transaction fees.

• USDA FNS contact, Debbie Crosby debbie.crosby@usda.gov.

• PA Dept of Agriculture contact, Sandy Hopple shopple@pa.gov

• Farmer’s markets in Philadelphia must comply with local requirements. A Farmers Market Operator Registration Form must be submitted to the City of Philadelphia’s Office of Food Protection.
USDA Online SNAP Purchasing Pilot

• This should apply to farmers/farmers markets as well as retailers

• Requirements: https://www.fns.usda.gov/snap/retailer-requirements-provide-online-purchasing
  • SNAP authorization
  • E-commerce presence
  • Website capable of operating online purchasing
  • Email a letter of intent to sm.fn.snaponline@usda.gov
GUIDELINES FOR A HEALTHY MARKET

Wear a face covering or mask at all times.

Stay six feet apart.

Wash your hands often.

Stay home if you are sick.

Be kind and patient—we're all in this together.

Follow all market rules and observe signage.

Everyone must wear a mask to enter.

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wash your hands often.

why wear a mask?

Cloth masks can help protect you from catching COVID-19 and will stop you from spreading it to others.

Get healthy, stay safe, & shop local.
Questions?
Contact Info

PPR
- ashley.richards@phila.gov
- marc.wilken@phila.gov

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- Dawn.Kiesewetter@phila.gov

PDPH, Division of Chronic Disease and Injury Prevention
- Jennifer.aquilante@phila.gov
THANK YOU!

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