

COVID-19 Resources for Missouri Farmers' Markets

A compilation of online resources to help Missouri farmers' markets, vendors, and consumers

MU Extension COVID-19 resources page: <https://extension2.missouri.edu/covid-19-resources-public>

Production and Processing:

- **Agriculture and Food Systems as essential:** "Missouri leaders protect food supply, agriculture businesses, Missouri Dept. of Health and Senior Services News," March 24, 2020: <http://bit.ly/missouriag>
- **Missouri Dept. of Agriculture Resources for Farm Businesses during COVID-19:** Including waivers of permits, essential worker template, and FAQ <https://agriculture.mo.gov/emergency/covid-19/>
- **MU Extension Infographic "Is your Farm Ready for COVID-19?":** <https://extensiondata.missouri.edu/ExtensionWay/Docs/covid-19/AgBusiness-ContinuityPlanning-3-27-2020.pdf>
- **Considerations for Fruit and Vegetable Growers Related to Coronavirus and COVID-19** (UVM Extension Ag Engineering): <http://bit.ly/uvmconsiderations>
- **COVID-19 on-farm employment and legal resources:** <https://farmcommons.org/resources-search>

Farmers' Market Vendors, Managers, and Customers:

- **MO Department of Health & Senior Services Guidance for Missouri Farmers Markets:** <https://health.mo.gov/living/healthcondiseases/communicable/novel-coronavirus/pdf/farmers-markets.pdf>
- **KC Healthy Kids:** food access, food policy, food systems and physical activity during the COVID-19 pandemic: <https://www.kchealthykids.org/covid-19-policy-resources/>. Access a detailed policy resource guide.
- **Penn State Extension "Minimizing Risks at Farmers Markets":** <https://extension.psu.edu/minimizing-risks-for-coronavirus-transmission-at-farmers-markets-on-farm-markets-you-pick-operations-and-produce-auctions>
- **Municipal Food Policy for COVID-19:** Healthy Food Policy Project's index provides examples of policy solutions that keep communities fed and nourished during the pandemic: <https://healthyfoodpolicyproject.org/resources/index-of-local-government-policies-for-to-support-food-access-during-the-covid-19-pandemic>
- **Consumer fact sheet on Storing Produce:** http://missourifamilies.org/foodsafety/newsletters/Handout_storingproduce.pdf
- **Online Sales platforms for farmers** (Oregon Tilth and University of Kentucky): <http://bit.ly/oregontilthonlineplatforms> ; https://www.uky.edu/ccd/onlinestore_webinarlinks
- Recorded webinar featuring **3 Local Market Organizations:** Hyde Park FM in Cincinnati, Countryside Conservancy in Peninsula, and Downtown Summerlin in Las Vegas NV: https://zoom.us/rec/play/tJd4fuj6_2g3T9fBsgSDA_J6W9S-JqusgSEf_vQOmhzkAHRSN1OiYLAwZreZ_LXeye_6laACQhCPrwhP
- **NYC Greenmarkets Guidance:** <https://www.grownyc.org/blog/greenmarkets-are-open>
- **Farmers Markets Physical Redesign** for Covid-19 Mitigation Webinar on Apr 6, 2020 recording: https://zoom.us/rec/play/6cF_fu-g_T83E4KRtWSDAf8rW9Tsfays2iIX-vdYzRq2BxEBZAKiYucTZOuaPkI6uaKM9pN7-9odNkiM?continueMode=true
- **National Farmers Market Coalition:** <https://farmersmarketcoalition.org/farmers-markets-covid19/>
- **Masks** now CDC recommended when out in public (homemade better than disposable). Make your own video: https://www.youtube.com/watch?v=tPx1yqvJgf4&feature=youtu.be&fbclid=IwAR3GHYjaEAlGgF-YejSRIJpE3P75fCDWaM9e7QIAFW8GnixQBi_WIMoi7CE

- **Farmers' Markets in Missouri Showing Innovative Examples:**
 - **Farmers Market of the Ozarks:** <https://www.facebook.com/FMOZARKS/>
 - **Columbia Farmers Market** Guidance and Pre-orders: <http://bit.ly/cfmguidance>
 - **Joplin Empire Market:** <http://bit.ly/joplifm>
 - **Webb City Farmers Market:** <http://www.webbcityfarmersmarket.com/>; Online orders: <https://www.localline.ca/webb-city-farmers-market>

Food Safety:

- **Trainings for producers:** KSU and MU Extension provide credible produce safety information to produce growers in KS and MO to help navigate through this time. Find different online food safety events in April and May, plus other produce safety information at www.ksre.k-state.edu/foodsafety/produce/.
- **Resources for Consumers, and MO/KS food producers and handlers on food safety and COVID-19:** www.ksre.k-state.edu/foodsafety/topics/covid19.html
- **Farmers' Market COVID-19 Safety Guide:** <https://thecounter.org/farmers-market-safety-tips-covid-19-coronavirus/>

Small Business Resources (applies to non-farm vendors):

- **Missouri Small Businesses COVID-19 Resources:** <https://sbdcmo.org/sbdc-covid-19-resources>
- **Missouri Dept. of Economic Development:** Information on SBA loans and resources for small business: <https://health.mo.gov/living/healthcondiseases/communicable/novel-coronavirus/businesses.php>
- **SBA Disaster Assistance Loans:** <https://www.sba.gov/page/coronavirus-covid-19-small-businessguidance-loan-resources> (SBA disaster assistance applies to self-employed)
- **FAQs on Payment Protection Program (PPP):** https://extensiondata.missouri.edu/pro/sbtdc/docs/PaycheckProtectionProgramFAQforsmallbusinesses.pdf?fbclid=IwAR3pJ2rwdnlgSGBmHhLtc4_Qu936MJAYEclnBwJk3Ox6UN9okjvrez5-t6M
- **FEMA Webpages:**
 - **FEMA COVID-19 Response:** <https://www.fema.gov/coronavirus>
 - **FEMA COVID-19 Response: (Spanish):** <https://www.fema.gov/es/coronavirus>
 - **FEMA Rumor Control:** <https://www.fema.gov/coronavirus-rumor-control>
- **CDC Business & Industry Guidance:** <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>
- **Guidance on Preparing Your Workplace:** <https://www.osha.gov/Publications/OSHA3990.pdf>
- **Keeping Your Workplace Safe:** <https://www.cdc.gov/coronavirus/2019ncov/downloads/workplace-school-and-home-guidance.pdf>
- **CDC Communications Resources:** <https://www.cdc.gov/coronavirus/2019ncov/communication/index.htm>
- **EPA Disinfectants List:** <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>
- **Department of Labor:** <https://www.dol.gov/agencies/whd/pandemic>
- **COVID-19-Related Tax Credits for Required Paid Leave for Small and Midsize Businesses:** <https://www.irs.gov/newsroom/covid-19-related-tax-credits-for-required-paid-leave-provided-by-small-and-midsize-businesses-faqs> ; <https://www.irs.gov/newsroom/faqs-employee-retention-credit-under-the-cares-act>
- **US Chamber of Commerce Guide for Small Businesses:** https://formationscorp.com/wp-content/uploads/2020/03/023595_comm_corona_virus_smallbiz_loan_final.pdf
- **Food Marketing Industry Association collected resources:** https://www.fmi.org/food-safety/coronavirus?utm_campaign=coronavirus&utm_source=dailyLead_COVID19_April2020

COVID-19 Resources for Missouri Farmers' Markets – Part 2

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Tools on COVID-19 Guidelines

- Video link and handout from the first “Innovative Ideas During COVID-19: Three Farmers’ Markets in Missouri Share their Stores” on 4/8/2020 listed in this article: <https://extension2.missouri.edu/news/mu-hosts-webinar-to-help-farmers-markets-confront-covid-19-challenges-4471>
- Links provided by panelists in first session on 4/8/2020:
 - Farmers’ Market of the Ozarks information
<https://docs.google.com/document/d/1skhcGVWwDyg5sQXqE4enOjSzDu1NyUePBha3n6exQq4/edit?usp=sharing>
 - Columbia Farmers’ Market COVID-19 Resource Links
 - For customers: <https://columbiafarmersmarket.org/covid-19-safety-at-cfm/>
 - For vendors: <https://columbiafarmersmarket.org/covid-19-cfm-vendor-protocols/>
 - Pre-ordering: <https://columbiafarmersmarket.org/covid-19-safety-at-cfm/>
 - Google form to gather vendor pre-order info:
https://docs.google.com/forms/d/1tp_cz8KChWKEW9tGum5lGrkX55JwdROubxdFGx-00gs/edit
- How We Did This: Bow Market’s (Boston) On-the-Fly Innovation During Covid-19 (Edible Boston)
<https://www.edibleboston.com/blog/2020/3/31/how-we-did-this-bow-markets-on-the-fly-innovation-during-covid-19>
- Best Practices for Farmworker Safety During Coronavirus Pandemic <https://equitablefood.org/coronavirus>
- Surviving 2020: A Farmers’ Guide <https://medium.com/farm-raise/surviving-2020-a-farmers-guide-c1ab41861e3c>
- Field guide for setting up an outdoor shopping space <https://www.safesupplyfieldguide.org/>
- Commercial horticulture Infographics for FM vendors, customers, market challenges, u-pick safety
 - Fresh produce sales and marketing - <https://extensiondata.missouri.edu/ExtensionWay/Docs/covid-19/COVID-19-AdaptingMarketingChallenges.pdf>
 - Farmers Market: Steps for Customers to Shop Safely - <https://extensiondata.missouri.edu/ExtensionWay/Docs/covid-19/COVID-19-FarmersMarketShoppers.pdf>
 - Farmers Market Vendors: Setup, Safety and Operations - <https://extensiondata.missouri.edu/ExtensionWay/Docs/covid-19/COVID-19-FarmersMarketVendors.pdf>
 - U-Pick: Farm safety and operations - <https://extensiondata.missouri.edu/ExtensionWay/Docs/covid-19/COVID-19-UPickFarmSafety.pdf>

Marketing

- MOFoodFinder.org is a new interactive website for local producers to list their products and contact information to better connect to local customers during the COVID-19 challenge. Registering your business is easy and opens up new ways for you to market your food products. <https://mofoodfinder.org/>

- **Farmer's Guide to Direct Sales Software Platforms.** Farmer's markets and farms with direct sales may find [this guide](#) to software platforms useful. It includes a helpful comparison of the different platforms available and fees for online sales. Additional resources include the following:
 - Take Your Local Food Online webinar by New Growth and West Central Missouri Community Action: <https://www.newgrowthmo.org/webinar-take-your-local-food-online/>
 - Online Sales Platforms for Farmers by Oregon Tilth: <https://tilth.org/education/resources/online-sales-platforms-for-farmers/>
 - Setting Up a Very Simple Online Store by University of Kentucky: https://www.uky.edu/ccd/onlinestore_webinarlinks
- **Online Sales as a Direct Marketing Opportunity for Rural Farms: Research Results** (Engage 4 MO webinar presented by Dr. Sarah Low. May 6, 2020).
 - To register for Dr. Low's webinar, anyone can use this link: https://umsystem.zoom.us/webinar/register/WN_JvY-v2sWQXStLzEhJluQdQ.
 - Recordings of this webinar and any previous Engaging 4 MO webinar are available at <https://www.youtube.com/playlist?list=PL60TpaUMNzd9D-WtQ2tPKSBI22G829Rbr>.
- **USDA Farmers to Families Food Box Program:** <https://www.ams.usda.gov/selling-food-to-usda/farmers-to-families-food-box>
- The following link provides an excellent compilation of **COVID-19 resources for the Food System** created for farmers, food workers and consumers: <https://mailchi.mp/chesapeakefoodshed/the-hive-resources-for-food-system-changemakers-4908089?e=37eca02f52>

Small Business Resources (*applies to non-farm vendors and self-employed*)

- **Missouri Small Business Development (SBDC) COVID-19 Resources.** Business owners can sign up for counseling and register for upcoming funding webinars with Greg Tucker. He will be hosting these webinars every Tuesday and Thursday afternoon, and it's a great opportunity for people to ask their questions about the SBA's funding programs. Visit the following [link](#) to find the dates.
- Resources available to **Producers/Specialty Crop growers/Farmer's Markets** – all business who need assistance, please go directly to our missourisbdc.org site, then our COVID-19 banner. For SBDC COVID-19 Resources and to Sign Up for Services, go to: <https://sbdc.missouri.edu/sbdc-covid-19-resources>
- The new **Paycheck Protection Program (PPP)** went live Monday, April 27, 2020. FAQs just came out Sunday afternoon April 26, 2020 and are somewhat vague. This site is helpful: https://www.sba.gov/sites/default/files/2020-04/Paycheck-Protection-Program-Frequently-Asked-Questions_04%2024%2020.pdf
 - Farms: The SBA is still determining how forgiveness with work for farms. Documentation and accurate records/tax returns are key. To receive forgiveness for the 8-weeks of payroll, you will need to verify income through Schedule F.
 - Farmer's markets are a little more straightforward, as a rule. The vendors are simply retailers.