



The Troy Waterfront Farmers Market

COVID-19 and back!

Farmers Market Federation 6/25/20

March 14 PAUSED



March/April Promotion



April 23 UNPAUSED
VIRTUAL!



May 16 UNPAUSED
PLAY!!



UNPAUSE PHASE 1 TWFM ONLINE - 4/23 and ongoing



Troy Waterfront
Farmers Market

TWFM Online

PRODUCT LIST

YOUR PRODUCERS

SIGN UP!

CONTACT US

FAQ

TWFM HOME



WELCOME TO THE TWFM ONLINE MARKET! Where the Farm meets the City, Online.

TWFM Online is a virtual Farmers Market with locally grown and produced food from your favorite vendors. During our PAUSE we have developed TWFM Online to allow you to shop from the safety of your home for pick up on **Sundays between 9:30 am and 1 pm (pickup time allocated by surname)**.

GETTING STARTED - Register as a Customer. Order online from TWFM and pick up from Carioto Produce at [80 Cohoes Avenue, Green Island, NY](#).

During the COVID-19 PAUSE, TWFM Online has been provided by the Market and Carioto Produce at no cost to vendors and customers. As we seek to turn this into a sustainable part of TWFM we have decided to charge a \$5 flat fee per order to help defray our considerable costs and to support Carioto Produce. Thank you for your continued support of local producers!

CHANGING WEEKLY! Visit our [Product List](#) page to see what is available and which of our vendors are participating. We're growing our vendors and our product list. Check in weekly for new items.

Find out more about TWFM and sign up for our newsletter [here](#).

Check out Carioto's [online store](#) for other products that can be ordered and picked up on the same trip.

*** COVID-19 UPDATE - THE OUTDOOR MARKET AT SAGE IS OPEN SEE [DETAILS](#) ***



LFM - Local Food Marketplace

Partnership with Local Restaurant
Distributor

Cold storage, vehicle access

Free but now charging

**TROY WATERFRONT FARMERS MARKET - COVID-19 ACTION PLAN
"FARMS, FOOD AND FUNCTION OVER FESTIVAL" 4/22/2020 EDITED 6/19/2020**

BACKGROUND

The Troy Waterfront Farmers Market (TWFM), after discussion with the County Health Department and the City of Troy, closed on March 14. TWFM remains closed as we all recognize the regional nature of this market and the importance of social distancing and slowing the spread of the virus. The option of our Market being outdoors on City streets has also been removed by the City's suspension of special events permits.

On March 20, 2020, Governor Cuomo signed Executive Order 202.8, as a part of "New York State on Pause," a 10-point policy to reduce community transmission of COVID-19. This policy included a directive that all non-essential businesses throughout the state close in-person employee functions effective at 8:00 PM on Sunday, March 22, 2020. Essential businesses are exempt from this directive. Empire State Development (ESD), which has issued guidance on essential businesses and services, **considers farmers' markets an essential retail business, providing healthy food for communities. Farmers' markets are also exempt from the mass gatherings restrictions** set forth in Executive Order 202.8, but should institute state guidance to the greatest extent possible to protect New Yorkers. The PAUSE continues until May 15, 2020.

On March 31, 2020, NYS DAM issued [Interim Guidance for the Operation of Farmers' Markets](#). This guidance is provided for farmers' market operators and vendors in response to the COVID-19 public health emergency and forms the basis for this proposed return of TWFM. This was updated May 22, 2020

TWFM recognizes the essential role of Farmers Markets in the regional and local food network and is working with County and City officials to find ways to make sure local food gets into the hands of our customers. Farmers Markets are pivotal in the local food access network, linking local produce to local consumers in a healthy and safe way, supporting the local agricultural economy and also in providing food access for SNAP/EBT customers. Overall they are an even safer and more sustainable option than supermarkets and grocery stores. TWFM believes it can safely operate in the existing COVID-19 environment as shown by many other Markets across the state and country.

DETAILED ACTION PLAN - SAFETY PLAN

CDC Guidance

State Requirements

Executive Orders

DOH

Ag and Markets

County Requirements

City Requirements

Best Practices

Requirements for Market, Staff, Volunteers, Vendors and Customers



Troy Waterfront Farmers Market



May 2020 Online Market

Total Vendor Sales



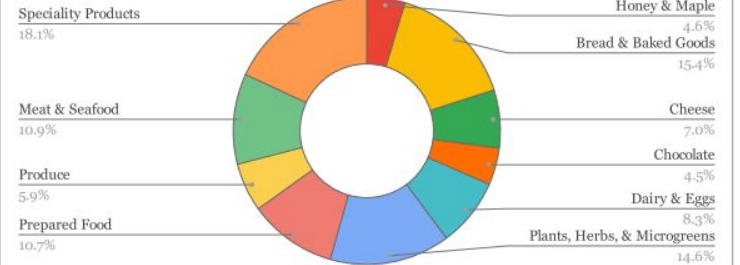
Number of Customer Orders



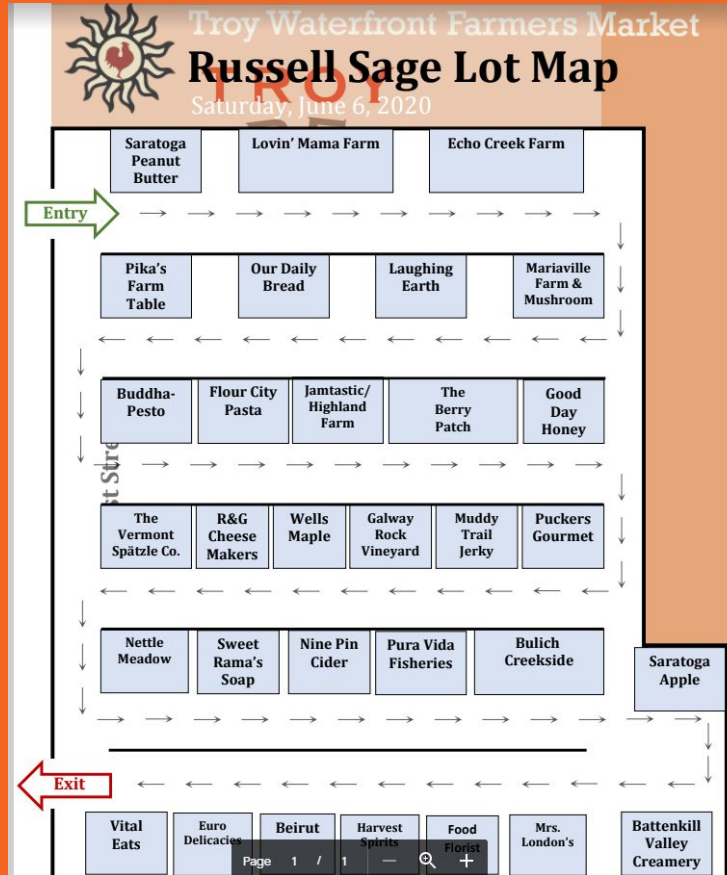
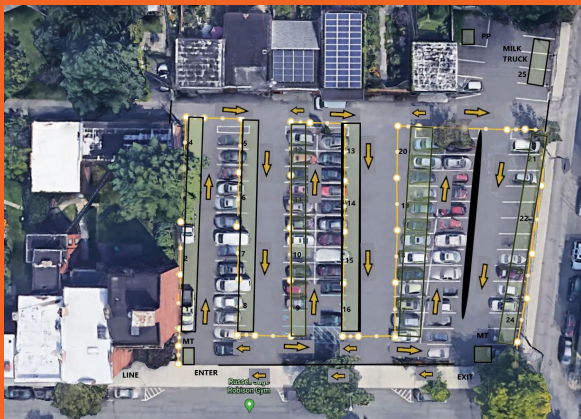
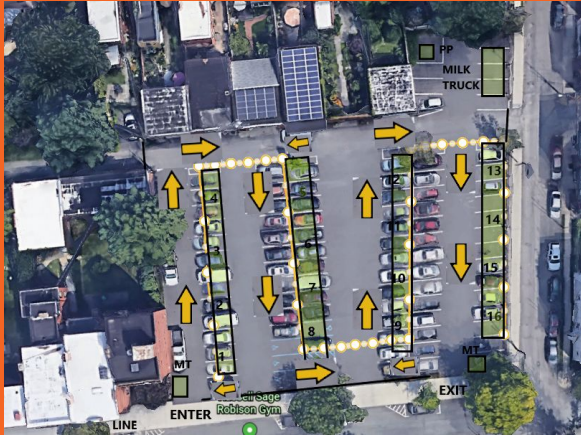
Number of Vendors (39)



Product Diversity



Sales and number of orders dropping as Markets open - do we stay open? Down to 47 orders and \$3k



UNPAUSE PHASE 2
TWFM AT SAGE

5/16 to 6/6

From 21 to 32 vendors

From 604 to 978
customers

Capacity increased:
650 to 1375

Density increased
Spacing decreased

Saturday Outdoor Troy Waterfront Farmers Market

6/27/2020

6/20/2020

6/13/2020

6/6/2020

5/30/2020

5/23/2020



TWFM

Troy Waterfront Farmers Market 6/27/2020

Sign-ups and walk-ups are welcome. Parking is available in the Uncle Sam Parking Garage and nearby city streets.

Riverfront Park allows us more room for vendors and customers, the capacity allows for 250 customers at any one time.

Please note: The first hour (8:30am - 9:30am) is reserved for seniors (60+), first responders, essential workers, and immunocompromised customers. Please respect this when selecting a time to shop. This is a reduced capacity shopping period for those who may benefit from extra social distancing.

You may sign up for one (1) spot per Saturday. Each sign up entry period is for 20 minutes, but you can take as much time as you need to shop.

If you don't know your timing for the weekend, we do have a walk up line - wait times are minimal, so if you don't want to reserve a slot, we encourage you to still come shop!

You should still be viewing this market as a grocery store, but safer. There is no entertainment, bathrooms or seating, and we will not be allowing people to congregate in groups. You are meant to arrive, shop, and leave the market. If customers linger they will be asked to move along by Market staff and volunteers.

No dogs are allowed at the market for the time being, sorry! (*Exception: service animals*).

FOR A LIST OF OUTDOOR VENDORS, MARKET RULES, DIRECTIONS, AND LINKS TO THE ONLINE MARKET: VISIT www.troymarket.org

Date: 06/27/2020 (Sat.)

SIGN UP GENIUS

As capacity increases the percentage of sign ups falls, although # of sign ups constant.

SignUps Required, Walk Ups encouraged

SignUps encouraged, walk ups welcome

Benefits:

Customer comfort and reassurance

Market gets an idea of attendance

Contact tracing information

Add to mailing list







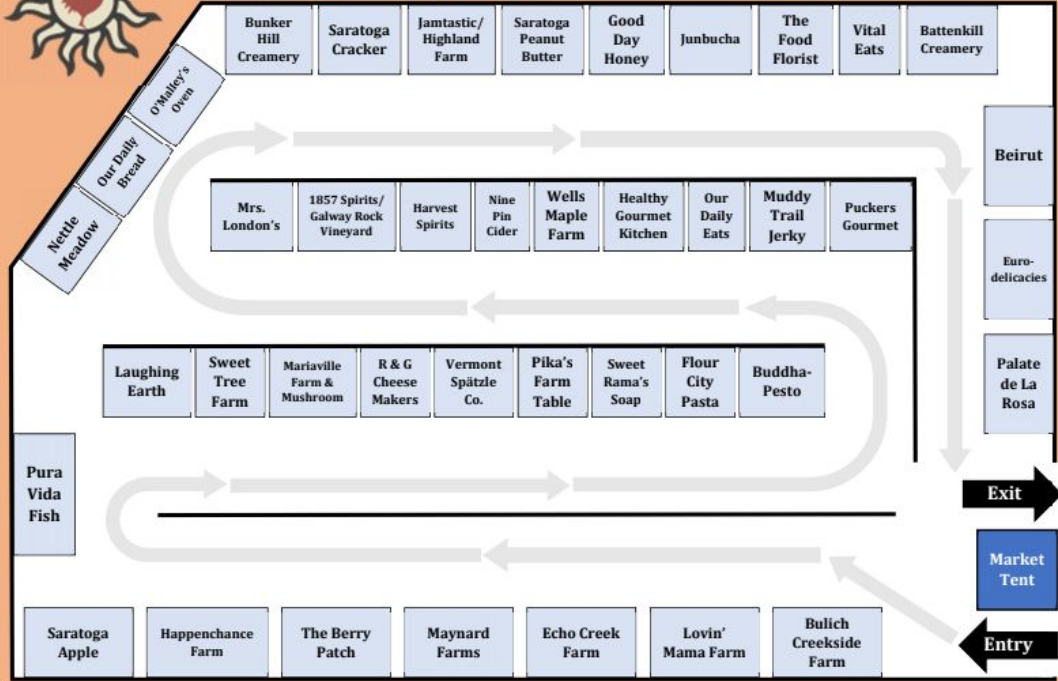
What? No Mask, I don't need one, but.....it is not law it is only an Executive Order, butit is my rights, what if, oh you clearly you have not read it.....look I have it here in my pocket book!

I am sorry I have read everything there is to read - Market Rules, No Mask, No shopping. Oh and thanks for filming me!



Troy Waterfront Farmers Market

Saturday June 13, 2020



UNPAUSE PHASE 3 TWFM AT RIVERFRONT PARK

6/13 to 6/27 and beyond

From 32 to 43 vendors

From 43 to 55

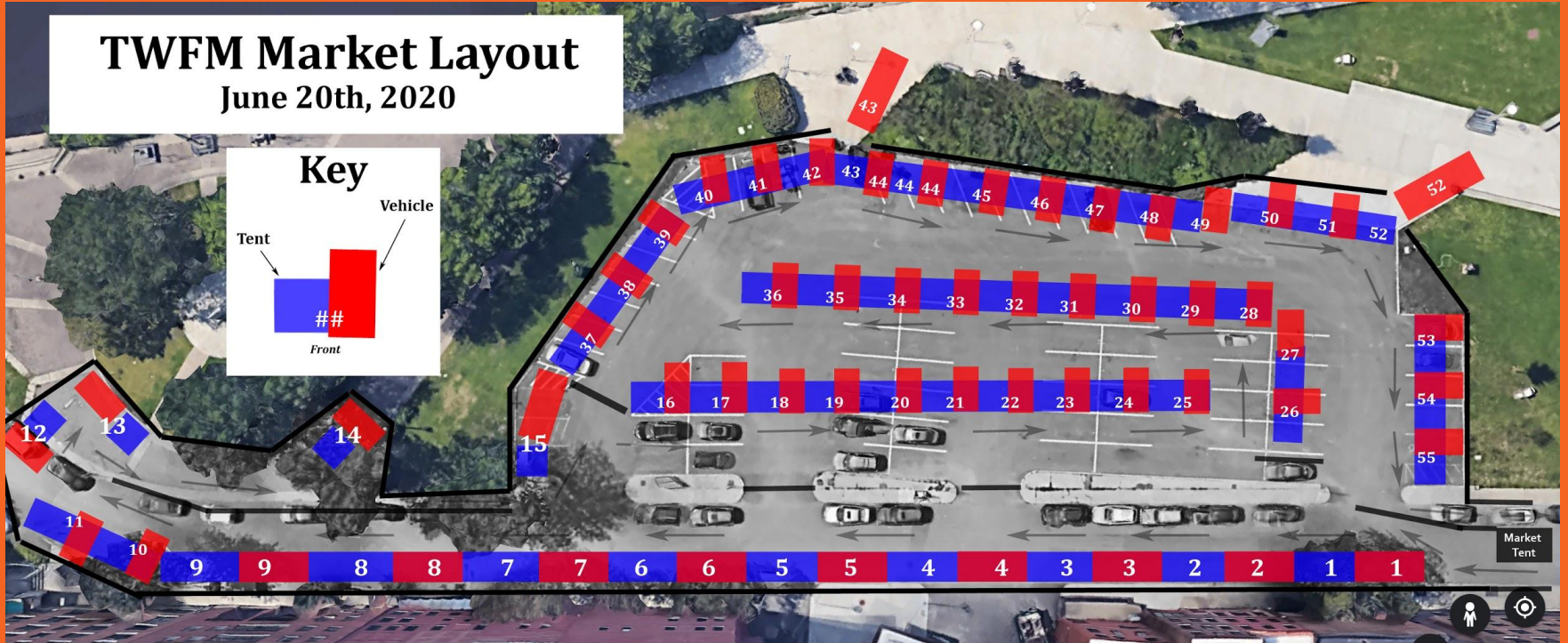
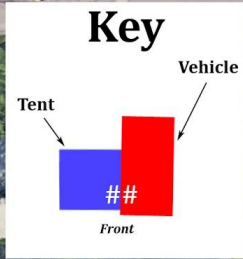
From 978 to 2421 customers

Capacity increased:
650 to 1375 to 2750 to 3000

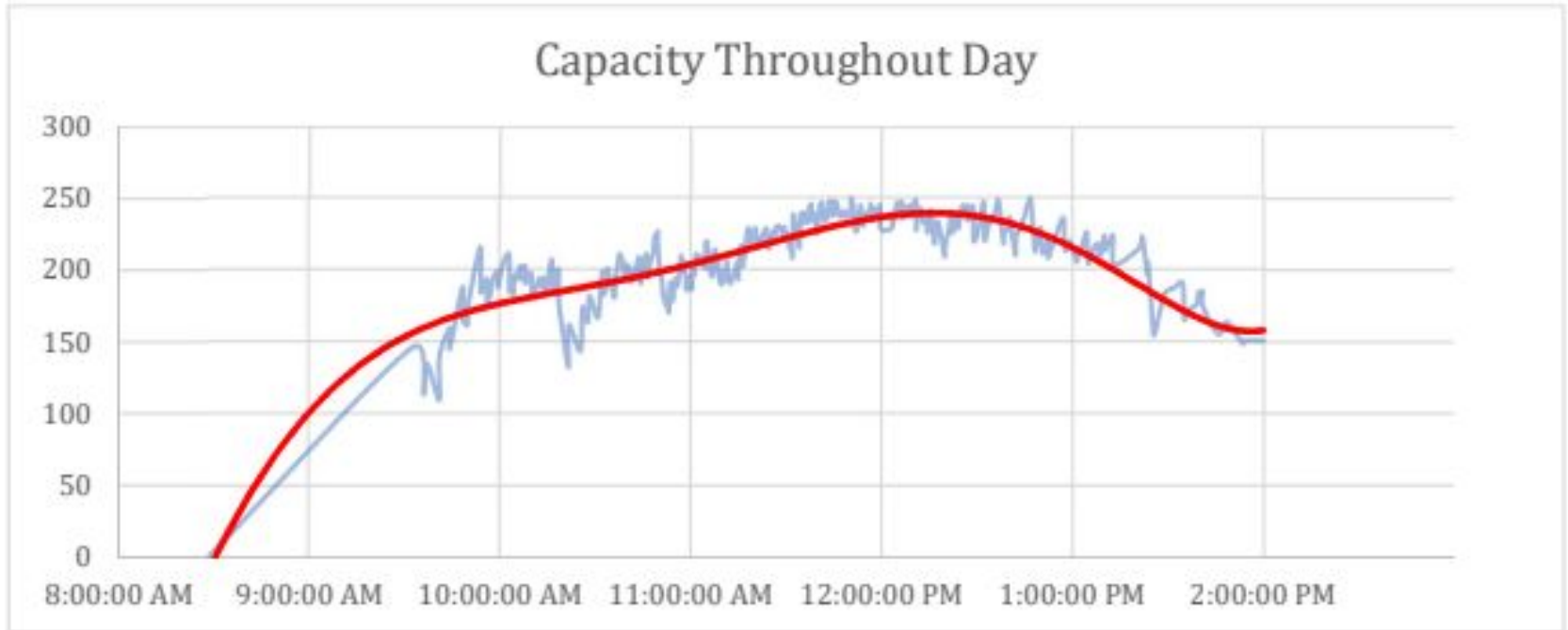
Density, spacing constant
Area expanding

TWFM Market Layout

June 20th, 2020



TWFM at Riverfront Park 6/20





Constantly adapting - Manager discretion

Where to go next?

Getting supplies, cost of supplies

The challenges of designing for downtown

Added software

Prepared food/sampling

Staffing Implications

Relaxing rules cause problems

Publicity

Masks

Slow and Steady growth

Keep going Online?

Vendor choices, cost implications

Adding Makers Market?

Vendor communications

A second wave?

www.troymarket.org

For everything you want to know but were too afraid to ask
