



Customer Survey: COVID-19 Safety Practices

This survey enables farmers' markets to gather customer input about potential practices to address the COVID-19 situation.

The companion piece, Vendor Discussion , can be used as a framework for discussion by farmers' market decision-makers.

Both pieces can be modified to add or remove practices as needed to reflect your farmers' market's situation. Markets should only include options in this survey to their customers that the market can actually manage and afford. For more information about market-based practices, see the Minnesota Farmers' Market Association's "Guidance for Minnesota Farmers' Markets and Vendors During the COVID-19 Pandemic:" <https://www.mfma.org/Guidance-for-Markets>

This survey can be put into an online format such as SurveyMonkey, Wufoo, or Google Forms.

Survey:

Your health and safety are important to us! Please let us know how we can best serve you by taking the following survey:

- How often do you attend the farmers market?
 - Almost every week
 - At least once per month
 - Once or twice per market season
 - Hardly ever

- Do you intend to come shop at the market when it opens in May?

YES / NO

- Please enter your ZIP code: _____
- How important do you feel the following physical distancing and sanitation measures are to have at the market?

Physical Distancing Measures	Brief description:	Very Important	Moderately Important	Not Important
1. Restrict and Monitor Entry	Have people monitor shoppers for illness at entry points and remind shoppers of social distancing best practices			
2. Reminder Signs	Signage throughout market and at vendor booths reminding shoppers of social distancing guidelines			
3. Increased handwashing opportunities	Extra handwashing stations located throughout the market to enable customer and vendor handwashing			
4. Separation of vendor booths at least 6' apart	Reduce vendor-to-vendor contact by separating booths			
5. Add physical shield to market booth window	Reduce customer contact with market booth staff by using a shield on the market booth window			
6. Physical barrier between vendors and customers	Place additional table between vendor display tables and customers to ensure 6' separation. Products and money are pushed across the empty tables.			

7. Hours dedicated to higher-risk shoppers	Have the first hour of market open only for high-risk customers; monitored by volunteers at entry points			
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- Would you be interested in pre-ordering + pick-up or assisted shopping options?

YES / NO

- How likely you would be to use the following the options if they were available?

Online/ Distance Shopping Options	Brief description:	Very Likely	Somewhat Likely	Would Not Use
8. Pre-order from individual vendors + drive-thru pick-up	Customers pre-order (with the option to pre-pay) from individual vendors + drive-thru pick-up. Market configured for drive-thru; vendors come to customer cars to deliver pre-ordered product & take payment if needed			
9. Pre-order through the market's online "store," with curbside pickup	Customers place one pre-order through the market's online "store" from various vendors. Orders assembled at the market; curbside pick-up (similar to curbside grocery pickup at grocery stores)			
10a. Assisted shopping	Assisted shopping (Customer remains in vehicle; provides list & money to market worker who fulfills list & delivers to customer)			
10b. Assisted online shopping	Assisted online shopping (Customer calls a market worker for assistance in placing their pre-order on the online sales platform. Orders are assembled at the market and delivered out for curbside pick-up.)			

Please describe your preferred combination of practices by checking up to 5 of the boxes below:

- Restrict & monitor entry points
- Signage reminding of physical distancing
- More handwashing stations
- Separation of vendor booths
- Physical shield on market booth window
- Extra row of tables between vendors & customers
- Hours for high-risk shoppers
- Pre-order from vendors + drive-thru pick-up
- Pre-order from online catalog + order assembly + curbside pick-up
- Assisted shopping
- Assisted online ordering

Please provide additional comments or suggestions (max. 500 characters)