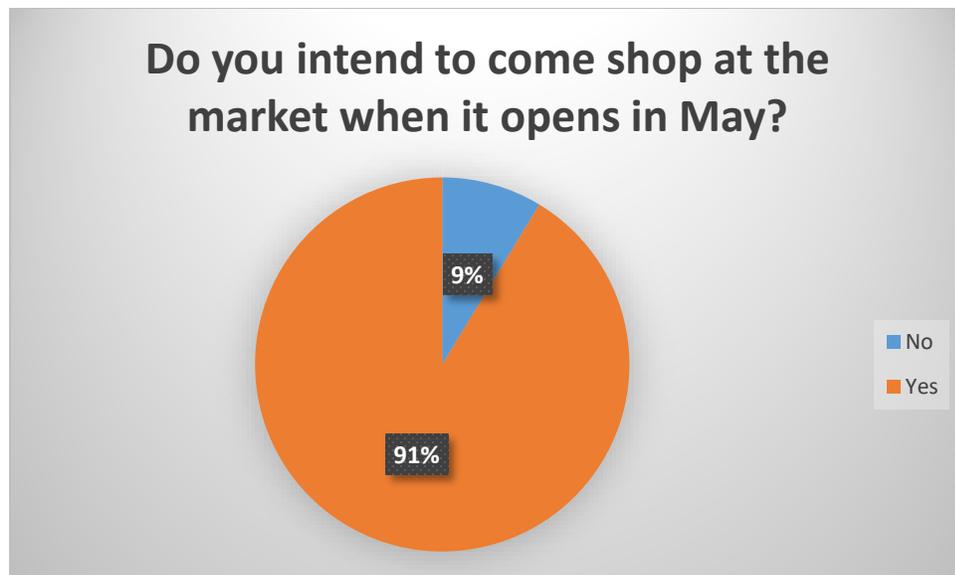
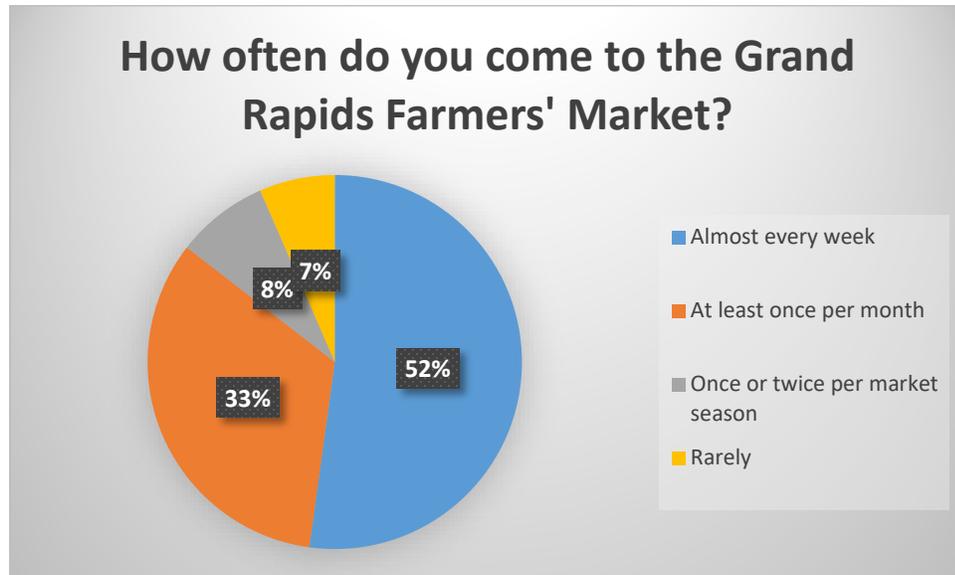


Grand Rapids Farmers' Market Customer Survey N=138

March 30, 2020 through April 7, 2020

Your health and safety are important to us! Farmers' markets are exempt from Governor Walz's executive order 20-04 that closed bars and restaurants, but are encouraged to use physical distancing practices and cannot allow customers to eat food on-site. We are preparing to open our 2020 market season on May 6. Please let us know how we can best serve you:



| ZIP Codes | # of respondents |
|-----------|------------------|
| 55709 | 14 |
| 55721 | 13 |
| 55722 | 1 |
| 55743 | 1 |
| 55744 | 87 |
| 55752 | 2 |
| 55764 | 1 |
| 55792 | 1 |
| 56469 | 1 |
| 56628 | 2 |
| 56636 | 5 |
| 56657 | 1 |

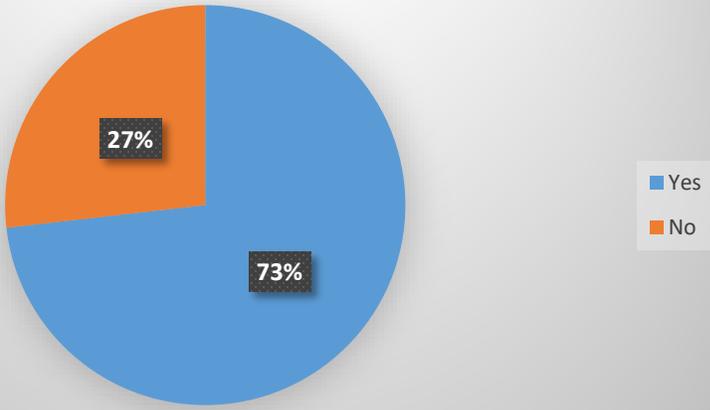
How important do you feel the following physical distancing and sanitation measures are to have at the market? *

| | Very Important | Moderately Important | Not Very Important |
|--|----------------|----------------------|--------------------|
| Restrict and monitor entry to the market (people stationed at entry points monitor shoppers for illness and remind of physical distancing best practices) | 53 | 59 | 26 |
| Reminder signs (Signage throughout market and at vendor booths reminding shoppers of physical distancing guidelines) | 97 | 41 | 10 |
| Increased handwashing opportunities (5 or 6 handwashing stations located throughout the market to enable customer and vendor handwashing) | 110 | 22 | 6 |
| Separation of vendor booths at least 6' apart | 85 | 35 | 18 |
| Add plexiglass shield to market booth window | 42 | 49 | 47 |

How important do you feel the following physical distancing and sanitation measures are to have at the market? *

| | Very Important | Moderately Important | Not Very Important |
|---|----------------|----------------------|--------------------|
| Physical barrier between vendors and customers (additional tables placed between vendor display tables and customers; products and money are pushed across the empty tables) | 49 | 54 | 35 |
| Hours dedicated to higher-risk shoppers (First hour of market open only for high-risk people; monitored by volunteers at entry points) | 74 | 45 | 19 |

Would you be interested in pre-ordering + pick-up or assisted shopping options?



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

| | Very Likely | Somewhat Likely | Not Likely |
|--|-------------|-----------------|------------|
| Pre-ordering from individual vendors + drive-thru pick-up. Market configured for drive-thru; vendors come to customer cars to deliver pre-ordered product & take payment | 46 | 60 | 32 |
| Pre-ordering through the market's online "store," https://www.localline.ca/grand-rapids-farmers-market; orders assembled at market; curbside pick-up | 77 | 37 | 24 |
| Assisted shopping (Customer remains in vehicle; provides list & money to market worker who fulfills list & delivers to customer) | 15 | 37 | 86 |
| Assisted online ordering (Customer calls a market worker for assistance in placing their pre-order through the Local Line catalog. Orders are assembled at the market and delivered out for curbside pick-up.) | 19 | 40 | 79 |

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

- 49 Restrict & monitor entry points
- 83 Signage reminding of physical distancing
- 106 More handwashing stations
- 76 Separation of vendor booths
- 27 Plexiglass shield on market booth window
- 46 Extra row of tables between vendors & customers
- 68 Hours for high-risk shoppers
- 53 Pre-order from vendors + drive-thru pickup

- 71 Pre-order from online catalog + order assembly + curbside pickup
- 10 Assisted shopping
- 8 Assisted online ordering

Comments:

- Thanks!
- I will do what ever it takes to keep the farmers market going. I do believe the boxes I checked above will help keep us all safe. Non food items, like the wonderful mason jar solar lights, can be pre ordered on line and picked up. Thank you for doing this.
- I think it is great that the market is thinking about these features. You are such a value to the community and something folks are looking forward to, at least I know I am! I would also support the market opening a little later in May to promote the utmost social distancing standards. Thank you all! I have a great feeling it will be a prosperous year for the market.
- Signage and extra hand washing stations, maybe recommend vendors and at risk patrons wear masks for their own protection.
- I would recommend credit/debit card only. No cash to limit the transmission with cash.
- Not handling cash if possible. Possibly asking people to bring their own reusable/washable bags.
- We would love a CSA!! Maybe this would be a great opportunity to put something together
- I'd hate to see the market experience destroyed by fear and over reaction. Extreme measures like plexiglass would keep me away indefinitely.

- Hoping my farmers' market has a much better experience this year than last years was or I won't be back.
- I really think it is necessary for our market. I think customers should not be allowed to touch any products until after purchasing. However it's hard not to see what you are getting. You guys are in a hard place. I thank you for your commitment and your surveying. Thank you.
- Please take this seriously
- I think extra signage, handwashing stations and reminders to social distance posted at each booth would be adequate.
- I understand there is a need to come up with a protocol. I myself like to select the produce and product I desire. Think practice of safety is definitely a needed. A lot of people rely on this to help feed us. Hoping things will continue to run smoothly. An idea for handling the money and bags just to keep things cleaner. Personal health will definitely be another thing to maintain. I'm glad to see that people are trying to figure ways to make this work for the best
- I tend to come more later in the season, so not sure my input is super helpful for the May start up. But I appreciate the awareness and forward thinking! The thought of shopping outside sounds great right now, so thank you for planning ahead to make the farmer's market possible, no matter what the next few months bring!
- If we're still experiencing this in May, I know I won't be going to the market. Washing stations are a great idea! For me, checking what each vendor has, is the fun part! I also purchase a lot of the homemade bake goods.
- Looking forward to the new season!
- I wish you would extend your hour

- I appreciate your jumping on this issue early. I know how much extra work it will take for on line ordering, but as someone with extremely high risk that is how I am having to live right now.
- How I wish our food co-op was opening this year so you could avoid some of this.
- I feel getting out and walking is good for us and can still be done even in a market with social distancing.
- I somehow missed there was an online store, so that's good to know. It's important to protect the vendors. I feel as a customer I can protect myself, but vendors are exposed to a lot more than I am. Thank you for this survey.
- Please just make it a CSA with drive-thru pick up for everyone's safety!
- I planned on shopping more this summer so I'm very glad to see proactive thinking and pray that you'll still be open. Thanks for all you do for our community!! :-)
- Thank you! You have provided SUCH good food and kind service, we need to help you continue in a good way now. We also need to move forward in health and safety, while supporting our local farmers. Local food, food sovereignty, and creating our local "food hub" is crucial now♡
- Thank you for considerations. I don't get there twice a week but will plan better. When I've been sick I limit my time there due to in my immune vulnerability.
- Shopping outdoors seems safer. Need distance and handwashing to prevent COVID spread
- Thank you for your efforts in protecting our community.
- some stores are requiring/advising use of credit or debit cards to eliminate handling money which is a germ spreader. customer puts card directly in

machine & vendor doesn't need to touch it or handle money. Don't know if that would be practical at all?

- I would say that online ordering is one of the best options. If you cannot be open physically.
- The only thing I don't like about the hours for high risk people is that the market products are first-come-first-served, so in the event that happened, certain items could potentially be sold out before the market opened to the general population. I would also be interested in CSA type services from vendors.
- We would love a curbside pickup through each vendor we purchase from.
- I'm trying not to use cash right now. Although I'm not sure it's possible to figure out a way to avoid passing money back and forth. Maybe encourage the use of ones and exact change
- I feel like physical markers of social distance/signage is as important as offering hours for at-risk shoppers. If it's feasible, offering a set of disposable gloves for shoppers to put on once they enter/dispose of once they exit will help reduce the risk of transmission?
- I wish you had a day with evening hours I'd come more if you had evening hours
- Ordering ahead of time with curbside pickup would be awesome
- Because the market takes place in open, fresh air I am not particularly concerned for myself and family. I plan to visit the market two days a week, as I have in previous years. I appreciate the market and find it a necessity.