



Updated 4/1/2021

Covid-19 Strategies for Farmers Markets, Vendors and Customers

The following guidance is from the Department of Agriculture, Trade and Consumer Protection (DATCP) and the Department of Health Services (DHS). This guidance was created in partnership with Kristin Krokowski, commercial horticulture educator with the UW-Madison Division of Extension.

Farmers markets in Wisconsin are a critical food resource for consumers, as well as an essential opportunity for Wisconsin farmers to connect with their communities. The following recommendations are intended for farmers markets, vendors, and customers as best practices on how to safely operate and interact.

Best Practices

These best practices can help to minimize the spread of COVID-19 at farmers markets; they are not requirements. Each market should proactively take action to provide a safe shopping environment, while considering the needs of the community and any applicable state and local orders.

What can the market do?

- Encourage shoppers, vendors and market staff over the age of two to wear masks. Masks are not recommended for children under 2 years old or for people with a disability that prevents them from wearing a mask.
- Maintain physical distancing between all individuals on the premises to the maximum extent possible, with 6 feet being an appropriate standard.
- Provide an adequate number of handwashing and/or hand sanitizer stations for the expected number of customers and vendors..
- Limit or eliminate music, tabling, activities, promotions, and pets at the market.
- Minimize funneling customers between two lines of vendors where the lines from the vendors block thru-traffic, thereby creating a crowd.
- Assign vendor locations so that customers and vendors can maintain a safe interpersonal distance of at least 6 feet.
- Post physical distancing messaging and signage. Consider using picture-based messaging or translating signs into the languages used by those in your community and the customers you serve.





What can vendors do?

- Wear a mask that fully covers your mouth and nose, and wear it throughout your time at the market.
- Avoid coming to the market if you feel sick, and encourage your employees to stay home from the market if they feel sick.
- Wash your hands regularly for at least 20 seconds with soap and water. Encourage regular hand washing among employees as well.
- Use hand sanitizer only on visibly clean hands; hand sanitizer is not effective when hands are visibly dirty.
- Maintain at least 6 feet of physical distance from customers and other vendors whenever possible.
- As a general food safety practice, avoid bare hand contact with ready-to-eat foods to help reduce the risk of contamination.

What can customers do?

- Wear a mask that fully covers your mouth and nose, and wear it throughout your time at the market.
- Avoid going to a farmers market if you or someone in your household is sick.
- Maintain at least 6 feet of physical distance from other customers and vendors whenever possible.
- Minimize the number of people you bring with you to the market. This helps limit crowd size.

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