

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

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>

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.