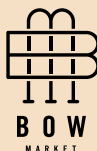


A decorative border of various food items surrounds the central text. At the top are mushrooms, green leaves, a red apple, a carrot, and another red apple. On the right side, there are green leaves, a white flower with a yellow center, more green leaves, small red berries, a brown mushroom, and a bunch of green leafy vegetables with red berries. At the bottom right is a loaf of brown bread. At the bottom center is the logo for Bow Market, which consists of a stylized 'B' made of horizontal lines above the text 'BOW MARKET'. At the bottom left is a large red tomato, green leaves, and small red berries. On the left side, there are green leaves, a blue fish, more green leaves, a carrot, and small red berries.

SAFE SUPPLY FIELD GUIDE

A step-by-step guide for supporting local food
producers and providing a shopping alternative
during the COVID-19 pandemic



FOREWORD

Tuesday, March 31, 2020

Weeks ago, we began feeling the acute effects of COVID-19 on our local community. We came to the conclusion (before it was mandated by the Commonwealth of Massachusetts) that the best way to flatten the curve and protect our business owners, their staff, and our guests, was to close—a heartbreaking decision for all of us.

In the weeks since, we have stayed focused on what is possible, taking our market online and adapting our courtyard into a CDC-compliant, outdoor grocery store called Safe Supply.

Safe Supply proves a simple thesis: Even during an unprecedented time, we have what we need. In this instance, we just needed to rearrange things.

By working with partners in the local food and farming community, we quickly assembled a line-up of vendors. Instead of chaotic grocery store lines, we set up scheduled times for shopping with socially-distant queueing. To limit exposure still, we devised a checkout system that's entirely touchless. Every decision we made focused on reducing risk and, ultimately, preventing undue pressure on our frontline health workers.

There were some kinks at the beginning, but as we enter our second month, we're ready to share our blueprint. It's empowering to feel we can feed the nation safely, connecting farm to family, for as long as this continues. This field book is an actionable, how-to guide for setting up your own Safe Supply. We hope, when put to use, it will encourage even more people to shop small and local.

While this pandemic has upended all of our lives, professionally and personally, we feel lucky to work where we live. Our community is filled with extraordinary people, ready to help at a moment's notice. We're certain yours is, too.

Please reach out if you'd like to talk or learn more about our process.

We hope to see you in Somerville soon,

Matt Boyes-Watson

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WHAT IS SAFE SUPPLY?

Safe Supply is an outdoor grocery store, designed to support local food producers and provide communities with a safer shopping alternative during the COVID-19 pandemic. It is fully compliant with CDC guidelines and considered an “essential” business.

Keep reading to learn how to set yours up.



PLEASE READ

Safe Supply can be set up on any outdoor lot, but requires specific staff and safety precautions to comply with public safety protocol. To run a Safe Supply successfully, you must have access to the following:

- Staff: *Our 1000 square foot space runs smoothly with three staff.*
- Materials
 - Pavement Chalk
 - Personal Protective Equipment (gloves and face masks)
 - Handwashing Station
- Safety Measures for Vendors
 - No-contact infrared thermometer (or similar product)
- Instructions for Shoppers
- Scheduling Platform (Eventbrite, for example)
- Room to follow the rules (See Step #3)

For reference, Bow Market's Safe Supply is set up in an 1000 sq. ft. courtyard, run by three staff, and can accommodate 25 shoppers every 30 minutes.

STEP #1—SELECT YOUR VENDORS

As we were developing Safe Supply, the state government mandated the closure of all non-essential businesses, which meant only vendors providing an essential grocery could participate. The same will likely be true of your Safe Supply.

The six essential grocery sections of a Safe Supply include Produce, Dairy, Fish, Meat, Bread, and Dry Goods.

Once you've identified your essential vendors, you'll need to make sure they can follow all of the Safe Supply Vendor Guidelines.

SAFE SUPPLY VENDOR GUIDELINES

Safe Supply markets are designated “essential” shopping locations. It is imperative that vendors follow these guidelines and only provide the grocery items they have discussed with the market manager. No prepared foods are allowed.

- All vendors will operate under a “no-touch” policy, meaning they will be full service and sanitize their stations accordingly between shoppers. Shoppers will not be permitted to handle their grocery goods until purchased. If they touch it, they buy it.
- Vendors and staff are subject to temperature checks prior to opening.
- Vendors and staff are required to wear protective gloves and face masks.
- Payment processing will be touchless. Vendors must provide a tabletop card reader. Shoppers will be instructed to swipe/insert payment themselves without touching the Point of Sale device; vendors are responsible for completing transactions on screen. Cash payments will not be accepted.
- Vendors are responsible for providing at least two staff members, one to handle product and one to handle payment.
- Vendors will be responsible for providing disposable paper bags and will not be permitted to handle reusable bags from shoppers. If you are unable to provide paper bags, please contact your market manager.
- Vendors will encourage shoppers to move through the market as quickly as possible to minimize interactions and wait times.
- Safety guidelines will be shared with shoppers via email upon RSVP confirmation and as a day-before reminder (including any regulation updates). Day-of, they will also be posted clearly throughout the market.
- Capacity and social distancing will be actively regulated and enforced by staff.

SAFE SUPPLY VENDOR TENT LAYOUT

Featured: Typical 2-person vendor stall designed to maintain CDC-recommended 6' distancing.

Vendor footprints are based on 10'x10' tents, which allow for two staff to be safely distanced from each other and shoppers while bagging groceries and processing payments.

To waiting area for next booth

Shoper paying and picking up purchases

Minimum 6 ft between shoppers at all times.

Shopper ordering but not touching any products

Shopper waiting and reading the menu

HANDOFF AND PAYMENT TABLE

Vendor supervising payment and placing purchases on the table for the customer to take

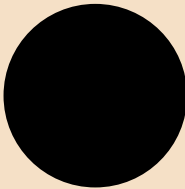
TABLE WITH PRODUCT

Vendor bagging products as the customer asks for them.

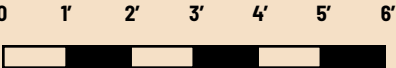
LARGE MENU
(VISIBLE TO ON-DECK CUSTOMER)

Typical 10'x10' Vendor Booth/Tent

Rope/Cordon



Previous Vendor Booth



NOTES

Tie twine or cord, at 36" high, across the shopper-facing end of the tent to rope off access to food. Without a physical barrier, shoppers start to encroach.

Provide or require vendors to bring a hightop round table or something similar to use as a payment station. We've found that the standard 30" table height still encourages shoppers and vendor staff to lean in and get too close.

Each vendor's payment station should have the following:

- Hand sanitizer
- Point of sale
- Credit card reader
- 'Do Not Touch' sign (see addendum for printable signage)



STEP #2—SET UP SCHEDULING

After identifying your vendors, it's time to set up scheduling. In order for anyone to attend Safe Supply, they must pre-register. This is critical for a smooth market day, because it prevents long lines, which are unsafe and result in a frustrating shopping experience.

We use [Eventbrite](#), which allows shoppers to pick from predetermined time slots. Eventbrite is also helpful because all necessary information, including scheduling, safety protocol, and participating vendors, can be accessed in one place. All vendors and shoppers can easily find the rules and regulations, and are therefore much more likely to follow them. (For examples of our past Safe Supply Eventbrite pages, click [here](#).)

Bow Market's Safe Supply runs from 10 a.m. to 3 p.m., three days a week. Each day is broken into ten, 30-minute time slots. Each time slot is limited to 25 shoppers.

In addition to scheduling, we share the following information on our event pages:

- Each 30 minute time slot is capped at 25 shoppers
- The first two time slots of every day are reserved for seniors
- A complete list of participating vendors
- A complete list of shopper instructions and safety guidelines, available in multiple languages:
 - [English](#)
 - [Spanish](#)
 - [Portuguese](#)

eventbrite
Search for events
Browse Events
Create Event
Help

SAFE SUPPLY

OUTDOOR GROCERY STORE

SCHEDULED, TOUCHLESS SHOPPING. FRESH FOOD & ESSENTIAL GOODS.

MULTIPLE DATES

Safe Supply: Outdoor Grocery Store

by Bow Market [Follow](#)

Free

[Select A Date](#)

Scheduled, touchless shopping for fresh food & essential goods. This Wednesday, Saturday & Sunday from 10am - 3pm in Bow Market's courtyard.

About this Event

Bow Market's outdoor grocery store is back this Wednesday, Saturday, and Sunday from 10am - 3pm.

In order to maintain a safe and controlled environment, you must register to attend. Interested shoppers are required to pre-book a 30-

Location

Bow Market
1 Bow Market Way
Somerville, MA 02143

[View Map](#)

Safe Supply: Outdoor Grocery Store
Multiple Dates

APR 4
Sat, 10:00 AM - 3:00 PM EDT
Safe Supply: Outdoor Grocery Store
Bow Market, Somerville, MA

Register

APR 5
Sun, 10:00 AM - 3:00 PM EDT
Safe Supply: Outdoor Grocery Store
Bow Market, Somerville, MA

Register

SAFE SUPPLY

OUTDOOR GROCERY STORE

SCHEDULED, TOUCHLESS SHOPPING. FRESH FOOD & ESSENTIAL GOODS.

SELECT AN EVENT

Safe Supply: Outdoor Grocery Store
Sat, Apr 4, 2020 10:00 AM - 3:00 PM EDT

Registration

10:00AM-10:30AM *SENIORS ONLY*

0

Free

Sales end in a day

30-minute arrival window for grocery shopping *must be 60+ to register for this time slot*

10:30AM-11:00AM *SENIORS ONLY*

0

Free

Sales end in a day

30-minute arrival window for grocery shopping *must be 60+ to register for this time slot*

11:00AM-11:30AM

Sold out

Free

30-minute arrival window for grocery shopping

11:30AM-12:00PM

Sold out

Free

30-minute arrival window for grocery shopping

12:00PM-12:30PM

Sold out

Checkout

SAFE SUPPLY

OUTDOOR GROCERY STORE

SCHEDULED, TOUCHLESS SHOPPING. FRESH FOOD & ESSENTIAL GOODS.

SELECT AN EVENT

SHOPPER SAFETY & INSTRUCTIONS

- Shoppers must RSVP and choose a designated 30-minute arrival window to secure their spot. The first 30 minute slot of every day is reserved for seniors. The second 30 minute slot is reserved for seniors and anyone who is immunocompromised.
- Each reservation allows one person to shop.
- Upon arrival, shoppers will be directed to queue in the driveway. Appropriate distancing will be chalked on the ground.
- All shoppers will be required to wash their hands at the outdoor hand washing station prior to shopping.
- All vendors are subject to temperature checks.
- Vendors will operate under a “no-touch” policy, handling all grocery items and bagging in single-use paper bags. Shoppers will not be permitted to handle their goods until purchased.
- Payment processing will be touchless. Shoppers will be instructed to swipe/insert payment themselves without touching Point of Sale devices. Vendors will complete transactions on screen.
- Credit cards are strongly preferred. Cash payments will be accepted as a last resort. EBT card processing available on vendor-by-vendor basis.
- Shoppers can expect a follow-up email with additional information upon RSVPing.
- Capacity and social distancing will be actively regulated and enforced by staff.
- If you are unable to keep your appointment or feel unwell, please cancel your reservation using Eventbrite to make room for someone on the waitlist.

STEP #3—LAY OUT YOUR MARKET

Safe Supply is designed to be as safe as possible. As you'll see in the Market Layout diagram, chalk is used to delineate appropriate distances between shopper and vendor, and to guide shoppers through the market.

The rules are very simple. One shopper per 16" chalk circle. Do not move to the next circle until the person in front of you moves to the next available circle in front of them. It is simple and effective. Some have even said it's like Candyland.


Safe Supply's one-way path allows shoppers to visit every essential grocery section, verbally select their groceries, and pay—all without touching anything or coming within six feet of another person.





CIRCUIT LAYOUT

Featured: Layout of six vendor stalls, allowing for safe, distanced purchasing of all essentials.


LEGEND


 Staff


 Vendor Stall

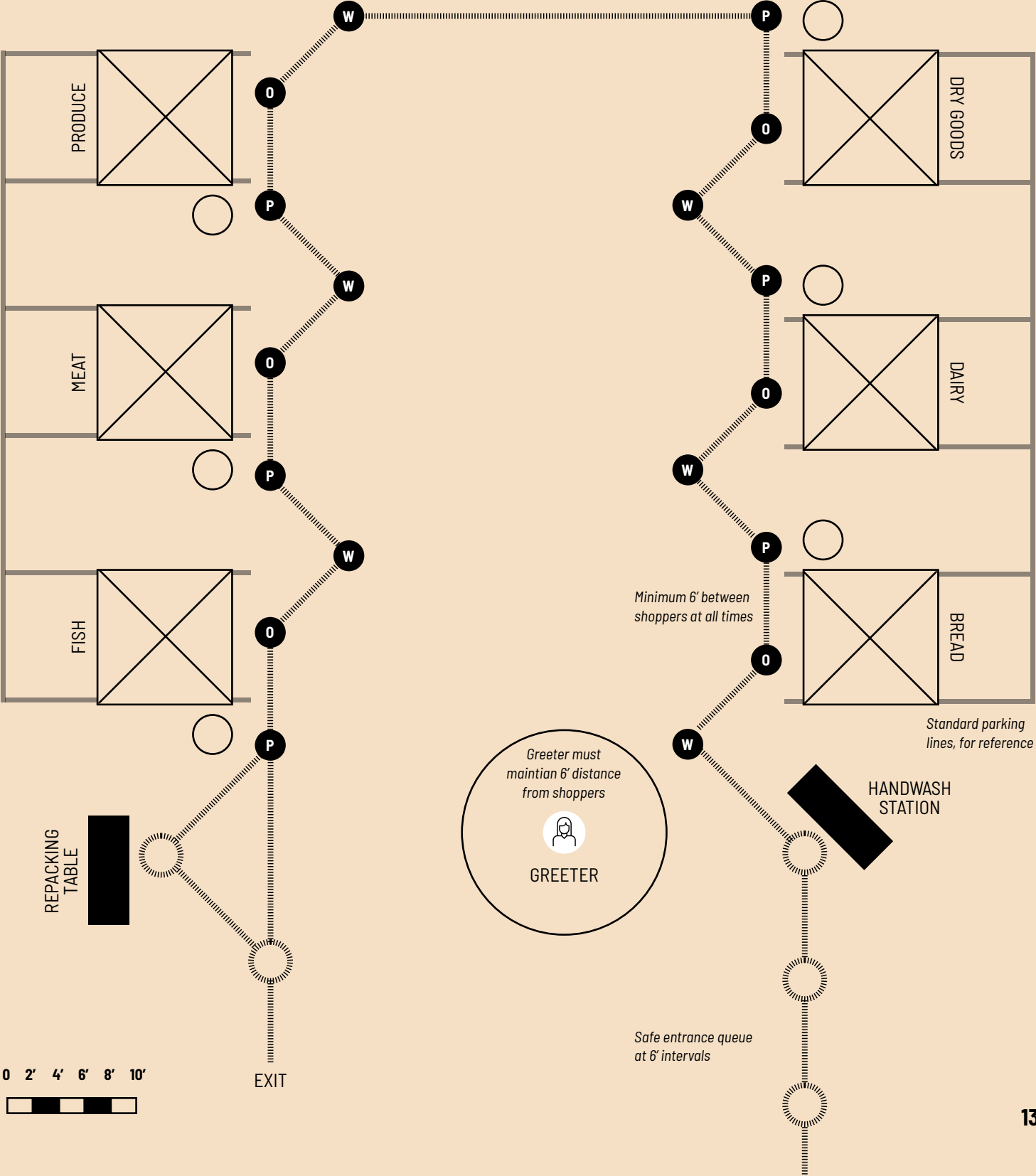
 Chalk Line

STATION TYPES

 Wait to Order, Read Menu

 Order Without Touching

 Pay and Pick Up Products



SAFE SUPPLY MARKET LAYOUT

Shoppers travel through six essential sections, moving between three station types at each: W (Wait to Order, Read Menu), O (Order without Touching), and P (Pay and pick up products).

The shopping line is bookended by a handwashing station at the front and a repacking table at the end.

LAYOUT TIPS

- Each circle should be 16" in diameter. We found that anything larger promotes sharing and wandering.
- The center of each circle should be 7' apart from the next circle. This ensures there is actually 6' of distance between shoppers.
- Label the circles, 'On Deck', 'Ordering', and 'Paying' to help cue shoppers.
- For chalk, use light, bright colors.



TIPS FOR SUCCESS

DOUBLE UP ON CHALK

You need more chalk than you think to mark the circles and shopping route. Have extra on hand.

COMMUNICATE CLEARLY

Vendors should bring large signs with clear pricing, so shoppers can make decisions quickly. Consider hiring a local artist to help. (Our local favorite is [Mandee](#).)

CROSS YOUR Ts & DOT YOUR Is

Conduct a 'pre-check' at 9:50 a.m., ten minutes before Safe Supply opens to shoppers. Walk through the market as if you were a customer. Review safety guidelines and RSVPs.



CONTACT

For more information about Safe
Supply, please reach out to:

Matt Boyes-Watson

partners@bowmarketsomerville.com

bowmarketsomerville.com/mini-mart

[instagram.com/bow.market](https://www.instagram.com/bow.market)

APPENDIX

**REMINDER
PLEASE
DO NOT
TOUCH**

GUEST SAFETY & PROTOCOLS

- Shoppers **must RSVP** and choose a designated 30-minute arrival window to secure their spot. **The first hour of every day is reserved for seniors.**
- Each reservation allows **one** person to enter the grocery store.
- Upon arrival, shoppers will be directed to queue in the driveway. Appropriate distancing will be chalked on the ground.
- All shoppers will be required to wash their hands at the outdoor hand washing station prior to shopping.
- All vendors are subject to temperature checks.
- Vendors will operate under a "no-touch" policy, handling all grocery items and bagging in single-use paper bags. **Shoppers will not be permitted to handle their goods until purchased.**
- Payment processing will be touchless. Shoppers will be instructed to swipe/insert payment themselves without touching Point of Sale devices. Vendors will complete transactions on screen.
- **Cash payments will not be accepted.**
- Shoppers can expect a follow-up email with additional information the day before their scheduled shop.
- Capacity and social distancing will be actively regulated and enforced by staff.
- If you are unable to keep your appointment or feel unwell, please cancel your reservation using Eventbrite to make room for someone on the waitlist.

MEDIDAS DE SEGURIDAD Y PROTOCOLOS

- Antes de comprar, los clientes deben confirmar su asistencia y elegir un periodo de 30 minutos para asegurar su lugar.
- Cada reservación permite a una persona entrar al mercado.
- A su llegada, se indicará a los clientes que hagan cola en el camino de entrada. El distanciamiento apropiado será marcado en el suelo.
- Todos los clientes deberán lavarse las manos en el lavabo exterior antes de entrar.
- Solo 10 personas serán admitidas al mismo tiempo.
- Los vendedores operarán bajo una política de "no tocar", manejando y empacando todos los artículos. Los clientes no podrán tocar sus artículos hasta concluir la compra.
- El procesamiento de pagos será sin contacto. Los clientes recibirán instrucciones de deslizar/insertar el pago ellos mismos sin tocar los dispositivos de punto de venta. Los vendedores completarán las transacciones en la pantalla.
- No se aceptarán pagos en efectivo.
- Al confirmar su asistencia, los clientes recibirán un correo electrónico de seguimiento con información adicional.
- La capacidad y el distanciamiento social serán regulados y supervisados activamente por el personal.

PROTOSCOLOS E SEGURANÇÁ DO HÓSPEDE

- Para garantir sua vaga e fazer compras, os compradores devem confirmar sua presença e escolher uma hora de chegada de 30 minutos.
- Cada reserva permite que uma pessoa entre no supermercado.
- Na chegada, os compradores serão direcionados para a fila na garagem. O distanciamento apropriado será marcado no chão.
- Todos os compradores deverão lavar as mãos na estação de lavagem de mãos antes de fazer compras.
- Apenas 10 pessoas podem fazer compras ao mesmo tempo
- Os funcionarios operam sob uma política de "não tocar." Eles vão lidar e guardar os itens.
- Os compradores não poderão tocar em suas compras até depois de pagar
- Os pagamentos serão touchless. Os compradores serão instruídos a passar / inserir seus cartões sem tocar nos dispositivos do ponto de venda. Os funcionarios concluirão as transações na tela.
- Pagamentos em cash não serão aceitos.
- Os clientes podem esperar um e-mail de acompanhamento com informações adicionais ao confirmar a confirmação
- O limite de pessoas e distanciamento social serão ativamente regulados e aplicados pelos funcionarios.