

Govans Farmers Market



COVID Season 2020

Overview

- Govans Market
- 2020 Changes
- Online Pre-Ordering



The background image shows a bustling outdoor farmers market. In the foreground, several people are walking or standing, some pushing strollers. In the background, there are several large white and blue tents set up under a cloudy sky. The overall scene is a lively community gathering.

Govans Farmers Market

- Mission based market:
 - Increase access to fresh produce in our community
 - Provide space for community building
 - Support small local entrepreneurs and farmers
- Opened in 2011, hosted by Loyola University in North Baltimore City
- Open Wednesday afternoons June to September
- 10-15 vendors annually
- 300-350 weekly customers
- 1 FT market staff, 7-10 weekly volunteers/interns



2020 Changes

- Essential Business = Food only
- Masks required & provided for free
- Social distancing enforced
- Limited number of people in market area
- Vendor tables blocked off, no touching products
- Pre-order system



Pre-order System

- Utilized an events platform owned by the University called c-vent
- Took 2 weeks to create interface and figure out usability
- 25-35 orders per week
- \$1-2k per week
- Weekly flow



September 30, 2020
3:30 PM-6:00 PM

Govans Farmers Market
5104 York Road
Baltimore, MD 21212

Thank you for supporting our mission to provide affordable access to fresh produce, build community, and support small businesses and entrepreneurs.

Enjoy selections from the following farms and businesses:

Stoecker Farms

Shaw Orchards

Real Food Farm

GEDCO Garden

Honor Care LLC

Richard's Seafood

Scotty's Goodys

Taco Loco Mexican Food

For more information about our vendors, visit www.govansmarket.org.

Order Now

[Already Ordered?](#)



Pre-Order System

Pros

- Recorded market income was on par with previous season
- Interface and updating weekly was relatively easy
- Provided safe and easy pick up

Cons

- Credit only, no SNAP/EBT
- Difficult to update seasonality, farmers sold different size boxes like CSA shares
- Order page a little bulky

Thanks for your time!

Marie M. Anderson

govansmarket@gmail.com

443-465-2324

Learn more:

www.govansmarket.org

@govansmarket on Instagram

