

Webinar (August 20, 4-5 pm) Muscadine PYO and COVID-19 in NC

Organization:

- Debby Wechsler, NC Muscadine Grape Association

Host:

- Mark Hoffmann, NCSU

Panelists:

- Chip Simmons, PhD, ASA, Food Safety Team, NCSU
- Benjamin Chapman, Professor and Extension Specialist, Food Safety Team, NCSU
- Mark Hoffmann, Ass. Prof and Small Fruits Extension Specialist, NCSU
- Karma Lee, Grower, Apex, NC.



Agenda

- Novel Coronavirus COVID-19: Questions for Muscadine PYO Operations. *Ben Chapman, Chip Simmons, NCSU*
- Muscadine PYO and COVID-19. How to operate safely. *Mark Hoffmann, NCSU*
- Example of a safe operation in strawberry. *Karma Lee, grower, Apex NC*
- Q+A

Rules for Q+A

- You are muted
- Please write your questions into the Q+A box **at any time!**
- *We try to address all questions during and after a presentation*
- Mark Hoffmann will monitor questions and will make sure that we won't miss any.
- At the end we will have a Q+A and you will have the opportunity to talk as well.



Muscadine PYO and COVID-19 in NC

Mark Hoffmann, NC State University
Small Fruits Extension Specialist
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COVID and PYO businesses

Common safety measures

Examples of safe operations

COVID and PYO businesses

What we saw in the past:

- Sales were up
- Many new and first time customers
- (+) Curbside pickup, pay-in-advance, and online ordering
- (-) Farmers Markets

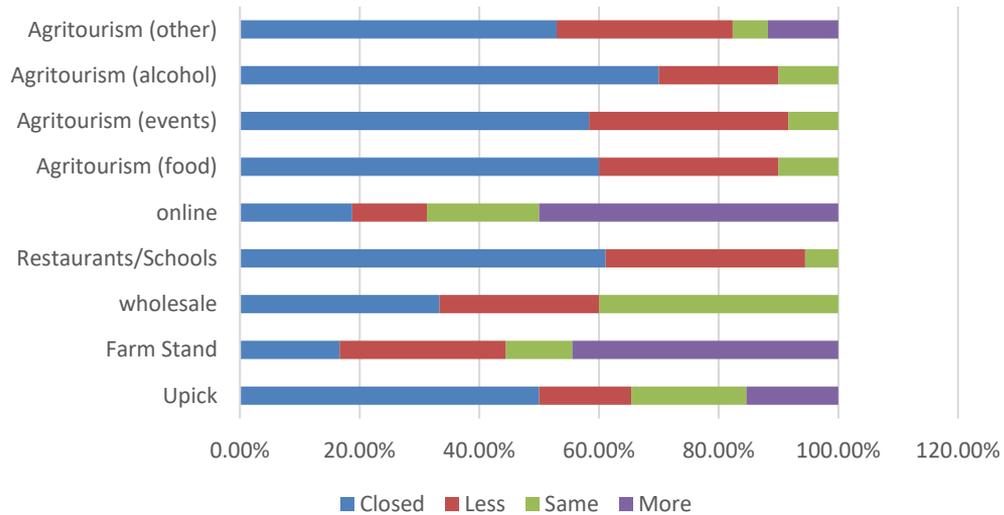
COVID and PYO businesses

What we can expect:

- More cost due to changes
- More customers due to less other activities for families
- More supervision on a farm
- A lot more questions!

COVID and PYO businesses

Change of sales in April/May 2020 for berry producing businesses



Common safety measures

Payment:

- Pay in Advance. Pre-order (phone/online). Pick-up.
- Signs
- Set prices for different bucket sizes
- Distance credit card reader/plexiglass/facemasks
- Exact change

Common safety measures

Customers:

- **Signs**
- Require face masks when interacting with staff
- Require 6 feet distance in field
- Small groups (families at best)
- Refuse entry if symptoms are displayed
- Don't eat/stay in the vineyard



Common safety measures

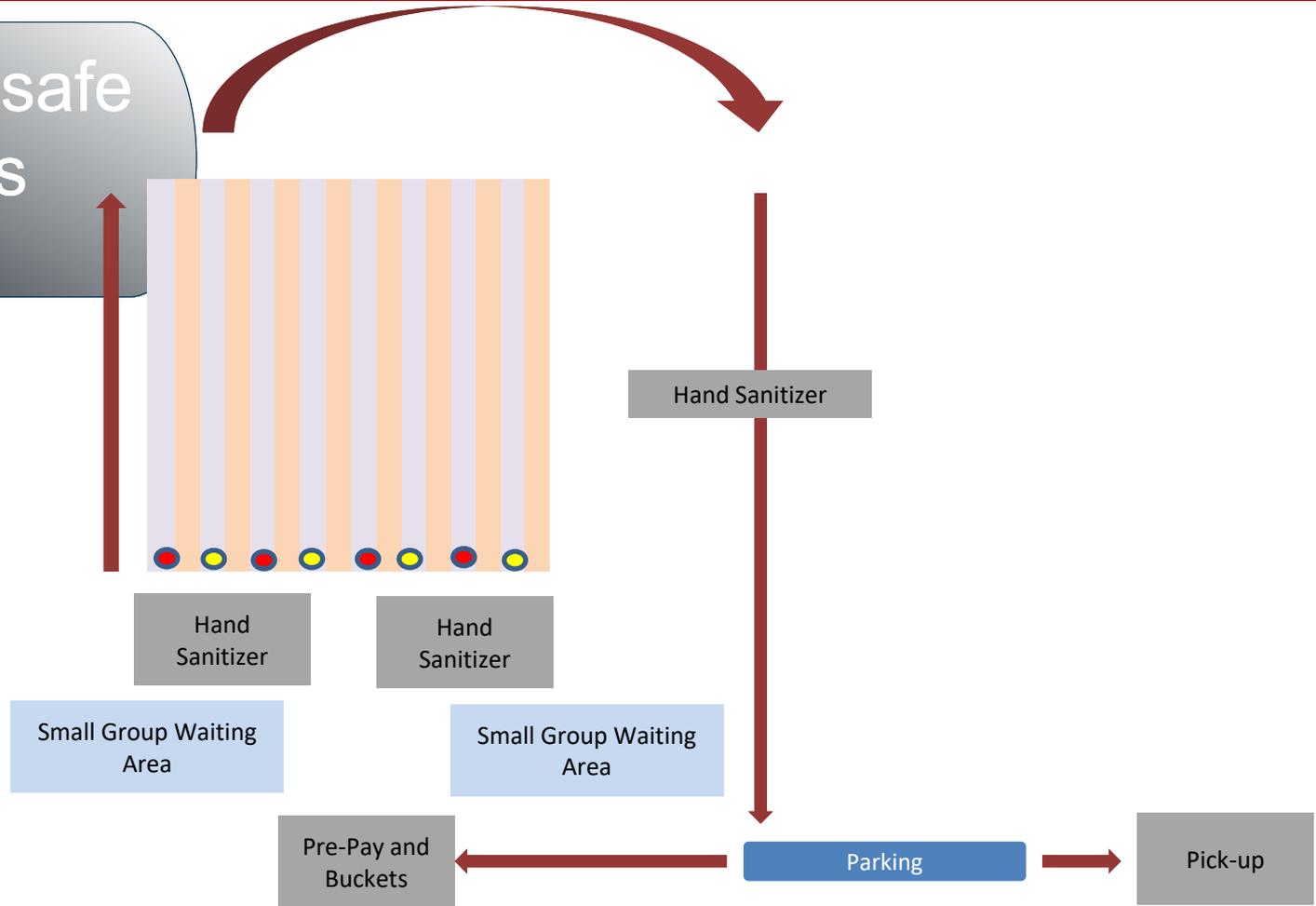
Operation

- Have a one-direction flow of customers if possible
- Separated waiting areas
- Mow your rows
- Have a color coded rows
- Provide sanitation/ staff should wear face masks





Examples of safe operations



Muscadine Specific

- Flow of people important
- Avoid congregations or people moving from one row to another.
- **Especially important in areas with cultivars that are in high demand**
- **Every customer should at least have a mask with them!**

More information on Muscadines

- Webinars: <https://grapes.ces.ncsu.edu/grape-diary/webinars-2020/>
- Grape news: <https://grapes.ces.ncsu.edu/>

Collaborative Effort

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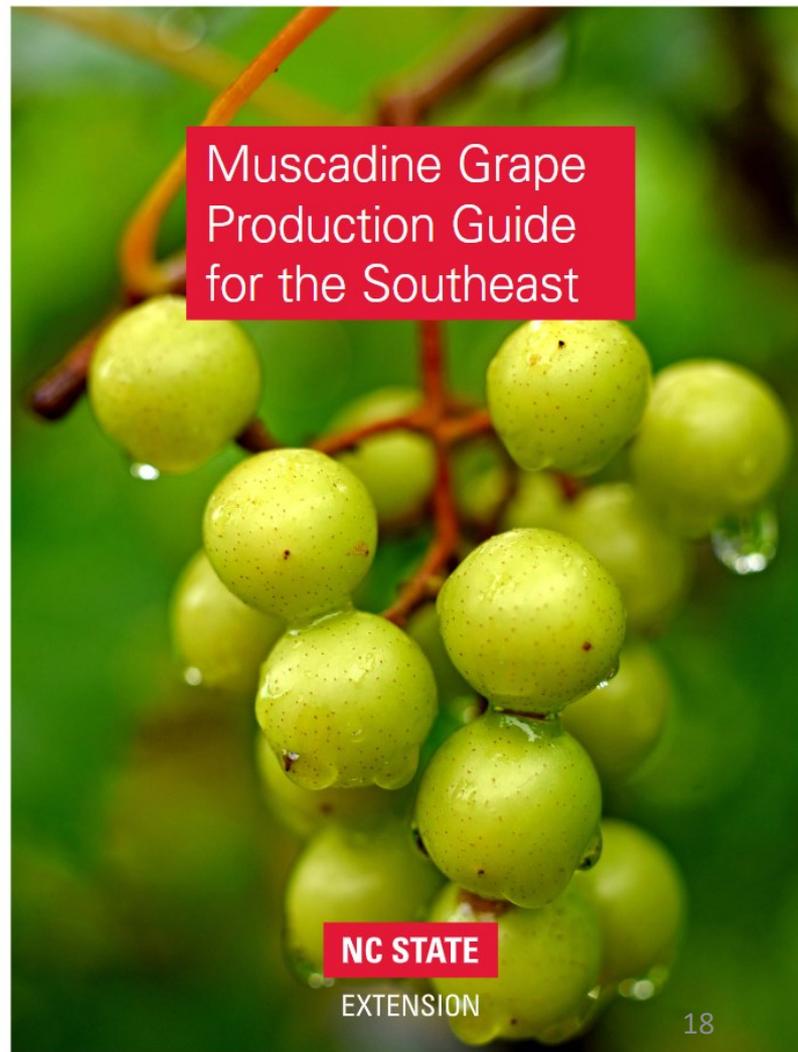
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<https://grapes.ces.ncsu.edu/2020/02/new-muscadine-production-guide/>





Thank You and Q+A

Touchless Soap Dispenser!



Handwashing Stations



Signage



Outdoor Checkout and plexiglass



Limit purchase of buckets per time-slot



Pre-order and Pick up: FaceMasks!!!



Spray Paint and Cones to mark areas in field



Limit crowds





Thank You and Q+A