



# NEWS RELEASE

York County Public Affairs  
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## **FAST AND FRESH! Yorktown Market Days Moves to a Temporary Drive-Thru Model to Connect Farmers and Customers**

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Farmers markets are essential to their communities – especially during times of uncertainty. That is why York County—based on recommendations from the Governor’s Office, Virginia Farmers Market Association, Centers for Disease Control and Prevention, and the Virginia Department of Health—will soon offer a **drive-thru model of Yorktown Market Days**.

“This continues to be a stressful time for all of us. I would like to thank the Virginia Farmers Market Association for advocating for ALL markets and for the clear guidance. Also, the detailed work and attention that state and local officials have given us should be commended. At the end of the day, we have developed a plan to get local product to the customer while keeping the safety and health of everyone a top priority,” states Yorktown Market Days Manager Mark Medford.

Governor Northam’s COVID-19 [\*Temporary Stay at Home Order\*](#) states Virginians may leave their residences to obtain food, beverages, goods, or services as permitted in [Executive Order 53](#), which specifically lists farmers markets for delivery and take-out services. It is important to note there is no evidence that food is a source of transmission for the virus. The market remains a necessary food outlet for families of all economic backgrounds to access fresh, nutritious food from as close to the source as possible—the region’s farmers, chefs, and food artisans.

**The 2020 Market Season will kick off April 25 with a new temporary time and at a new temporary location—operating from 8 to 11 a.m. at the McReynolds Athletic Complex located at 412 Sports Way in Yorktown. It will be for pick-up of**



**preorders only.** The market will support a cashless model with payments made in advance directly to vendors through their websites, social media channels, and services/apps such as Venmo and Paypal. *Under no circumstances, are customers permitted to get out of their cars.* All orders will be prepackaged and ready for delivery through the driver-side window or can be loaded into the back seat/trunk upon request.

Customers can expect to see market vendors and staff taking proper safety precautions including:

- Social distancing - vendor booths will be set up close to 20 feet apart
- Vendors are encouraged to wear gloves and masks
- Surfaces such as EBT redemption devices; Square and other credit card swipers; and cell phones will be sanitized between purchases. All vendors are required to turn off signature requirements.
- A strict policy will be maintained that requires customers stay in their cars at all times
- A zero-tolerance policy for any symptomatic vendors and market staff members

The York County Tourism Development Office will provide a list of participating vendors every Monday on both the Visit Yorktown and Yorktown Market Days Facebook pages as well as the “This Week at the Market” page found at [www.yorktownmarketdays.com](http://www.yorktownmarketdays.com). The April 25 vendors will be announced April 20 along with various contact methods for each business.



Yorktown Market Days is a proud participant in the USDA’s Supplemental Nutrition Assistance Program (SNAP) as well as *Virginia’s Fresh Match Program* which gives qualifying customers one dollar for every dollar they spend on **fruits and vegetables**. Traditionally the cap has been placed at \$100 but that has been temporarily waived so families can put as much of their money as they’d like toward produce under the Fresh Match, using their EBT/Food

Stamp/SNAP card. **Customers are asked to follow the same guidelines of scheduling preorders with participating vendors and clearly indicating to the vendor they plan to pay on site using SNAP so staff can coordinate appropriately the day of the market.**

#### **Additional Information**

- [www.yorktownmarketdays.com](http://www.yorktownmarketdays.com)
- Email: [mark@villageevents.org](mailto:mark@villageevents.org)
- Facebook, Instagram & Twitter: Visit Yorktown #visityorktown
- [Snap eligible Farmers Market items](#)

**Additional photos available at** <https://bit.ly/2y0XkN6>.

*Special thanks to the 2020 **Cultivator Sponsors** State Farm Agent Mark Irwin and Langley Federal Credit Union. Additional recognition goes to **Harvester Sponsor** Amory Funeral Home for entertainment and **Seed Sower Sponsor** Parks Orthodontics for providing all the kid-friendly activities. Yorktown Market Days is presented by York County and the Riverwalk Landing Business Association.*