

An illustration of a diverse crowd of people, all wearing face masks. The people are depicted in various colors (blue, orange, pink, black) and are shown from the chest up, looking in different directions. The background is a solid light blue.

Planning for pandemic: Lessons learned and bright spots

Elizabeth Lamb

NYS Integrated Pest Management

Empire State Producers Expo

January 12, 2021



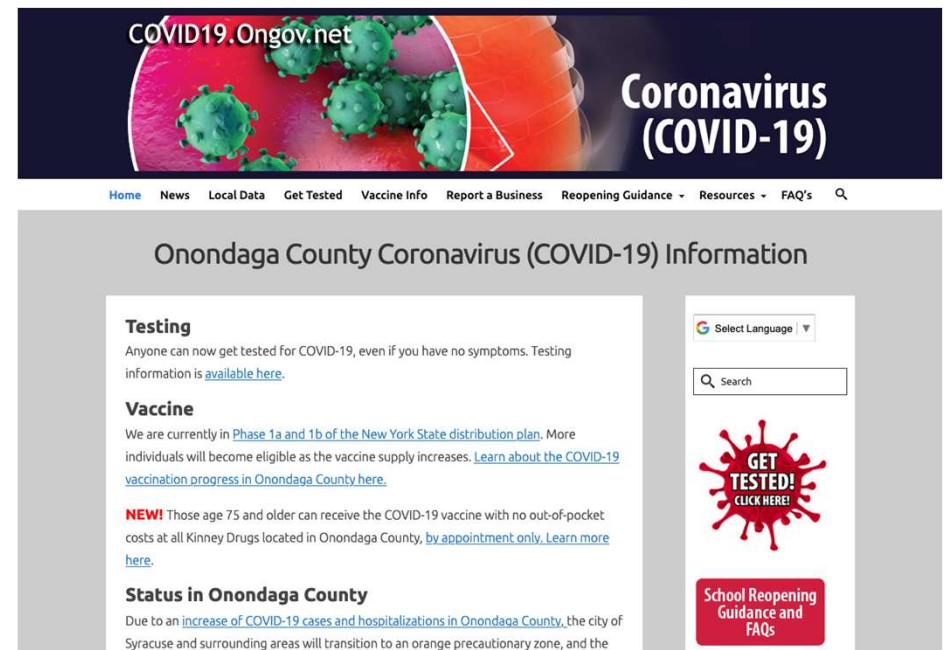
I'm not an expert
and I don't have a
crystal ball...

Did you do something in your business because of COVID that you will keep doing even when COVID isn't an issue?

- Type what you will keep doing in the chat box – “All panelists and attendees”
- Will save chat and can send it to you if you are interested (put your email in the chat)

Keep up on the state and local regulations

- Forward.NY.gov
- Coronavirus.health.ny.gov
- County DoH offices



Type of Activity	Red	Orange	Yellow
Non-Residential Gatherings	Prohibited	10 people maximum, indoors and outdoors	25 people maximum, indoors and outdoors
Residential Gatherings	Prohibited	10 people maximum, indoors and outdoors	10 people maximum, indoors and outdoors
House of Worship	Lesser of: 25% of maximum capacity 10 people	Lesser of: 33% of maximum capacity 25 people	50% of maximum capacity
Businesses	Non-essential businesses are closed	Gyms, fitness centers and classes operate at 25% capacity; barber shops, hair salons, personal care services can provide services so long as employees performing services are tested for COVID-19 on a weekly basis.	Open
Dining*	Takeout or delivery only	Outdoor dining, takeout or delivery only, 4 person maximum per table, and bars and restaurants close at 10:00 PM for on-premises consumption	Indoor and outdoor dining permitted, 4 person maximum per table, and bars and restaurants close at 10:00 PM for on-premises consumption
Schools	Open** 30% monthly testing of in-person students and faculty	Open** 20% monthly testing of in-person students and faculty	Open 20% weekly testing of in-person students and faculty



CORONAVIRUS

The Great Pumpkin Farm in Clarence Cited for COVID-19 Violations

BY SPECTRUM NEWS STAFF | CLARENCE
PUBLISHED 12:15 PM ET OCT. 12, 2020

CLARENCE, N.Y. — A popular fall attraction has been issued COVID-19-related violations.

The Great Pumpkin Farm in Clarence was issued a violation from Erie County.

The county says the farm had too many people on the hayride and did not follow social distancing protocols in waiting lines.

New York State mandates that businesses in agri-tourism cannot exceed more than 33 percent capacity.

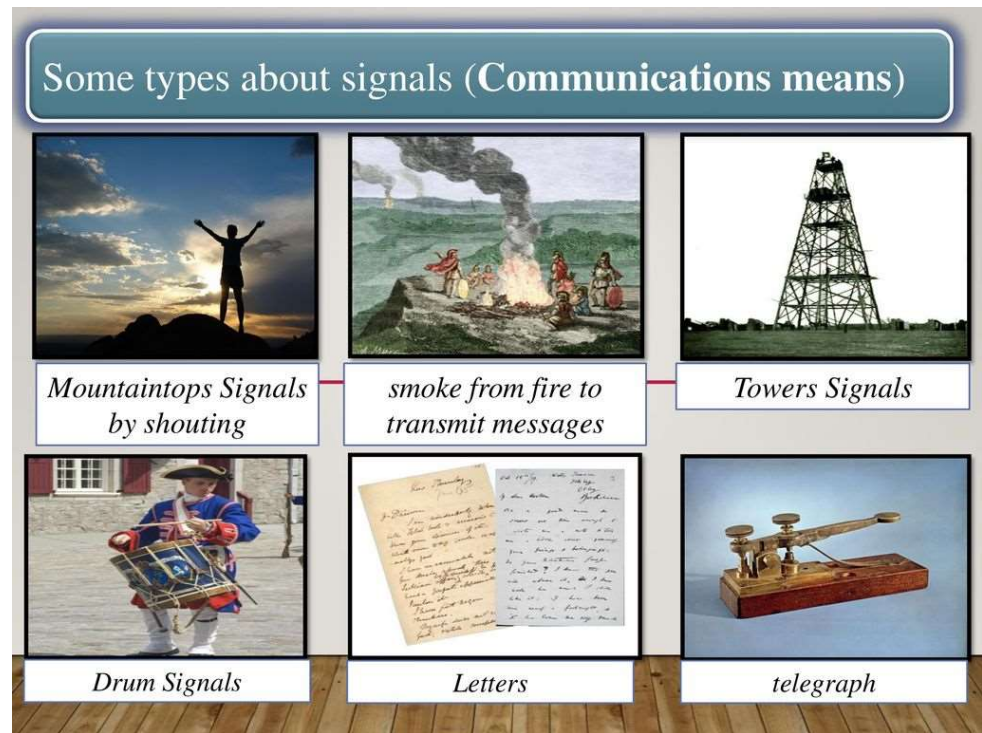


Easter will probably be smaller than usual
again



How do you reach your customers?

- Do you have to be on-line?
- What do you want them to know?





Safety is Our Top Priority



COVID-19 GUIDELINES FOR YOUR VISIT

- **MASKS** must be worn at all times on the farm.
- **REFRESHMENTS** will not be available this season.
- **SANTA LETTERS.** Letters to Santa may be mailed at our farm. Letters should already be written. A writing area will not be available this year.
- **PETS** are permitted as long as they are on a leash at all times. To comply with social distancing guidelines, pet owners are asked to refrain from allowing others to pet your furry friend.

Exposure to COVID-19 is an inherent risk in any public location where people are present; we cannot guarantee you will not be exposed during your visit.

We are following the New York State DOH guidelines and face masks are required to be admitted to the farm and must be worn for the entire time you are on the farm. Hand sanitizer stations will be provided.

The CDC advises that older adults and certain customers who have serious underlying medical conditions might be at higher risk for severe illness from COVID-19. Customers should evaluate their own risk in determining whether to attend. People who show no symptoms can spread Coronavirus if they are infected, any interaction with the public poses an elevated risk of being exposed to Coronavirus. By coming to the farm, you acknowledge and agree that you assume these inherent risks





Lockwood's Greenhouses & Farm

[Website](#)[Directions](#)[Save](#)

4.8 ★★★★★ 219 Google reviews

Garden center in Erie County, New York

Family-owned, year-round center since 1914 carrying plants, trees & eco-friendly gardening supplies.

✓ In-store shopping · ✓ Curbside pickup

Address: 4484 Clark St, Hamburg, NY 14075

Hours: Closed · Opens 10AM Sun ▾

Updated by business 2 weeks ago

Health & safety: Mask required · Safety dividers at checkout · [More details](#)

Phone: (716) 649-4684

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

COVID-19 updates from business



Lockwood's Greenhouses & Farm
on Google

Do you need online shopping?

- It takes people and time
- It's hard to keep up with inventory
- It's harder for plants than other goods
- It's a thing now.....



Welcome to our Online Plant Store

We recommend using a desktop computer or laptop to view our site, while using the categories tab on the left to narrow down product items you are looking for.

Delivery Option:

Orders placed for delivery during 9-5 business hours, will be delivered to you the next business day.

- No deliveries on Sundays.
- Delivery cost is \$9.50, bagged mulch & soil are an additional \$3 per bag. We only deliver in Monroe County, NY

Curbside Pick-Up Option:

Current Store Hours are: Wednesday - Saturday 9am - 5pm

Orders will be ready for pick up same day as ordered or by the next open business day.

- Please wait until you receive an email confirming your order is ready before you arrive
- Orders must be picked up within 48 hours once notified.

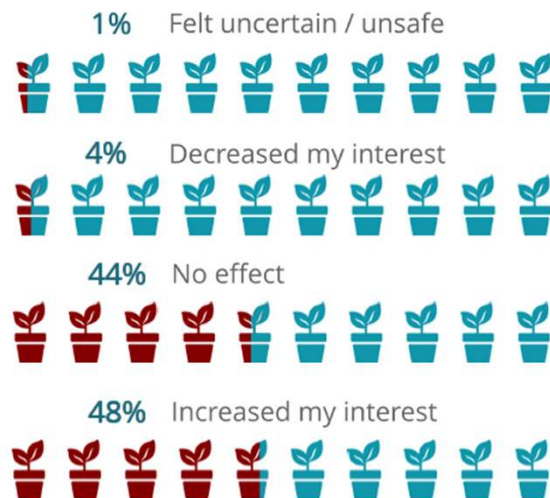
Have seeds and seed germination supplies ready early

- People are already worrying about shortages



The new gardeners are planning to stick around

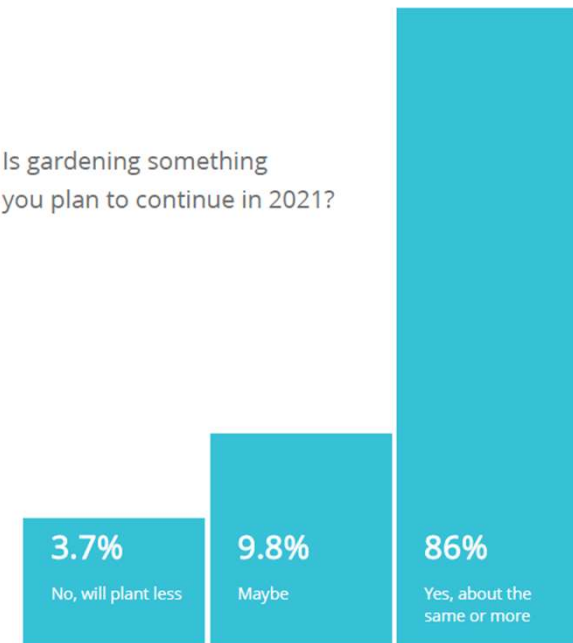
What effect did **COVID-19** have on your gardening interest and involvement?



Axiom Garden
Survey 2021

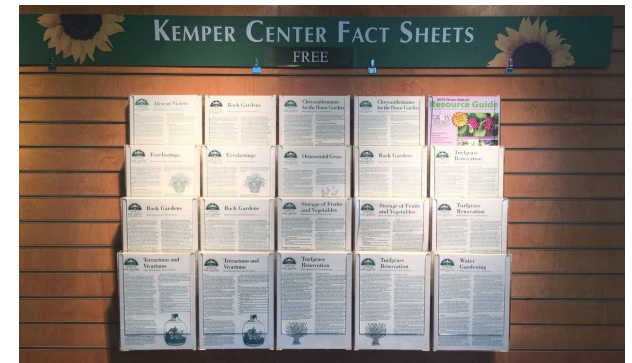
86% plan to garden the same or more!

Is gardening something you plan to continue in 2021?



Make them feel smart! – Provide information

- Best varieties for your area
- How to prepare the soil
- Fertility
- Common pests, beneficials, random wanderers
- Handouts with your hours and address
- Lists of online resources
- Information on website/Facebook



Grow vegetable seedlings!

- Just in case....



What ideas did you have?

Thanks for your attention!
eml38@cornell.edu

