

# RETAIL OPERATIONS

## HELP KEEP CHRISTMAS SAFE THIS YEAR!

By following a few guidelines, you can help keep families safe while they pick out their Christmas trees this holiday season!

- Ensure your staff is healthy. Implement a best practices protocol by conducting daily health checks, providing personal protective gear and do not let them work if they are sick.
- Require customers and employees to wear a face covering
- Encourage social distancing of at least 6 feet at checkout, on wagons, in the tree lot and anywhere people may congregate
  - Limit number of people on wagons – provide enough space between customers, including offering additional wagons if necessary
  - Direct customer traffic flow to exit in a different way than they entered, to maintain one-way flow of foot traffic
  - Encourage one family member to check out while others proceed to their vehicle
  - Post signs at check-out to emphasize physical distancing while waiting (e.g. flags at 6-foot intervals)
- Encourage customers and employees to keep hands clean
  - Provide hand washing stations and hand sanitizer throughout the farm, on tree lots, on wagons and at checkout
- Rethink offering photo opps. Do not use photo props that people hold in their hand or holiday “cut-outs” that come in contact with their faces. If Santa will interact with guests, he should do it from a safe distance rather than allowing children to sit on his knee, shake hands or pose with him.



- Limit the number of people in your retail location per state and local guidelines
- Do not offer open refreshments such as hot chocolate stations or cookies/donuts. Consider offering those items served by an employee wearing gloves and a mask or offer individually wrapped or pre-packaged items.
- Frequently disinfect all high touch areas at regular pre-established time intervals
  - Door handles and knobs, credit card machines, sales equipment, shopping baskets, tools, handrails, furniture, etc.
  - Common gathering places – restrooms, porta-a-johns, seating areas, etc.
  - Sanitize wagon handrails and surfaces between trips



- Provide clear plastic barriers between employees and customers
- Offer drive-thru/curbside pick-up to customers
- Inform your customers about your new COVID-19 practices so they are prepared when visiting your retail operation. Communicate via email, social media, direct mail and signage.



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CHRISTMAS TREE  
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