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Kudos

Nice to see that the Traverse City farmers market wasn't exiled this year to a parking deck to make way for the whiz-bang rides and carnies of the National Cherry Festival.

More importantly is how this year's pandemic prompted the Sarah Hardy Downtown Farmers Market to easily become a case study for Harvard Business School (not just yet, but I wager it will be).

SEEDS, their management group, also notable for promoting healthy eating and teaching children and young adults our part in the ecosystem, has done nothing less than a superb paradigm shift during a very difficult time. First with a website to help local farmers to do curbside delivery to bolster our local agriculture economy and then to do a socially distant, but dynamically open farmers market.

Yet what jumped out most to me as observer was that the open market had 100 percent compliance with facial covering. Most visitors, in implicit hopes of continuing this Northern Michigan institution, wore masks. The very few who did not have a mask easily accepted one from SEEDS staff.

Civil acceptance of the common good may be in question elsewhere, but here on market Wednesdays and Saturdays, all is masked, blooming, and well.

George Golubovskis, Traverse City

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