

COVID-19Webinar Series

12:00 PM EST April 30, May 7, May 14

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COVID-19 Webinar Series are All Recorded

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Hosts

Hannah Smith-Brubaker, executive director of Pasa

Jacqueline Smith, Central Grazing Company

Neil Stauffer, Harvie Farms Pittsburgh

Sabine Carey, Centre Markets



Agenda

Hannah Smith-Brubaker, Pasa - introduction

Jacqueline Smith, Central Grazing Company - Overview of distribution methods

Neil Stauffer, Harvie Farms Pittsburgh- CSA aggregators

Sabine Carey, Centre Markets- Farm market aggregators

Moderated Questions; If time, open Q&A about today's webinar or other issues

Use the "Q&A" function at the bottom of the screen to add questions during the webinar.



Remember:

"Pre-order, Pre-pay, Pre-pack; then Deliver or Grab-and-Go!"

#farmersgetready #covid19
@pasafarming



Jacqueline Smith

CENTRAL

GRAZING

COMPANY



Types of Distribution

3PLs

- National
 - Albertsons
 - KeHE
- 3rd Party Logistics
 - Egourmet
- Your own warehouse



Supplies

- Boxes
 - Materials
 - Quantities
 - Quality
- Gel packs
- Dry Ice
- Greencell foam



Sources

- Uline
- Atlas Molding Products with recycling program



Shipping

- Amazon shipping
- UPS or FedEx
- Periship





Neil Stauffer

Harvie Farms Pittsburgh





The problem

- The evolution of the CSA model
- The trend toward grocery delivery



Distribution

- Distribution has always been in house
- Remove that from the farmer's plate
- Let a courier handle
 - Lower startup capital
 - Smaller footprint
 - New resources for courier services



How am I going to add delivery?

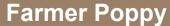
"As farmers, we have to change our mindset from selling a vegetable box to delivering someone's groceries."

- Extensive product list
- Bring on a neighbor's cheese, meat, etc
- Consumers willing to pay
- We're a low input food hub



Sabine Carey

Full Circle Farms & Centre Markets



Pre-order
No payment
Market pick up

Farmer Mavis

Text to order
No prepayment
Market pick up

Farmer Homer

Email to Pre-order Pre-pay
On farm pick up





Customers

- One shopping cart
- One check out/transaction
- One bag to pick up
- Contactless pickup
- \$3.85 per order





Vendors

& Local Line

LOCAL LINE FOR FOOD MARKETS

Take your farmers market online, or start a brand new online market!

Enable farmers market vendors to pre-sell, reduce waste, and access a new segment of customers.

For Food Markets features:

- Separate per vendor checkout
- Flexible per vendor set up controls

- Increased sales captured
- Farm & Market tiers
 - List more items
 - Manage inventory
 - Direct deposits
- 15% fee



Communicate

<u>Link to press release</u> <u>template</u>

"Local farms begin offering online ordering"

- Existing website, promoting local markets
- Existing mailing list
- Newspaper
- Facebook



Next Steps

"As a flower farmer, I'm not an essential business and can't sell at the farm market, but I can sell through Local Line."

- Liability and legal
- Bookkeeper
- Volunteer coordinator
- Delivery
- Gift cards



Delivered Fresh

deliveredfresh.localfoodmar ketplace.com



PRODUCT LIST

MEET YOUR PRODUCERS

CONTACT US

Meet our producers! Click on drop-down menu at left to learn about each farmer. Inform yourself about their growing practices, personal stories, products and more! We encourage you to contact the farmers, ask questions and arrange visits.

Select Producer



#1 Gluten Free Sayre, PA



Ala-Bob Farm Towanda, PA



Anarchy Waffles, LLC Mansfield, PA



Backroad Creamery Columbia Cross Roads, PA



Bakery 303 Wellsboro, PA













Q&A

Use the Q&A function at the bottom of the Zoom window



Updates from NSAC

National Sustainable Agriculture
Coalition

Guidance for farmers
 https://sustainableagriculture.n
 et/take-action/

USDA COVID-19 Aid

 https://sustainableagriculture.n
 et/blog/usda-covid-aid-program
 raises-more-questions-than-an
 swers/



General COVID19 information

(800) 268-1599

- pasafarming.org/covid19
- Farm & Farm Market Guidelines x716
- Daily PDA Update x717
- Food Production Guidelines
 x718
- Worker Safety Measures x719

