



# COVID-19 Webinar Series

12:00 PM EST

April 30,

May 7, May 14

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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**

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**GRAZING**

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**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





**HARVIE**

**Neil Stauffer**

Harvie Farms Pittsburgh



**HARVIE FARMS  
PITTSBURGH**

**HARVIE.FARM/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



**Farmer Poppy**  
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

[Link to press release  
template](#)

“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.localfoodmarketplace.com](http://deliveredfresh.localfoodmarketplace.com)



HOME PRODUCT LIST MEET YOUR PRODUCERS SIGN UP! 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



CARLTON FARMS  
Columbia Cross Roads, 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.net/take-action/>
  - USDA COVID-19 Aid  
<https://sustainableagriculture.net/blog/usda-covid-aid-program-raises-more-questions-than-answers/>
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# General COVID19 information

**(800) 268-1599**

- [pasafarming.org/covid19](https://pasafarming.org/covid19)
  - Farm & Farm Market Guidelines x716
  - Daily PDA Update x717
  - Food Production Guidelines x718
  - Worker Safety Measures x719
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