

Resources referenced in *Strategies and Tips for Sustaining Businesses* webinar held on March 27, 2020



The Michigan Good Food Fund is keeping track of resources for your business. Find more ideas at <https://migoodfoodfund.org/covid-19-business-resources/>.

Business and Funding Resources:

- CDC Guide for Businesses: <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>
- World Health Organization www.who.int
- SBDC Covid-19 Info: <https://sbdcmichigan.org/small-business-covid19/>
- SBAM Covid-19 Info: <https://www.sbam.org/Resources/COVID-19-Resources>
- MEDC Covid-19 Info: www.michiganbusiness.org/covid19/
- US Families First Act (Paid Leave/FMLA): <https://www.dol.gov/agencies/whd/fmla/pandemic>
- IRS Families First Act Reimbursements: <https://www.irs.gov/newsroom/treasury-irs-and-labor-announce-plan>
- MI Unemployment Expansion Act/Work Share: <https://www.michigan.gov/coronavirus/0,9753,7-406-98163-521770--,00.html> (contains links to UIA, Fact Sheets, Work Share, SBA Loans, MEDC, SBDC).
- MI Guidance for Layoffs: <https://www.michigan.gov/coronavirus/0,9753,7-406-98163-522113--,00.html>
- Alchin Accountants and Advisors: <https://www.anchin.com/news/anchin-alert-sba-economic-injury-disaster-loans>
- MSU Center for Regional Food Systems *Funding Sources for Food-Related Businesses*: <https://www.canr.msu.edu/foodsystems/>

Food Service Establishment Trainings

- **ServSafe Courses**- The Restaurant and Lodging Association has developed free courses due to the challenges presented by COVID-19 [Sign up here.](#)

Tools for Online Sales

- **Shopify** - <https://www.shopify.com/>
- **Square** - <https://www.squarespace.com/ecommerce/sell-products>

Farmers Market Guidelines

- **Michigan Farmers Market Association:** <http://mifma.org/covid-19-resources/>

Helpful Articles and Guides

- **How to prepare your business for coronavirus – 18 protection steps -** <https://www.honeybook.com/risingtide/business-continuity-plan-for-small-business>
- **Step-by-step Guide: How to apply for SBA Disaster Loans -** <https://medium.com/gener8tor/step-by-step-guide-how-to-apply-for-sba-disaster-loans-b6e9abd162f5>
- **COVID-19: Emerging brands refine go-to-market strategies, marketing: ‘This is survival time’ -** <https://www.foodnavigator-usa.com/Article/2020/03/18/COVID-19-Emerging-brands-refine-go-to-market-strategies-marketing>
- **How COVID-19 is impacting natural sales, manufacturing and distribution -** <https://www.newhope.com/manufacturing-and-supply-business-resources/how-covid-19-impacting-natural-sales-manufacturing-and>
- **COVID-19: Packaged food & beverage brands enjoy surging sales, but mass unemployment could change the landscape rapidly -** <https://www.foodnavigator-usa.com/Article/2020/03/19/COVID-19-Packaged-food-beverage-brands-enjoy-surging-sales-but-mass-unemployment-could-change-the-landscape-rapidly>
- **Coronavirus concerns drive huge sales growth for pantry staples -** <https://www.fooddive.com/news/coronavirus-concerns-drive-huge-sales-growth-for-pantry-staples/574141/>

Helpful Podcast

- **How Food and Farm Businesses Can Survive This Pandemic -** <https://open.spotify.com/episode/4wPVzsHtMwlabY73XHJLtH>