Peer-to-Peer Sessions
Healthy Product Makers | April 29, 2020

KEY TAKE-AWAYS:
• Adapting to the impact of COVID-19 will be more of a marathon than a sprint.
• You may need to pivot more than once.
• Consider planning in terms of 1-2 months instead of longer, given how quickly the environment changes.
• It may make sense to scale back on your products and streamline your offerings to the essential few.
• Find ways to be visible, with partners, with the community. Over communicate. Be honest about yourself and where you are with your business.
• Collaborations are key right now – find ways to band together with other businesses (even your competitors) to create new, joint offerings (i.e., product boxes). This will require a lot more coordination but may be worth it.
• Consider ways to be helpful in this moment to the larger community.
  o Consider ways you can even donate some of your products for the greater good.
• Reflect on your brand and influence in the community – your actions now will make an impression and will be remembered after the crisis. Let your community know you’re vested.
• Focus your efforts on getting your products out there in the local market (vs. the online marketplace). Focus on local, independent retailers, affinity groups, churches, schools, and other institutions (hospitals).
  o Collaborate with others to create a new offering to bring to a local retailer.
• There are various ways to test how to ship your products, particularly those that are perishable. Explore box sizes, freezing/semi freezing options, dropping packages just before they’re set to ship, and narrowing where you are shipping.
• One idea to retain employees is to offer them a small stake in your business.
• Keep going – we’re in this together and we’ll make it if we support one another.
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