

# 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.
  - 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).
  - 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.



[www.migoodfoodfund.org](http://www.migoodfoodfund.org)

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