**COVID-19:**
Fresh Produce Sales and Marketing

**Adapting to challenges in changing times**
Farms are essential businesses

In changing times, connecting consumers with your produce may require new and different strategies. **Consider these options.**

- Stay connected to your customers, community and other growers.
- Email your customers an updated availability list.
- Use web-based marketing and sales platforms.
- Reach out to traditional and nontraditional produce sellers in your local community.
- Sell bundled items, prepriced boxes, and weekly subscriptions.

**Hold farm stand Saturdays at the farm.**

**Offer home delivery.**

**Group multiple deliveries at a central drop-off location.**

**Preserve the harvest for value-added products.**

**Do not harvest, package or sell produce if you are or have recently been ill.**

- Contact your county health department for specific guidance and regulations.
- COVID-19 resources: [https://extension2.missouri.edu/covid-19-resources-public](https://extension2.missouri.edu/covid-19-resources-public)