

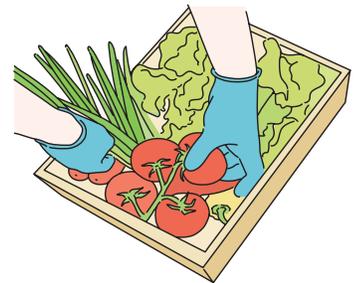
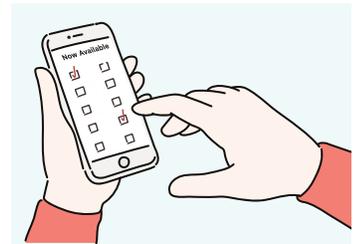
# COVID-19: Fresh Produce Sales and Marketing

## 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.**

- Follow CDC guidelines: <https://www.cdc.gov/coronavirus/2019-ncov>.
- Contact your county health department for specific guidance and regulations.
- COVID-19 resources: <https://extension2.missouri.edu/covid-19-resources-public>



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