

Webinar: Part 2 in a series

Emergency Preparation & Dealing with COVID-19 on Farms: Alternative Marketing Strategies to Stay in Business

Wednesday, July 8, 2020

Time: 12 – 1:15 PM

Use the link below to register by July 7, 2020, 11 PM EST. The Zoom link to the webinar will be e-mailed to all registered attendees prior to the webinar.

https://docs.google.com/forms/d/1fMVUKoi2pEYS7RhY5Sx_Q4PmIA2-2Kjt1CZqHWpzrxk/edit

Small farmers and extension agents working with small farmers will learn best practices for communicating with consumers and meeting their demands.

Participants will learn how to:

- Use available resources to market your products
- Reach out to consumers online
- Use alternative marketing strategies to sustain and grow businesses
- Use online business opportunities for farm sales

Attendees will learn about available resources to help them manage logistics of the Covid-19 health crisis on their farms. Presenters will share information and solutions from the experts and answer questions from participants. Like the first webinar in this series, this meeting will address common problems most farmers are facing, what they are planning to do to stay in business and how well their plans are working. The webinar series also summarizes how extension programs can assist farmers through this difficult time.

Schedule (Q&A session after each presentation)

12 – 12:05 PM	Welcome & Introduction	Gulnihal Ozbay & Jason Challandes , DSU; Erin Lane , USDA Northeast Climate HUB
12:05 - 12:25 PM	“Know Your Customers Know Your Prices”	Richard VanVranken , Professor & County Extension Department Head (Small Farms & Farm Marketing), Rutgers Cooperative Extension of Atlantic County, New Jersey
12:25 – 12:45 PM	“Meeting Customer Demands for Agricultural Products In response to the Covid-19 Pandemic”	Stephen Komar , Associate Professor & Agriculture & Natural Resources County Agent II, County Extension Department Head (Plant and Animal Agriculture), Rutgers Cooperative Extension of Sussex County, New Jersey
12:45 – 1:05 PM	“Online logistics and considerations with Direct Sales Models during Covid-19”	William J. Bamka , Associate Professor & Agriculture & Natural Resources County Agent II, County Extension Department Head of Rutgers Cooperative Extension of Burlington County in New Jersey, Crop Production and Agritourism
1:05 – 1:15 PM	Closing Remarks & Information on Webinar Evaluation	Dr. Ozbay and Ms. Lane

This webinar series is moderated by Delaware State University Cooperative Extension (Dr. Gulnihal Ozbay) & USDA Northeast Climate Hub (Erin Lane). Webinar hosts are Ms. Megan Pleasanton & Mr. Jason Challandes (DSU Cooperative Extension).