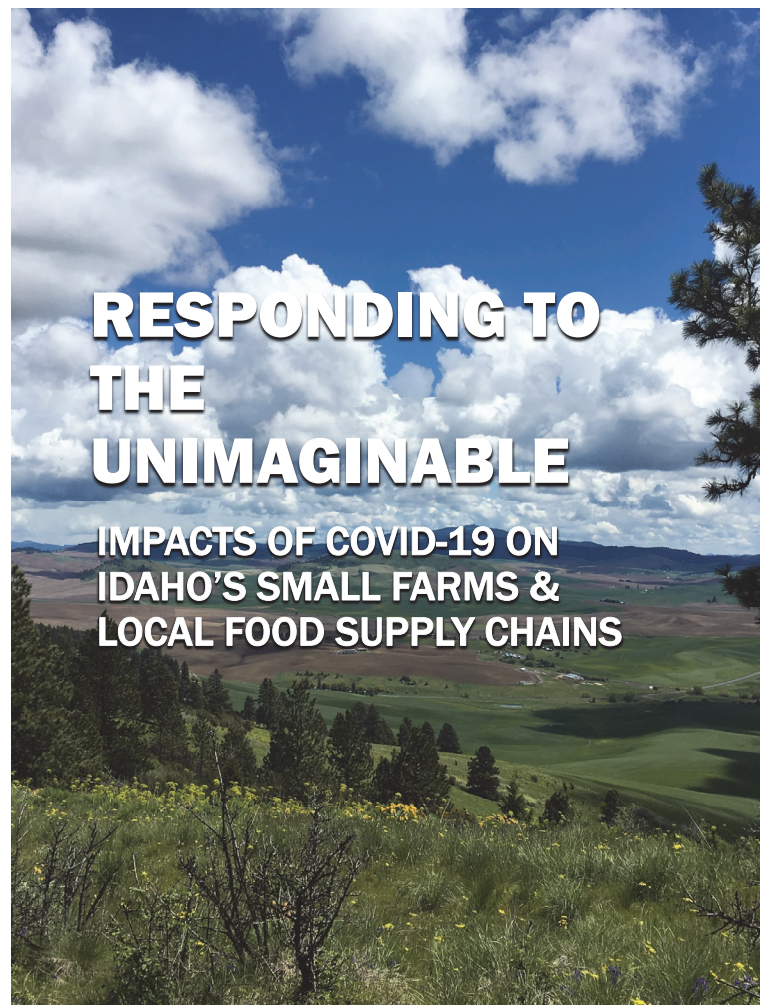




University of Idaho
Extension

Colette DePhelps
Community Food Systems Area Educator
University of Idaho Extension
cdephelps@uidaho.edu



RESPONDING TO THE UNIMAGINABLE

IMPACTS OF COVID-19 ON IDAHO'S SMALL FARMS & LOCAL FOOD SUPPLY CHAINS



A SNAPSHOT OF

SITUATION WHEN PANDEMIC HIT IDAHO

RESPONSE TO PRODUCER NEEDS

DIRECT & INTERMEDIATED MARKET CHANGES

CHALLENGES AND OPPORTUNITIES AS "IDAHO
REBOUNDS"



IDAHO SMALL FARM & LOCAL FOOD QUESTIONNAIRE

NEEDS ASSESSMENT ONLINE SURVEY

Launched March 20th, five days before Idaho Governor Little's March 25th initial order to self-isolate

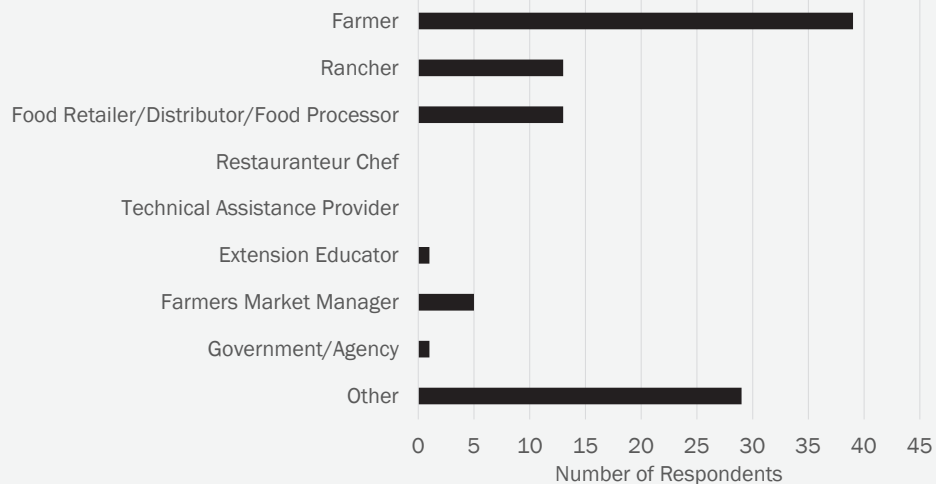
- Q1 Are you or your farm community shifting plans with the current conditions?
- Q2 If your plans are shifting, please tell us how:
- Q3 What information or resources do you need in this moment?
- Q4 Over the next several months we are increasing our online programming. Please tell us what topics you are interested in learning about through webinars, online courses, or podcasts:



SURVEY PARTICIPANTS

80 RESPONDENTS ANSWERED 1 OR MORE QUESTIONS

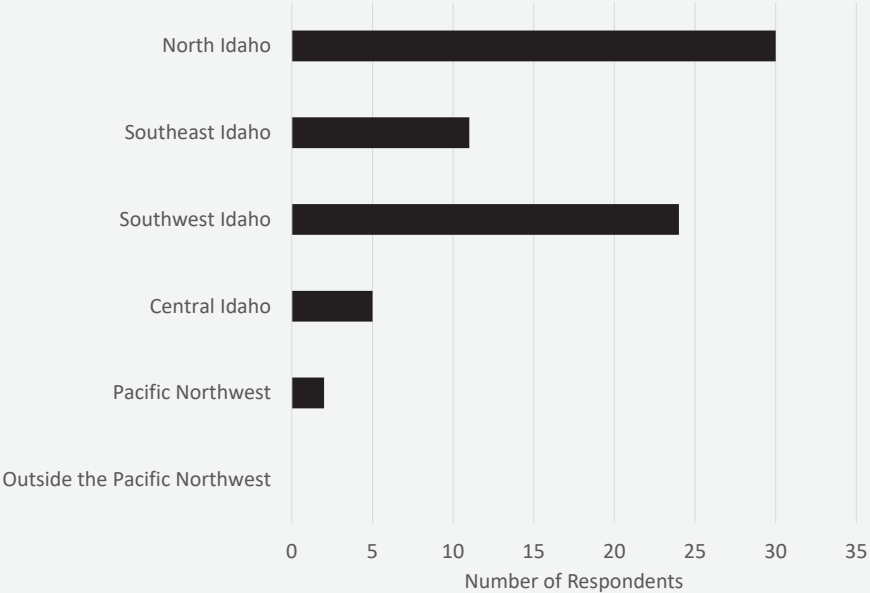
Respondents Role in Food and Farming N=68





SENSING THE NEEDS

What region of Idaho are you located in? N = 69



Q1 ARE YOU OR YOUR FARM COMMUNITY SHIFTING PLANS WITH THE CURRENT CONDITIONS?

N=79

Response	Percent
Yes	61%
No	24%
Maybe	1%
Other	14%





Q2 IF YOUR PLANS ARE SHIFTING, PLEASE TELL US HOW:

FARMER & RANCHER RESPONSES N=45

Changing marketing strategies

- Farms stands
- Online sales
- CSAs and home delivery
- Increasing donations

Changing management strategies

- Increasing production
- Changing what they produce
- Decreasing employees
- Safe operating procedures & plans
- A few decreasing production

“Distribution, increased home deliveries, unknown farmers market availability, unknown wholesale contracts, increased food safety, who knows what else?!”



Q3 WHAT INFORMATION OR RESOURCES TO YOU NEED IN THIS MOMENT?

FARMER & RANCHER RESPONSES N=44

Marketing assistance

- Online presence & sales
- CSAs starting & promotion

Financial

- Grants
- Loans
- Financial planning

Covid-19 Specific Information

- Safe procedures selling through CSA
- Farmers Market safety protocols
- Safe financial transactions
- Minimize exposure
- Contingency plans
- Sanitization & supplies

“Community supported ag!! Someone needs to put together a webpage etc. where consumers and farmers/ranchers/artisan food service can connect directly in our local area.”



Q4 ...WHAT TOPICS ARE YOU INTERESTED IN LEARNING ABOUT THROUGH WEBINARS, ONLINE COURSES, OR PODCASTS?

FARMER & RANCHER RESPONSES N=41

#1 Production – 49%

#2 Marketing – 32%

#3 Food Safety – 7%

“Possible alternatives to farmers market...marketing online products...developing websites...grant help?”

“Safety basics for harvesting, storing & delivery of food crops”

“It is hard to say what I need...because I don't know what is going to happen.”



MARKETING ASSISTANCE

COLLABORATIONS & LEADERSHIP BUILT ON EXISTING RELATIONSHIPS & NETWORKS



- Cultivating Success™ Statewide Team
- Farmers Market leadership and producer Zoom meetings to discuss pros/cons of online marketing platforms and options for online farmers markets, 1:1 conversations, resources sharing
- CSA Webinar + promotion of existing, expanding and new CSAs
- Community webinars on how to support local farmers, restaurants and find local food
- Selling on Etsy and Local Food Business Recovery webinars
- Promotion of Cultivating Success™ recorded marketing webinars on YouTube



BEST PRACTICES FOR OPERATING DURING COVID-19

WEBINARS, RESOURCES, DISCUSSIONS

Please practice social distancing

Help us prevent the spread of COVID-19 by staying at least 6 feet apart!

Safety is important to us!
For additional COVID-19 resources, visit:
<https://www.cultivatingSUCCESS.org/covid-19-resources>

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- Farmers Markets & Farm Stands webinars
- Farm Deliveries, Pick-ups & CSAs webinar
- Consumer-facing webinars
- Science-based COVID-19 Resources webpage
- Bi-monthly newsletters
- Farmers Market Leadership check-ins
- U-pick signage



FARMERS MARKET ADAPTATIONS

LED BY FARMERS MARKET MANAGERS, PRODUCERS, COMMUNITY-MEMBERS AND RESTAURANT OWNERS

- Online Farmers Market Ordering + Drive-through pick-up
- Delayed openings
- Modified farmers market footprints





FARMERS MARKET SALES

In general, sales are better than expected in both rural and urban markets

Some producers are experiencing increased sales

- Mostly farmers and ranchers with strong existing customer bases / community relationships

Some producers are experiencing slightly decreased sales, especially bedding plants, newer farmers

Challenges scheduling processing for livestock for direct sales

Market concerns as COVID-19 tensions increased



DIRECT-TO-CONSUMER SALES

- Expanded CSAs with modified delivery methods
- New producer-driven marketing collaborations
- Increased number of farm stands
- Community-driven farm-to-table Facebook groups
- Increased sale of local meat & custom livestock





RETAIL SALES

INDEPENDENT GROCERS, CO-OPS, SMALL RETAIL

- Strong periphery sales (fresh produce, dairy, eggs, meat)
- Supplies of local flour
- Decreased deli sales



FARM-TO-TABLE RESTAURANT AND BEVERAGE ESTABLISHMENT SALES





FARMERS TO FOOD BOX

CONTRACTS AWARDED, CONTRACTS LOST, NEW COLLABORATIONS



<http://rockstoroots.org/>



GAPS & CHALLENGES

ILLUMINATED – NOT NEW

- Not enough poultry & livestock processing options, especially USDA-inspected facilities
- Many small farms and ranches do not qualify for Federal financial assistance programs
- Rural communities lack sufficient broadband for online education &/or internet marketing
- Incomplete contact information for small farms and ranches across the state
- Smaller farmers markets have limited human and financial resources to implement new footprints and/or online markets for vendors
- Struggling small farm & ranch non-profits unable to step into this space to help





NEW CHALLENGES & OPPORTUNITIES

CHALLENGES

- Loss of restaurant and institutional markets
- Decreased numbers of farmers market patrons
- Cancelled events
- Less tourism (certain areas)
- Limited production & marketing supplies



OPPORTUNITIES

- New multi-producer marketing collaborations
- Increased appreciation of and interest in local food
- Consumer driven connections to local food
- Farm-to-foodbank programs
- Cross-sector, statewide trade association



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