

Winning Strategies for Farmers to Transition to the "New Normal"

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This session will share some discussions that we have gathered from farmers, extension agents, and community-based organizations in North Carolina and other states to share insight about how farmers transition quickly from a conventional business model to innovative strategies to respond to the market vulnerabilities. Labor management, machinery transitions, resource adjustments, and market issues will be our focus.

COVID-19 Created a New Normal



A Snapshot of What Happened During COVID-19

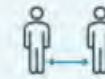


COVID-19

ACT NOW!



WEAR A MASK



STAY 6 FEET APART



AVOID CROWDS



Your Health

Vaccines

Cases & Data

Work & School

Healthcare Workers

Health Depts

More

Community, Work & School

Vaccination

Health Equity

Community Mitigation Framework

Cleaning, Disinfecting, & Ventilation

Workplaces & Businesses

Guidance for Businesses & Employers

FAQs for Workplaces & Businesses

Testing in Non-Healthcare Workplaces

Consent Elements and Disclosures

Agriculture Workers and Employers

Interim Guidance from CDC and the U.S. Department of Labor

Updated Feb. 2, 2021 Languages Print

This joint guidance for COVID-19 may be adapted by [state and local health departments](#) to respond to rapidly changing local circumstances.

Key Points

- Management in the agriculture industry should conduct [work site assessments](#) to identify coronavirus disease 2019 (COVID-19) risks and infection prevention strategies to protect workers.
- Work site guidance for COVID-19 prevention and control should be taken into consideration in employer-furnished shared worker housing, transportation vehicles and work settings.
- Prevention practices should follow the [hierarchy of controls](#), which includes using source control and a combination of engineering controls, administrative controls (especially proper sanitation, cleaning, and disinfection), and personal protective equipment.

COVID-19

Without Federal Protections, Farm Workers Risk Coronavirus Infection to Harvest Crops

By [Victoria Knight](#)

AUGUST 10, 2020

[REPUBLISH THIS STORY](#) [DISPONIBLE EN ESPAÑOL](#)



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1. Regulatory Frameworks

2. Farmworkers Testing for COVID-19

Conclusion

December 21, 2020

COVID-19 Impacts on Food and Farm Sector Workers

Martha L. Noble and Thomas Parker Redick

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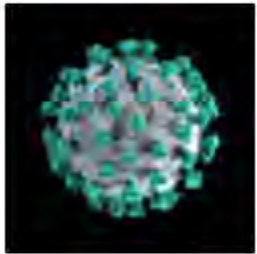
This article will discuss the impacts of COVID-19 on labor practice and waste management in animal agriculture, which has been confronted with monumental agricultural management challenges from this viral outbreak. This includes testing for COVID-19 in farm and meat-packing labor, which is just being considered important. Animal agriculture features unique impacts of COVID-19 infections on workers who handle, process, and package meat.



WSJ

APRIL 27, 2020

Coronavirus Forces Farmers to Destroy Their Crops



SPECIAL SERIES

The Coronavirus Crisis



COVID-19 Threatens Food Supply Chain As Farms Worry About Workers Falling Ill

March 18, 2020 · 6:19 AM ET

Heard on [Weekend Edition Saturday](#)



DAN CHARLES



By [Stephanie Pappas](#) Date created: September 24, 2020

Seven months into the coronavirus pandemic, COVID-19 has shaken farming communities, disrupting supply chains, and exacerbating the financial instability that already hovered over many farm families. As a result, psychologists and other mental health professionals are concerned about the rate of undiagnosed mood disorders and substance misuse in farming communities.

Thousands in Texas line up in cars to receive food before Thanksgiving

BY DANIELLE GARRAND

NOVEMBER 16, 2020 / 7:28 PM / CBS NEWS



Thousands line up for Texas food bank drive

Pandemic slams NC Piedmont farmers, smaller operations faring better

Strong local food systems helping farmers with recovery. Economic woes and plant outbreaks devastate commercial food chain.

by Jodi Helmer • September 8, 2020



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March 3, 2021

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unknown**

March 2, 2021

**N.C. military bases combat mis
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March 1, 2021

**CPP wins 11 awards, including
Information and General Eng**

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The Focus of Our Discussion Today

- How farmers change the business models and react to the 'New Normal'
- Trade offs between hand tools and machinery



Hand Tools versus Machinery

- Scale and configuration of the landscape
- Investment of money and time
- Efficiency of operations
- Maintenance and replacement costs
- Long-term planning
- Returns on investment



Farmers switch to new business models



North Carolina Farmers Market Nutrition Program

Programa de Nutrición del M
de Granjeros de Carolina del

Coupons Accepted
Se aceptan cupones

A Cooperative Effort By
Programa coordinado por



Mandy Cohen, MD, MPH



North Carolina Department of Agriculture and Consumer Services
Steve Troxler, Commissioner

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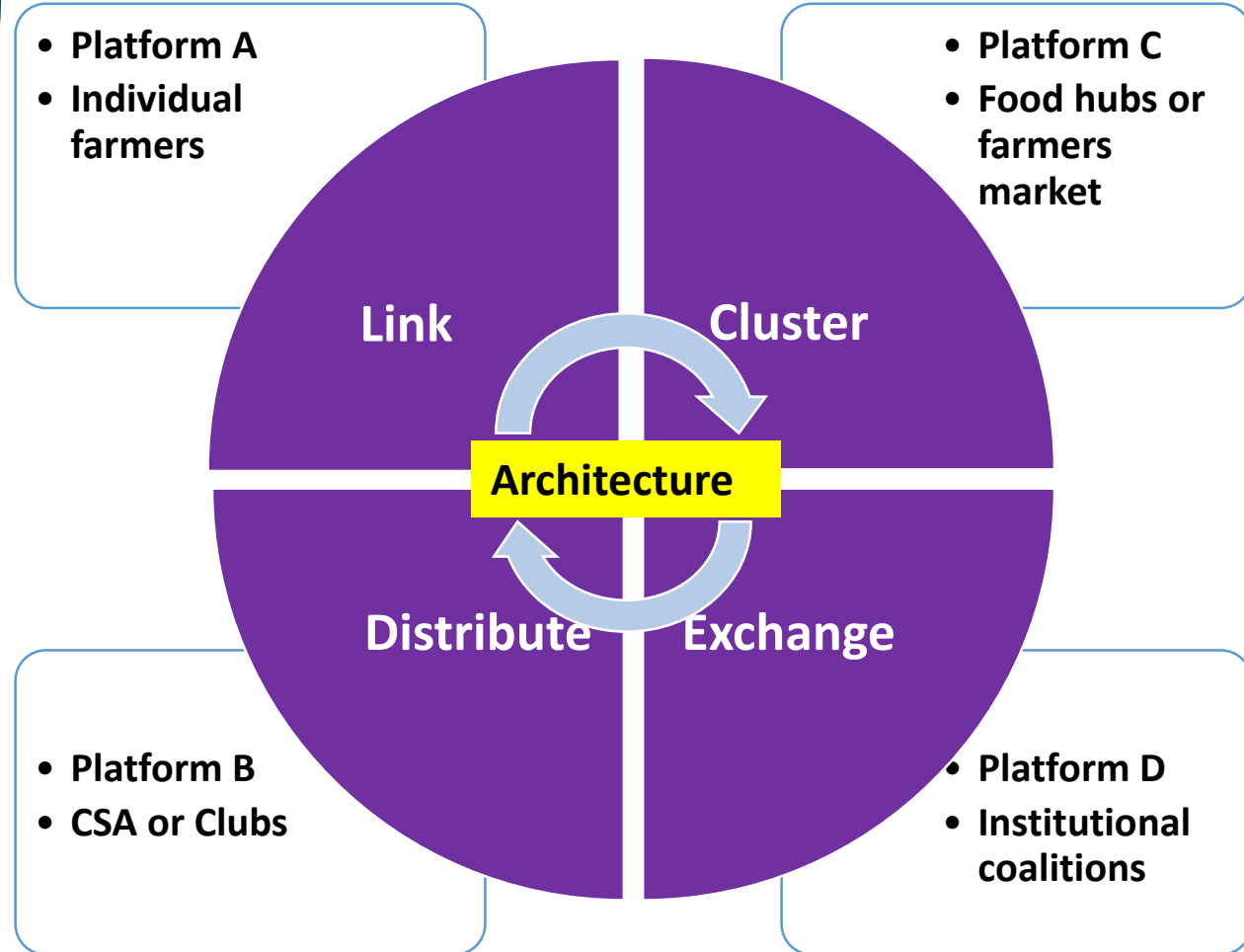
Farmers transition to Online Platform

Private (consulting service) – fee for buyers and sellers to cover administrative works, technical support, specific platform

Public (NGOs grant funded) – set up fees, no charge for users

Hybrid (public funded with proprietary features) – set up fees, maintenance costs, may not charge farmers/sellers

Platforms and architecture designs



pros and cons of using online strategies

Pros

- Know where food comes from
- Promote and branding
- Shorten supply chain
- Manage orders and inventory
- Target tech savvy generations
- Streamline data and analysis
- Diversify market orientation
- Direct buyer-seller interface

Cons

- Find customers
- Keep up with promotion
- Sustain consistent supply
- Maintain detailed records
- Handle technical issues
- Manage time beyond farming



Policy and Support

How can I use MarketMaker?



PRODUCERS:
Reach new markets



BUYERS:
Connect with local or specialty suppliers



CONSUMERS:
Find goods and services in your area

Find out why MarketMaker is a must-have resource



Virginia MarketMaker



Launched in 2015

Funded by:

- Virginia Cooperative Extension
- Virginia Dept. of Agriculture and Consumers Services
- Farm Credit of the Virginias



What's in Season
fresh in Virginia now



REGISTER YOUR BUSINESS

BUY OR SELL

Current Listings

2

BUY

48

SELL

2

SERVICES/EQUIPMENT

0

TRANSPORT

0

OTHER



AGMRC FOR VALUE ADDED AGRICULTURE

The [Ag Marketing Resource Center](#) at Iowa State is a rich library of information to help you understand and analyze the food industry in terms of value-added markets and industries.

The food industry is a multi-billion dollar industry and impacts all of United States' agriculture. For more information on specific topics within the food industry, [click here](#).

BUSINESS SPOTLIGHT

Wegmeyer Farms

Wegmeyer Farms is a unique pumpkin, raspberry, strawberry and blackberry pick-your-own farm in Hamilton, Va., operated by Tyler and Harriet Wegmeyer. Our products have been featured at The White House and on the Chef Emeril cooking show.



LEARN MORE

PARTNER STATES

MarketMaker is Seeking Partners

MarketMaker has enjoyed an extensive network of partners and collaborators over the years that includes universities, governmental agencies and agricultural organizations. Grass roots engagement has been key to our successes. If you would like to bring Food MarketMaker and its suite of tools and services to your group, locality or state please consider becoming a partner. We are a scalable platform that can serve the local community or a national network of stakeholders.



LEARN MORE

"MarketMaker was the most successful tool that gave me access to wholesale markets. A Farm-to-Fork grocery store in the next state was able to find my okra operation from a post (Buy-Sell Forum) in minutes."

—THOMAS LEONARD, MODERN HARVEST FARMS, WOODRUFF, SC

Key Take Away Messages

Linking Technology Innovation to Farming Systems and Market Orientation

Adopting Use-Inspired Approaches to Motivate Engagement

Inspiring New Business Models to Support Food Systems

Expanding Training and Education to Achieve Sustainable Goals