

Urban and Small Farms Conference – March 3rd 2021

Marketing Session (afternoon)

**Presentation slides, handouts, and other materials used in the session are available on the [schedule page](#)*

***Video recordings of the sessions will be available on diverseag.org soon*

The following are questions that were not answered during the live session Zoom. For more questions and answers from the session, please see the [session recording](#).

1. Do you have a CSA startup guide? A CSA 101 or for newbies?
 - www.localharvest.org/csa/
2. I'd be very interested in COVID impacts/trends on the horticulture industry. Are you aware of any such information sources?
 - I know the lack of weddings, funerals, and other events was hard on the floral industry. By horticulture if you mean fruits and vegetables, what I discussed would apply to direct marketers.
3. Are there any indicators in the market demand that show that people are looking for these additional items? Are people likely to buy frozen fruit side-by-side to fresh produce?
 - Not that I am aware of, but I would need to research it.