

ONLINE BUSINESS EDUCATION TO HELP YOUR FOOD BUSINESS GROW



Local Flavor is a Mississippi State University Extension program that helps Mississippi food businesses grow through online business education.

Most business leaders lost thousands of dollars when COVID-19 hit because they were not as prepared to sell online as they needed to be. During this time, businesses continue to adapt to the new way consumers prefer to buy their food during serious public safety concerns. For example, most restaurants have offered curbside or delivery options to continue to do business.

During this time, business leaders need to continue moving their businesses forward by executing plans to manage employees, cash flow, online sales, and more. The biggest mistake to avoid right now is not adapting to the fast-changing situation.

Online Business Educational Resources

Three online resources have been developed to help you grow your food business.

- 7 Ways to Quickly Grow Your Food Business course
- Building a Vibrant Community podcast
- Six Strategies to Strengthen Your Business during COVID-19 publication

7 Ways to Quickly Grow Your Food Business

In an effort to help businesses survive and thrive during COVID-19, Mississippi State University Extension faculty created a series of videos to help food businesses continue to grow, even during tough times. Each video addresses one of seven key problems that limit food business growth:

- Starting a Food Business
- Online Marketing
- Social Media Marketing
- Pricing
- Local Branding
- Competition
- Food Regulations

From starting a food business to marketing it online, these videos can help any food business grow.



Building a Vibrant Community

A new podcast called Building a Vibrant Community is another resource. Season one has been dedicated to helping food businesses grow. If you are frustrated with how to grow your food business during COVID-19, the Building a Vibrant Community podcast can help.

Some season one episodes include:

- How to Make a Food Business from Scratch
- How to Build a Website that Sells
- How to Use Instagram to Launch Your Food Business
- Discover 5 Ways You Can Grow Your Food Business in Mississippi: Part 1
- Discover 5 Ways You Can Grow Your Food Business in Mississippi: Part 2

Subscribe to the podcast to learn more.

Six Strategies to Strengthen Your Business During COVID-19

In an effort to help businesses survive and thrive during COVID-19, this publication gives six strategies that can strengthen your business. Mississippi State University Extension faculty members provided an overview of these strategies using a Zoom conference call recently. Also, each faculty member provided valuable resource links that can help your business through COVID-19. Feel free to reach out to any or all of these specialists for more assistance.

Conclusion

We are living in tough times, but you need to keep your business growing. While it is true that the economy is in a recession, it is also true that the best step forward is to develop a growth plan to help your business quickly grow despite COVID-19.

We hope these resources can help you do exactly that.

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