

# Replant

---

HOW SMALL FARMS ARE ADAPTING THEIR BUSINESSES  
DURING COVID-19



# Agenda

---

## Essential Business

W.D. Dickinson

- Pre
- COVID
- New Normal

## Pivot

## Resources

- Small Business
- Agribusiness
- Mental Health

## Questions



# ESSENTIAL BUSINESS

---

The Department of Homeland Security identifies the specific subindustries that comprise critical infrastructures including food and agriculture.

- Licensed Business
- With or Without Employees
- H-2A and H-2B workers



# REGISTRATION & PERMITS

---

## Federal (FSA)

- Farm Registration Number \$0

## State (CDFA)

- Community Supported Agriculture Producer Registration \$75 annual \$25 Amendment
- Egg Safety and Quality Management Program Registration  
\$75 + 0.15¢ / 30 dozen sold annual + \$15

\*Eggs sold to household consumers on the premises where produced from a total flock size of 500 hens or less are exempt from sold fees

## County (San Diego AWM)

- Certified Producer Permit  
\$52 or \$62 + \$128 / hr annual
- Pesticide Control Permit \$75 annual
- Scale Certification  
\$20-150 + admin and travel fee

## County (San Diego DEH) UNK

- Community Food Producer Registration
- Culinary Garden Food Source for a Regulated Food Facility
  - Community Gardens



W. D.  
EST 1888 DICKINSON REV 2012

MODERN CARETAKERS  
OF HEIRLOOM METHODS

## About Us

W.D. Dickinson



[W.D. Dickinson, farm, house, mercantile](#) is firmly rooted in providing real food, historic methods, and authentic experiences for those who crave reconnecting in our modern world.

### Heirloom

We believe in upholding the heritage methods of our past and place.

### Tangibility

We believe life is meant to be touched.

### Hard Work

We believe in the fruits of our labor.











# W.D. DICKINSON – FARM (PRE COVID)

---

100% Veteran Owned

Certified Organic

Heirloom fruits, vegetables & herbs

First licensed farm since early 1900s

Historically Registered Property

Residentially Zoned

3/4 acre total property

1st Seed Summer 2014

1st Sale Summer 2016

Farm ¼ acre growing space

- Seasonal crops
- Herbs
- 50 Fruit trees
- Edible perennials / pollinators
- Dye Plants (planned)
- Food Forest (planned)

House ¼ acre event space

- Monthly Classes
- Quarterly Dinners
- Holiday Market
- Private Events

Mercantile

- On Farm 120sq ft Store (3 days a week)
- Online Store with on farm Pickup
- Weekly Farmers Market
- Wholesale





# BUSINESS STRUCTURE (PRE COVID)

---

Husband & Wife Sole Prop

2.25 employees

- Full time Me - Plan, Manage, Market, Harvest, Sell
- $\frac{3}{4}$  time Farm Hand - Plant, Harvest, Pest Control, Labor
- $\frac{1}{4}$  time Husband & Father - Infrastructure Labor

Production 100 lbs a wk / avg

Selling 40 weeks a year



# W.D. DICKINSON – FARM (COVID)

---

Farm  $\frac{1}{4}$   $\frac{1}{2}$  acre growing space

- Seasonal crops
- Herbs
- 50 Fruit trees
- Edible perennials / pollinators
- Dye Plants (planned postponed)
- Food Forest (planned postponed)

~~House  $\frac{1}{4}$  acre event space~~

- ~~◦ Monthly Classes~~
- ~~◦ Quarterly Dinners~~
- ~~◦ Holiday Market~~
- ~~◦ Private Events~~

Mercantile

- ~~◦ On Farm Store (3 days a week)~~
- Online Store with on farm pickup delivery
- ~~◦ Weekly Farmers Market~~
- ~~◦ Wholesale~~



# BUSINESS STRUCTURE (COVID)

---

Husband & Wife Sole Prop

3 employees

- $\frac{3}{4}$  time Me - Plan, Manage, Market, Harvest, Sell
- 2  $\frac{1}{2}$  time Farm Hand - Plant, Harvest, Pest Control, Labor
- $\frac{1}{4}$  time Husband & Father - Infrastructure Labor, Delivery

Est Production 250-300 lbs a wk / avg

Selling 40+ weeks a year





# W.D. DICKINSON – FARM (NEW NORMAL)

---

## Farm ½ acre growing space

- Seasonal crops
- Herbs
- 50 + Fruit trees
- Edible perennials / pollinators
- Dye Plants
- Food Forest

## House *adhoc* event space

- Annual Dinner
- Annual Holiday Market
- *Private Events (maybe)*

## Mercantile

- Online Store with delivery
- Open Air stand during events
- Wholesale



# BUSINESS STRUCTURE (NEW NORMAL)

---

Husband & Wife Sole Prop

3+ employees

- $\frac{3}{4}$  + time Me - Plan, Manage, Market, Harvest, Sell
- 2 +  $\frac{1}{2}$  time Farm Hand - Plant, Harvest, Pest Control, Labor
- $\frac{1}{4}$  time Husband - Infrastructure Labor

Est Production 250-300 lbs a wk / avg

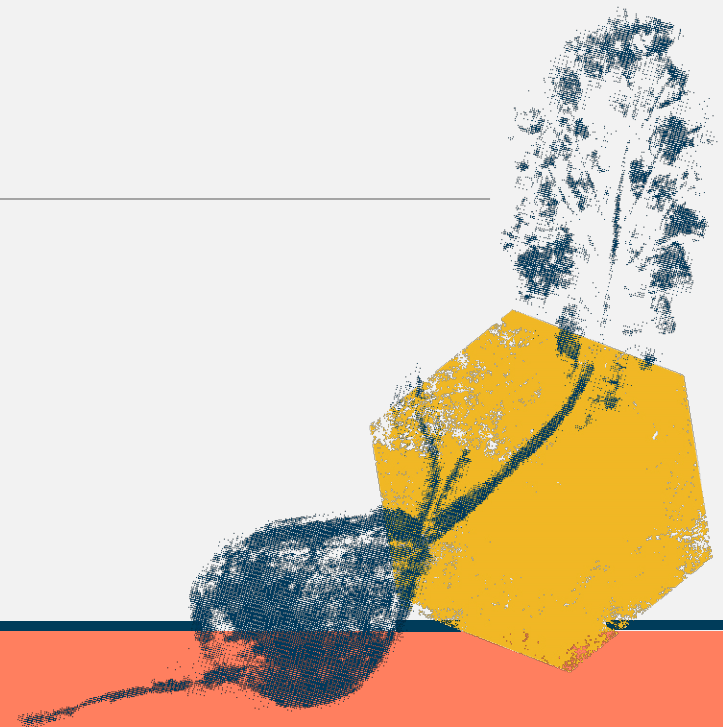
Selling 40 weeks a year



# How to Pivot

---

REPLANT





“Think outside the box, collapse the box, and take a ... sharp knife to it.”

~ **Banksy**

“You have to change your thinking if you desire to have a future different from your present.”

~ **Germany Kent**



# Pivots

---

- Direct-to-consumer
- Pick up spot
- Online sales
- Shipping
- CSA
- Delivery
- Drive Through Farmer Markets
- Pop-Ups
- Grow Kits
- Online workshops

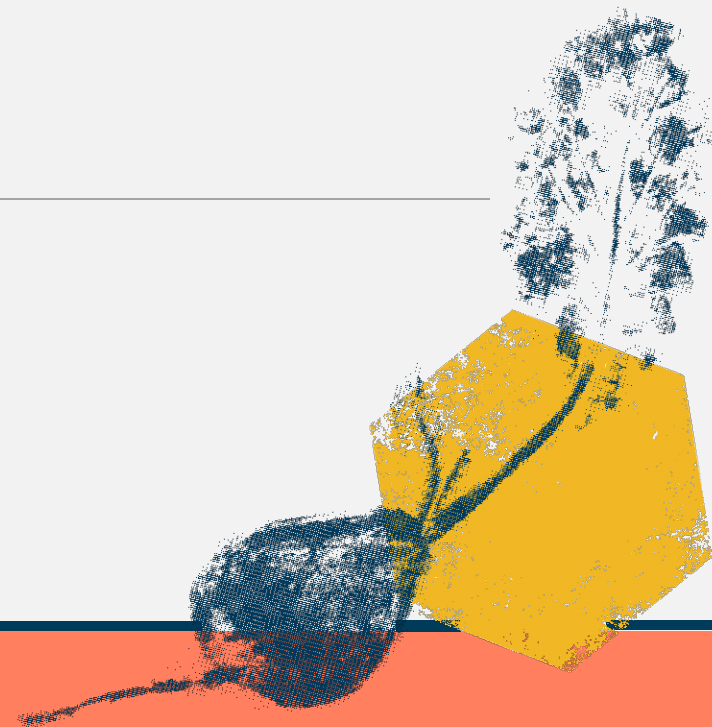
- 1 | Narrow in on your product offering
- 2 | Find the right price
- 3 | Get the correct packaging
- 4 | Develop the digital tools
- 5 | Promote yourself as the safer option



# Resources

---

REPLANT





# Financial - Federal

---

- [Economic Injury Disaster Loan Emergency Advance](#)
- [Paycheck Protection Program](#)
- [Pandemic Unemployment Assistance](#)
- [USDA Coronavirus Food Assistance Program \(CFAP\)](#)



# Financial - Non-Profit / Private Grants

---

- [Farmers Veteran Coalition Grant](#)
- [Verizon / LiSC Grant](#)
- [Alice Grant](#)
- [Farmers Legal Action Group Grant](#)
- [American Farmland Trust Grant](#)
- [California Family Farmer Emergency Fund](#)
- [ATTRA Funding Opportunities](#)
- [Facebook Grants](#)
- [California Farm Link](#)



# FOOD SAFETY

---

- [Prevention and Control for Farms](#)
  - [Managing Farms and On-Farm Deliveries](#)
  - [Preparing the Farm for the Novel Coronavirus](#)
  - [Expanding Food Safety Protocols in an Evolving Landscape of COVID-19](#)
  - [Food Facility COVID-19 Strategy Checklist](#)
- [California Coronavirus \(COVID-19\) Resources for Food and Agriculture](#)
  - [County Ag Weights and Measures](#)



# AGRIBUSINESS

---

## Financial

- [USDA “Buy Fresh” Program](#)
- [IRS Employee Retention Credit](#)
- [Temporary Paid Leave and Family Medical Leave Refund](#)
- [California Farm to Family](#)

## Marketing

- [Social Media and Crisis Communications Tips](#)

## Business Management

- [Interim Guidance for Businesses and Employers](#)
- [Be Prepared: What Should Employers do About the Coronavirus?](#)
- [National Center for Ag Worker Health](#)
- [Market Farming in a Pandemic](#)



# MENTAL HEALTH

---

- [7 Steps to Reduce Stress](#)
- [Stress and Wellness Resources](#)
- [Michigan State University's Managing Farm Stress Program](#)
- [Recognizing the Signs of Farm Family Stress](#)
- [FarmStrong](#)



EST  
1888

W. D.  
DICKINSON

REV  
2012

MODERN CARETAKERS  
OF HEIRLOOM METHODS

Thank you

Stepheni Norton  
[stepheni@wddickinson.com](mailto:stepheni@wddickinson.com)