

## For Immediate Release

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### **Vermont Specialty Foods Association's Virtual Spring Meeting to focus on business resiliency, strategy, and adaptation for the future**

Vermont Specialty Food Association (VSFA) will hold their Spring Meeting virtually on Wednesday, June 3rd from 1 p.m. to 3 p.m. This event is part of the association's ongoing effort to harness and develop business education resources through informational webinars for specialty food producers, retailers, and the small business community.

The Virtual Spring Meeting is open to all and is free to VSFA and VRGA members; with a \$10 non-member fee. Those interested can find further information and registration at <https://vtspecialtyfoods.org/events/vsfa-virtual-spring-meeting>.

Due to the COVID-19 pandemic, VSFA is pivoting this year's meeting to a virtual event to continue strengthening and supporting its community during these challenging times. This 2-hour event will feature two informative presentations focused on business resiliency, strategy, and adaptation for the future.

#### **Session 1: Business Planning for the Unknown**

Presented by Lawrence Miller, Principal, Five Vine Consulting

*In the current business environment contingency planning is more important than ever. The only thing we know is that nothing will go "back to normal" any time soon, likely measured in years, not months, and some things will change forever. In times of crisis contingency planning must have a dual focus on mitigating risks and maximizing opportunities when they appear. This session will include a discussion of public health policy considerations in the pandemic and how changes in the public health situation could impact business operations and opportunities to help you identify what leading indicators you need to consider. It will also include a discussion of specific tools to help you think about how you want your business and your life to be different on the other side, and how to monitor risks and opportunities to have your best shot at realizing your evolving personal and professional vision.*

#### **Session 2: The Future of Wholesale**

Presented by Allison Ball, Founder, Allison Ball Consulting

*2020 has been a whirlwind for the food industry, and we are just starting to see the first glimpse of things settling a bit. What will be the "new normal" for our industry after we get through the repercussions of COVID-19? What does the future of wholesale look like, and how has the coronavirus shifted the way we'll do business? Join wholesale consultant, Allison Ball, as she shares how our industry has reacted and the silver-linings from this trying time, how to shift your strategy for the future, and how to move your business forward this year - even if your plans have been thrown out the window.*

VSFA has been working closely with its sister association, Vermont Retail & Grocers Association (VRGA), to develop valuable webinars and resources for their members during this unprecedented time. For the benefit of the all during this crisis, VRGA and VSFA have made their COVID-19 related webinars available

to the public. Find these pre-recorded webinars on VSFA's webinar page here <https://vtspecialtyfoods.org/webinars>. Prior webinar topics include sanitation for businesses during COVID-19, setting up and utilizing online retail platforms, social media platforms and marketing, information on federal stimulus efforts, and more.

To learn more about the work VSFA does, visit their website at [www.vtspecialtyfoods.org](http://www.vtspecialtyfoods.org), follow them on Facebook & Instagram, or call their office at (802) 839-1930.

**About Vermont Specialty Food Association:**

The Vermont Specialty Food Association is the leading information resource for all specialty food and beverage producers, service providers, and industry professionals. VSFA seeks to grow specialty food businesses and the Vermont industry through education, promotion, and statewide and national collaboration. It is the nation's oldest and most highly regarded specialty food association, celebrating over 30 years of service to the industry.

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