

## **“Sustain and Thrive in the COVID-19 Pandemic” Special Webinar Series for Small Food Processors**

How are you coping with COVID-19 while sustaining your processing business? This series will discuss:

- How baseline GMP programs can be enhanced with best-practices for COVID-19 risk management.
- Food safety regulation compliance, size-based exemptions, and size-sensitive food safety practices.
- Social media marketing strategies to amid COVID-19 online trends.

Participants are encouraged to bring questions about their marketing and food safety planning. After the webinars, participants will have gained knowledge of FSMA, Good Manufacturing Practices (GMPs), and next steps for Preventive Control Plans or Scheduled Processes, as relevant. This will help businesses sustain operations during the pandemic and help new businesses prepare to begin operations once the pandemic is over.

The webinar will be hosted by an expert panel of food safety specialists, process authorities, virologists, microbiologists, food process specialists, and marketing specialists from Purdue, Cornell, UC Davis, and the Ohio State University. Panelists will provide background information on different topic areas and then participate in a roundtable style question and answer session following their presentations.

*This course is made possible through a grant supported by the USDA.*

April 29<sup>th</sup> 2:00 pm EST-3:30 pm EST. Topics include:  
GMP programs and COVID-19 risk management  
Social Media Marketing during COVID-19 pandemic  
Food safety regulations for small food businesses  
Expert Panel Q&A

May 6<sup>th</sup> 2:00 pm EST-3:30 pm EST. Topics include:  
Do's and Don'ts of cleaning and sanitation using chemicals  
Social distancing and PPE  
FSMA compliance and qualified exemptions  
Expert Panel Q&A

May 13<sup>th</sup> 2:00 pm EST-3:30 pm EST. Topics include:  
Business marketing planning  
Food safety culture during COVID-19  
Food safety documentation requirements and recommendations  
Expert Panel Q&A

To register, please fill out the registration from [HERE](https://purdue.ca1.qualtrics.com/jfe/form/SV_aVtP9AnWrOuMrU9):  
[https://purdue.ca1.qualtrics.com/jfe/form/SV\\_aVtP9AnWrOuMrU9](https://purdue.ca1.qualtrics.com/jfe/form/SV_aVtP9AnWrOuMrU9)