

Icbb4004

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DIVERSE ADAPTATION STRATEGIES

INTRODUCTION

The covid 19 pandemic has created unprecedented limitations for producers and entrepreneurs around the world, including those in Quebec, Canada. Local producers have demonstrated their strength and have adapted to the initial problems arising from the pandemic by operating through various strategies and coping with production and delivery problems on the local territory. These methods have had a significant impact on enabling the continuity of food production by supporting local businesses and maintaining food security

MAIN BODY

According to Goddard (2021), the covid 19 virus has generated several problems for food sellers in Quebec, Canada despite this, many of them have reacted by overcoming this difficult moment by implementing a different sales methodology. The initial phase of the pandemic was the hardest time for producers in Quebec. With the disruption of suppliers' service due to the reduction in demand from public services such as restaurants, local producers quickly realized that the only way to maintain the profit margin was to sell directly to the consumer. They immediately made online sites, created

According to Villar (2017), a virtual order system, and organized food stands and pop-up markets to sell their products to buyers by eliminating intermediaries and building stronger relationships with their customers. A key aid in the CSA) is community-supported agriculture, during the pandemic Quebec increased (CSA) programs for food producers, and offered subscriptions where customers could prepay a portion of products throughout the season. The (CSA) program ensured the sale of produce while buyers enjoyed stable access to the

fresh agriculture sector (and locally processed food). The agricultural market has suffered a severe blow due to the pandemic due to the restrictions on social gatherings, food producers in Quebec have implemented a collaboration with market organizers by increasing pre/order mechanisms, with the collection of goods from the machine or of home delivery. These changes made it possible to continue selling their products while maintaining safety and health guidelines.

According to Lapointe(2020), Diversifying products has been another key factor retailers have put in place during the pandemic. In Quebec, food companies have changed their product offerings based on consumer needs. For example, restaurants and businesses that bought local goods have seen a drop in sales, so producers have moved to produce ready meals, preserves or artisanal products that can be sold directly. Collaborations between local producers have brought further and fundamental help to the development of product sales, networks of farmers, cooperatives and online sites have been created to improve general marketing in the area, sharing and dissemination have increased the resistance of traders assembling resources, increasing market strength by helping each other during a very critical period. According to Hailu(2020), Many manufacturers began to understand that another sales key was online commerce, a lot of them increased or developed virtual shopping platforms with e-commerce to reach a wider customer base and offer ordering and delivery options. Sellers in the food field have followed safety measures to protect their employees and customers. They have had to adapt to guidelines such as physical distancing, the introduction of sanitary facilities and personal protective materials, putting collective safety at the forefront first place.

In doing so they have established trust in their customers and the continuation of their job. It should be noted that the manoeuvres used by local food traders in Quebec did not oppose each other and many producers used different types of approaches to be able to resist during such a difficult and delicate period. These changes have helped them overcome the initial challenges and have also encouraged producers to change on innovation, customer retention and long-term practicality in the local nutrition system. The interruption of transport has led to a halt in the distribution of the supply of food products, with inconvenience in the delivery of goods, making it impossible for producers and farmers to deliver the merchandise to the market. The closure of the markets is an important hub for the sale of products local grocery stores were temporarily closed and managed with restrictions to follow the social distancing guidelines implemented by the government,

this created further inconvenience for farmers who considered the food market a security for sale on the market. The labour shortage has been another problem limitation in production,

with restrictions on movement and travel due to worker safety producers have had a shortage in managing harvest and agricultural operations, leading to massive losses and waste. Quebec has always relied on seasonal agricultural labour, most of them from other countries, all of this to support agricultural production during the most prolific times of the season. These limitations have made it difficult to bring in these workers, further compromising the labour shortage. The Quebec government has set up several support models during the pandemic to help the entire food market such as farmers, producers and other operators in the local food system. Some initiatives taken by the government were: the introduction of financial assistance to help farmers and producers, for example, the “support program ⁶ for the development of agriculture and agri-food in the region” released financial aid in support of companies to adapt to the difficult moment of the markets and provide new sales strategy ideas. In addition, the government has made it easier for food producers to access credit and insurance. In collaboration with financial institutions, they have allowed more favourable loan offers, loan guarantees and forms of insurance to minimize the risks deriving from production.

CONCLUSION

In conclusion, the variant types of adaptation have played a fundamental support and a crucial aid to the local businesses, by helping local food producers to sustain a business economy, that at that precise moment risked significant losses to the proceeds of companies in Quebec, Canada. These methodologies have made it possible for producers to resist the harmful impact of the pandemic on companies and to continue to carry out their work in such a delicate moment in the management of the sale and distribution of food products. The producers learned several lessons by taking advantage of such an extreme and dramatic experience. In total, the experience of local food merchants in Quebec has demonstrated how important is the resistance of companies and collaboration between them, and the effort of consumers to adapt to the initial problems resulting from a catastrophe such as the pandemic. This experience can serve as an example for other countries or sectors, looking for more effective and sustainable food systems in the face of future disruptions

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