



Case Study (COVID-19 Farm Pivot)



Mokichi Okada Association (MOA) Fresno, Clovis, CA, USA

The 2020 COVID-19 pandemic has revealed how brittle many parts of the food system are. Local farms like MOA Fresno can add resiliency by providing local, accessible, fresh food.

Established in 1999, MOA Fresno is an organization located in Clovis, CA, USA that grows fresh, local, chemical-free, natural produce using the teachings of Mokichi Okada.

In 2020, the COVID-19 pandemic magnified the brittle food distribution system. The grocery store is now considered

a dangerous place. Now, more customers are purchasing groceries via the internet—creating an enormous opportunity for local farmers who are nimble enough to reach the newly receptive digital audience. To 'out think the box', improved web site functionality was proposed.

Proposed during the fall of 2020.

Project Specifications

▶ Determine best web site platform for achieving the online objectives e.g. Grazecart, Wix.com, etc.	In-progress
▶ Determine critical web site functionality i.e. shopping cart, inventory management, promotions, etc.	In-progress
▶ Perform web site usability testing	In-progress
▶ Launch updated web site	In-progress