

Zoom Meeting  
Recording...

<b>Liu Xinyu (NAU)</b> Liu Xinyu (NAU)				
<b>Zhuohan Fang</b> Zhuohan Fang				

**Chat**

about such a trend?

From Junlin Wei (NAU) to Everyone:  
Does the U. S. government provide new processing equipment and new sales channels to food processors to help them transform?

From Yidan Fu (NAU) to Everyone:  
Professor just talked about small groceries, and I have some question about it. I wonder whether the COVID-19 may lead to a new business pattern, called new retail, which is prevalent in China. This pattern means more and more groceries become places where provide product-experiencing service or serve as pick-up point for online shopping.

From Xiaoxu Zhi (NAU) to Everyone:  
Will there be an impact on genetically modified foods as people are likely to focus on healthier things after the COVID-19? Because genetically modified foods have long been controversial in China.

From Me to Everyone:  
咱们打开摄像头吧  
照全家福啦!!

Who can see your messages? Recording On

To: Everyone

Type message here...

Zoom Meeting  
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<b>1111</b> 1111	<b>Weiqi Sun</b> Weiqi Sun	<b>TingYu Wang</b> TingYu Wang	<b>Lingqi Su</b> Lingqi Su	<b>Chen Ma</b> Chen Ma
<b>Yu Tuo</b> Yu Tuo	<b>Yifan Wang</b> Yifan Wang	<b>Tiantian Wang</b> Tiantian Wang	<b>Xinyi Tan</b> Xinyi Tan	<b>Ziyi Li</b> Ziyi Li
<b>Ge Tang</b> Ge Tang	<b>卢嘉仪</b> 卢嘉仪	<b>Zibo Lin- (NAU)</b> Zibo Lin- (NAU)	<b>Cheng Luo</b> Cheng Luo	<b>Dandan Li</b> Dandan Li
<b>Jiemin Fu</b> Jiemin Fu	<b>BAIMaCuoMu</b> BAIMaCuoMu	<b>Xiaoyi Ye (NAU)</b> Xiaoyi Ye (NAU)	<b>Zhitao Wang</b> Zhitao Wang	<b>Jingyi Zhou</b> Jingyi Zhou

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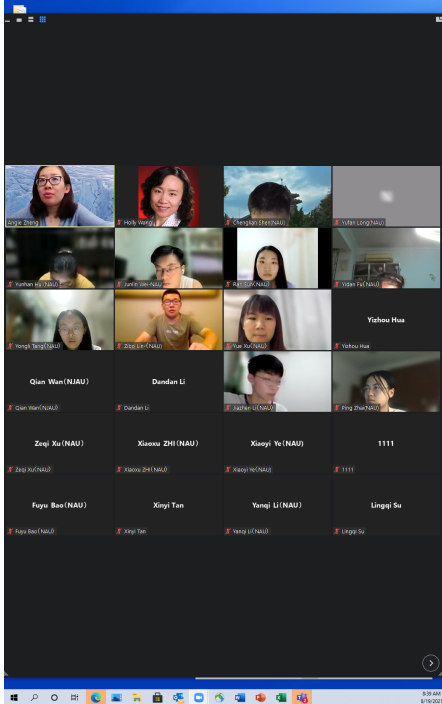
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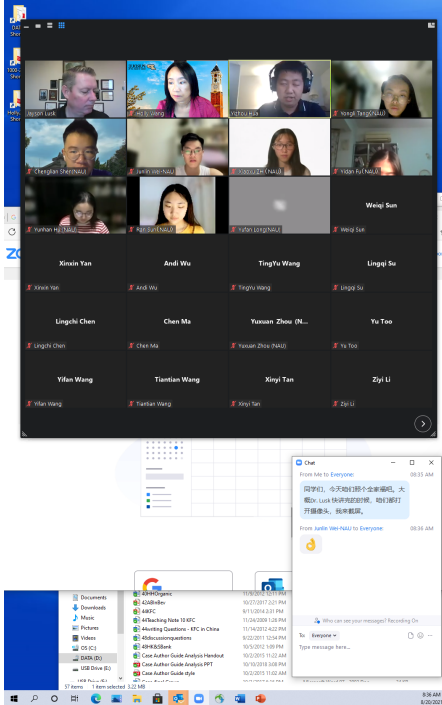
Unmute Stop Video Security Participants Polls Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions More

Type here to search 74°F Sunny 8:56 AM 8/20/2021



## Marketing

Source: Pride and Ferrell, 2020. *Marketing*.



## Timeline of disruptive events

**Early March**  
Start of "stocking up"  
for food at home