



Online Platforms to Help Connect Buyers and Farmers

Following are a few of the platforms that are either: Maine based, Actively operating in Maine, or Actively seeking to expand into Maine. There are definitely others out there, but these are the folks that have reached out directly to MOFGA.

Vendors listed alphabetically

Barn2Door

www.barn2door.com

Intent: To increase sales, customers and engagement via a mobile-first solution that puts farmers - and their products - in an online marketplace AND on mobile phones to maximize marketing reach, direct sales opportunities and customer convenience.

How **B2D** achieves that: Marketplace: farms have an ecommerce store on B2D; **B2D** works to drive new buyers and generate demand for farms - farms benefit from **B2D** marketing efforts to drive traffic as well as features to pro-actively capture demand (food requests, 'text buyer' flash sales, emails to buyers to invite them to download farmer's Apps).

Custom Mobile Apps: **B2D** builds a Mobile App for each farm to get them on the mobile home screen of all their customers so they stay top of mind. Having a Farm App strengthens a farm's brand by consolidating all farm updates, feeds, social media, blog posts or newsletters, photos and current food for sale right in their App. Their customers then have 24/7 one-click access to buy food and engage their favorite farmers. Farms can easily send notifications, alerts, texts and updates to their customers. 90% of people open 'alerts' in their Apps, less than 5% open emails.

Relevant Market Types:

- For all farms wanting to sell food direct (meat, poultry, produce, CSA, value-added, seafood, pantry etc.),

- Who want to build direct relationships and loyalty,
- Who sell to all customer types (you choose store views: wholesale/chef, private, public/consumer), and
- Who directly manage / need to communicate fulfillment options (offer direct delivery, local pickup sites / farmer market, direct shipping).

Fees: Farmer pays \$19 per month for the Marketplace or \$39 per month for the Marketplace and Mobile App. To learn more: <https://staging.barn2door.com/pricing>, or email janelle@barn2door.com.

Forager

www.goforager.com



Forager is online software designed to simplify the local food sourcing process for wholesale buyers and suppliers of all sizes and products. Our mission is to make locally sourced food more widely available by making it just as easy to buy from independent local farmers as it is from broadline distributors. We streamline every step of the sourcing process for local food - ordering, receiving, invoicing, and payments - saving time and cost for everyone.

For suppliers, **Forager** is a 100% free way to simplify the way you manage your availability lists. Simply update your list in one place and you can share it with buyers anywhere, whether or not they are on **Forager**. With buyers on **Forager**, you can manage the purchase orders in a single email thread and receive

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payments directly in your bank account. For buyers, **Forager** is a simple interface that organizes all the products, orders, invoices, and payments for their suppliers in one place. **Forager** charges a small fee to the buyers who benefit from the seamless buying experience.

In just a year, **Forager** has welcomed 12 wholesale buyers and 100 suppliers onto its platform in Maine alone. We are seeing the buyers source more locally, with buyers saving around 8% in costs of local sourcing and suppliers who sell to them are seeing sales increase by 10% or more.

To learn more about us, visit www.goforager.com. If you'd like to sign up for a free account, you can sign up in less than 5 minutes at goforager.com/supplier-signup. We'll immediately pair you with any buyers that you already sell to and train you to get you started in a week. If you have any questions, you can message us at [goforager.com/#contact-us](https://www.goforager.com/#contact-us).

goFarm

www.gofarm.market



goFarm on-line software delivers a comprehensive suite of production management and wholesale sales and orders management for small farmers and their wholesale buyers eager to break free of big distributors who promote warehouse food. **goFarm** features include enterprise management, crop profitability modeling, sales and order management, payments, and distribution. Buyer features include menu planning and wish bidding; allowing chefs to request and contract what they'd like to buy - even ahead of planting.

All parties can use a full set of ridesharing and distribution features to organize deliveries at no additional cost once a

transaction is completed. A full set of free features includes logistic support (and tax letters) for gifting and gleaning.

Using a sophisticated yield model **goFarm** users can make choices of what to crop, when to crop, and best crop options (e.g. broccoli "plugs" vs. baby vs. full grown heads and aftermarket fodder). Real time pricing and demand feedback replaces speculation with real time market anticipation and allows farmers to adjust to capture higher margins. Any farm, food hub, or even restaurant product can be marketed and sold - with full transparency of the supply chain including grower/producer and certification of ingredients.

goFarm comes with a complete set of reporting including sales/orders, distribution logistics, planning, compliance reporting and tax letters (gifts) for your financial and farm management needs. Real time reporting allows organizations like MOFGA to consult with farms to help them grow successful businesses.

There are no upfront costs with **goFarm** so you only pay for what you sell. Fees are low: driven by size of transactions - so - small farms can compete like their big counterparts. **goFarm** will be available for winter products in late fall of 2017. Learn more at <https://www.gofarm.market>



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Localvore

www.localvore.co

Localvore is a tech startup looking to make a difference in the New England food scene by offering more transparency both to the restaurants, brewers, and food service businesses who aim to source as locally as possible, and to the farmers, who can control who claims usage or sourcing for their product. We are creating a consumer-facing directory, controlled and managed by the business owners and farmers themselves, but driven by consumer interactions.

Subscriptions are paid for by the food and beverage businesses whose products thrive from the “fruits of the farmer’s” labors. The directory offers a connection between where the food is coming from, where consumers can go to purchase it or dine out, and offers opportunities for consumers to stay involved by attending events, following farms and businesses and hearing more about what’s new.

Farmers do not pay any fee for this model, but receive all of the functionality of a full paid subscription. Each farm is able to connect with the folks they sell to, and control who claims to source from them. Additionally, the ability to promote events on the farm or with restaurants can be done through Localvore and done without service fees like other event ticketing sites require. Farms and businesses can run targeted promotions through the site either region wide, or to very specific locations or areas.

Localvore currently has about 45,000 subscribers.

Please reach out to kayla@localvore.co for more information!

Make/Grow Local

www.makegrowlocal.org



Make/Grow Local is the only non-profit online marketplace for buyers and sellers in the local-made goods and local-grown foods movement.

Memberships are free (forever) for all makers and growers, and for all buyers and merchants. It’s a holistic platform, for more than just sales; it’s the digital infrastructure we’ve all been waiting for, owned by the community. Come join us now!

For producers (growers, makers, harvesters), you can showcase and market your goods to existing and new customers. You can send trackable emails to help your marketing efforts; use built-in sms-texting to send alerts and directions; showcase your product photos and videos, and get unlimited storage for all your content, products and inventory; receive, track, & fulfill incoming orders... it’s not just an e-store, but an “online portfolio” to help you market, sell, gain data insights, manage relationships, and grow your business. And there are no fees for anything because we are not-for-profit!

Our online Portal also offers many tools to help buyers discover and order from you: they can browse through categories of food and products, search easily for specific keywords, bookmark their active suppliers, request bids for volume orders among several growers, and place orders and track status. There’s even a place for community support organizations and service providers to support the Maine ecosystem by posting latest news, helpful articles, and special offers and discounts.

As a nonprofit dedicated to the community, our **Make/Grow Local** staff will help you get onboard now, and provide ongoing support—for free. We will create new features to respond to your needs, adding efficiency to your business tasks,



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without concern for the demands of investors. Our roots are in Maine, and we'll strive to be the one unified platform that connects all makers, growers and their buyers across the country, to give your products [national reach](#). Learn more at: www.makegrowlocal.org or call Paul Gurney at (207) 747-3385.



We hope you found this summary helpful.
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Whats Good

www.sourcewhatsgood.com

WhatsGood is an online marketplace that connects consumers and wholesale food purchasers with local, regional, and sustainable purveyors. For over two years, our users have discovered new sources, established new business relationships, and managed orders all in one easy to use platform. With no signup cost or monthly subscription, purveyors only pay a 1.5% fee for new business generated through the platform; our low-cost model is a testament to our belief that farmers deserve and need affordable solutions to stay relevant, competitive, and stay in business.

WhatsGood works with purveyors and purchasers of all sizes; our only requirement for purveyors and farms is product transparency to ensure products are not misrepresented to purchasers on the platform. Schools, hospitals, restaurants, institutions, and consumers can all sign-up for a free purchaser account and connect with purveyors to place orders on **WhatsGood**.

Our mission is to generate *Real Food System Change* by helping farmers increase their sales, achieve operational efficiencies, and to facilitate convenient customer service. Beyond assistance with navigating the platform, **WhatsGood** purveyors receive support with creating effective profiles, establishing delivery routes, and making the most of the technology. Crave Food Services also offers our members various other services, from marketing to agricultural consulting to grant research/writing assistance programs.

For more information, contact Mike Gold at m.gold@sourcewhatsgood.com or (401) 302-4173.

