



Freight Farms Business & Marketing



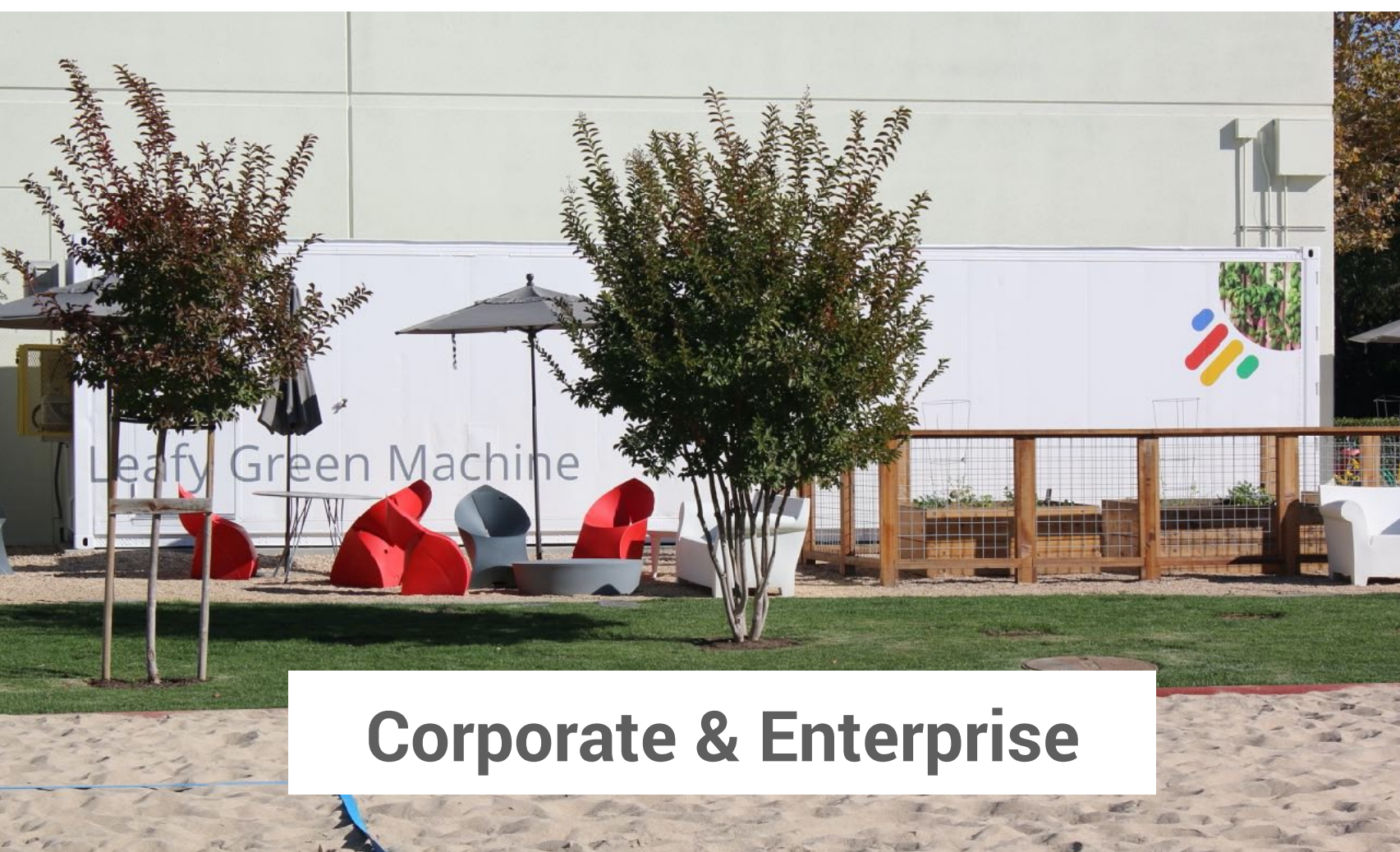
Small Business



Soil Farmer



School & University



Corporate & Enterprise

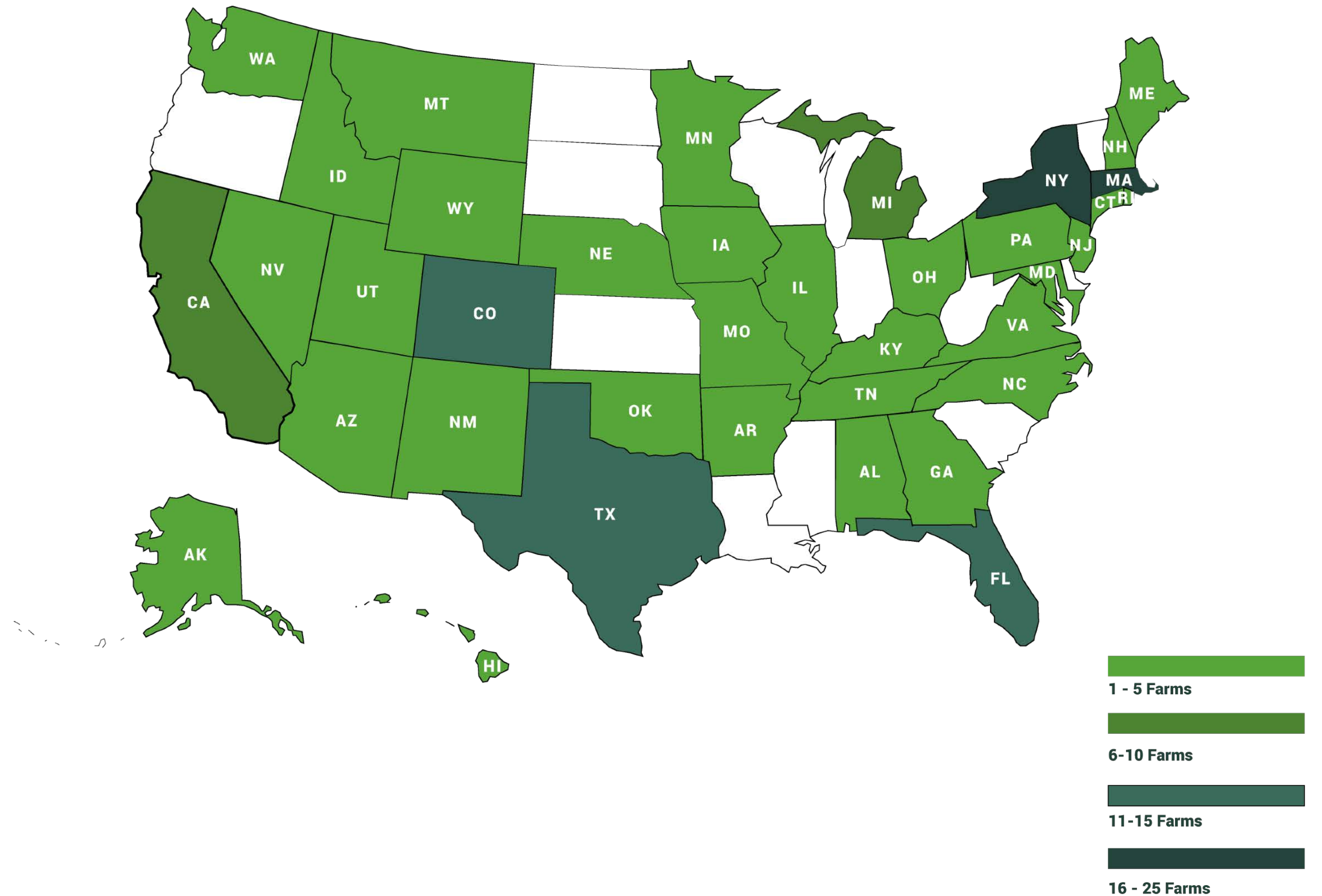


Non-profit

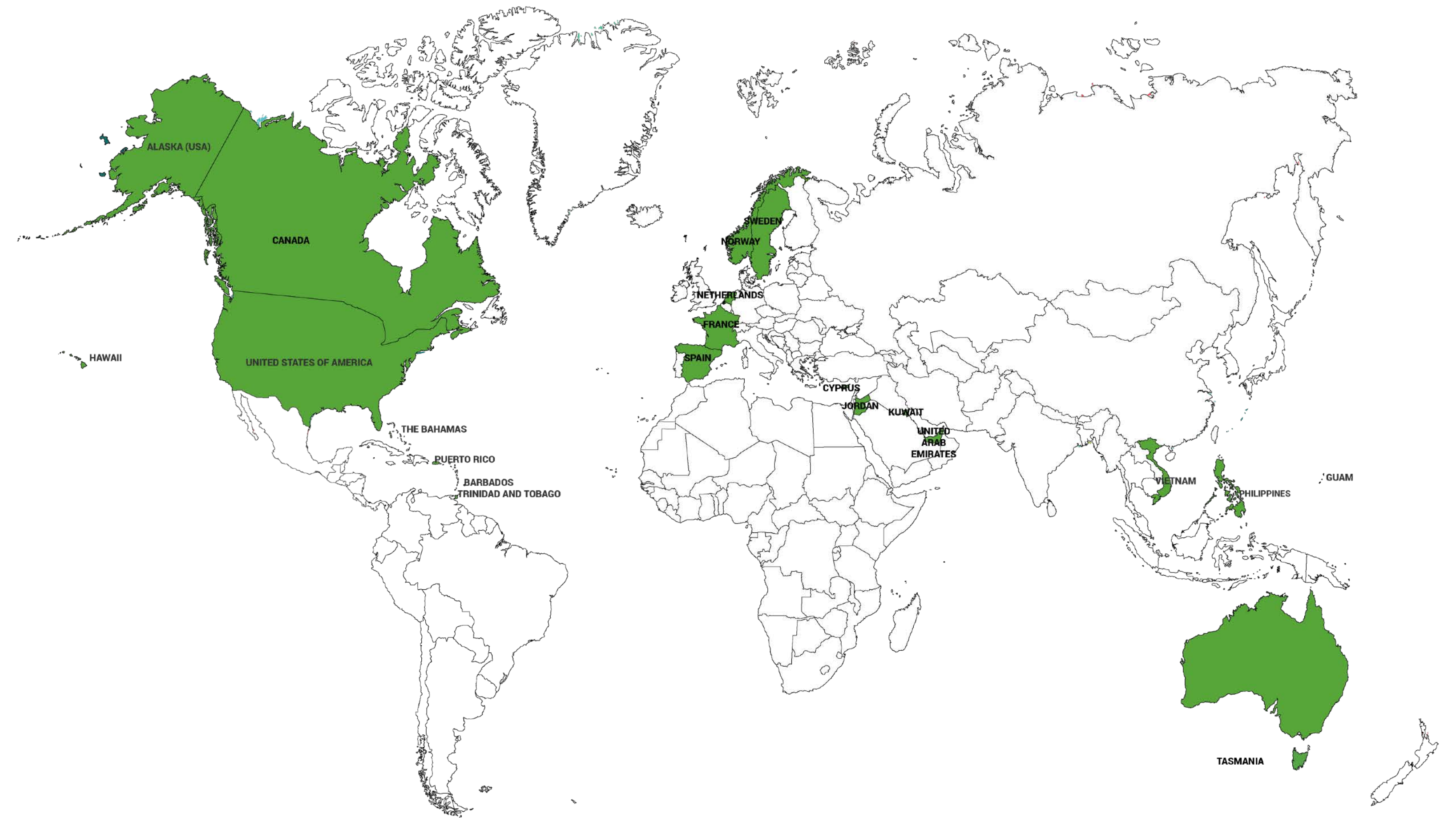


Municipality

Where do Freight Farms live in the United States



**200+ farms
operational
around the
world**



BUILDING A
SUCCESSFUL
BUSINESS





GETTING
STARTED

There are many factors that come into play as you look into starting a freight farming project in your community.

For new small business farmers, getting a **business plan** together, **securing financing** and getting local **government support** are three of the most important milestones.

KNOW YOUR **VALUE**

HYPER-LOCAL

A local brand identity appeal to customers as an alternative to organic.

PESTICIDE FREE & FOOD SAFE

All the crops grown in the Greenery are clean and safe in the event of an outbreak.

FARM-TO-TABLE

Offer same or next day delivery since you're located close to the customer.

LONGER SHELF LIFE

Produce grown in the Greenery can last up to 3 weeks.

YEAR-ROUND AVAILABILITY

Offer consistently high-quality produce regardless of the season.

PRODUCE UNIQUE CROPS

Grow crops that customers can't get anywhere else.

IMPORTANT SEGEMENTS

- 1 Restaurants & Hospitality
- 2 Farmers Markets & CSA
- 3 Grocery & Specialty Food Stores



Restaurants

Develop relationships with the chef

Be friendly, accommodating, and knowledgeable.

Visit the restaurants during non-peak hours (after lunch and before dinner).

Find the correct price for your produce

Generally, chefs are willing to pay more for local produce (5-25% above wholesale prices). Negotiate a higher fixed prices year-round.

Distinguish yourself as reliable

Make sure that you are able to scale your growing operations to meet demands. Customize production based on the needs of that chef.



Direct-to-Consumer

Start a CSA

Have participants pre-pay a fixed amount before the CSA starts so that you're not worrying about collecting payment.

Look for customers in unexpected places

Consider your target demographic and where they spend their time. Partner with a local business as a distribution point for your CSA.

Participate in farmers markets

They're a great way to interact with the community and develop a greater relationship with your customer.





Specialty Food & Grocery Stores

Develop relationships with the produce buyer

Be friendly, accommodating, and knowledgeable.

Come prepared with information about your business, and samples if you're already growing.

Find the correct price for your produce

This price may be lower than direct-to-consumer due to bulk delivery. Since you're capable of growing year-round, you can negotiate a fixed price.

Create in-store displays

Attract the shopper's eye and are easily shoppable.

Determine the packaging requirements up front and include the price in your business plan



PRO TIPS

Keep an eye out for different **marketing opportunities** with your customers

Can they feature your farm on the menu?

Are there event opportunities you could exhibit at?

Keep in mind the different **packaging requirements** with each customer

Does your customer require produce packaged in clamshells or boxes?

Would plastic bags be the best option at a farmers market?

Operational requirements vary depending on distribution method

How much time do you want to spend distributing your product?

Are you a *drop off and go* type of a person or do you like more engagement?

BUILDING A BRAND

Building a cohesive brand will allow you to grow your business with strong roots while differentiating your produce from other growers.

What is your image?

How do you want the people in your “world” (customers, employees, community) to feel about you and your business.

What are your values?

Successful brands stand for something and attract fans and customers that align with what they believe in.

What are your goals?

Align your personal and business identity with a purpose.

Website

Your business should be searchable. This builds credibility, increases brand recognition, and makes your contact information easily accessible.

Social Media

This is the best way to engage your community. Customers want to know more about your business, and more about you!



Having an online presence means Freight Farms can promote you!

Business Name & Logo

Visual representation of your brand

Helps develop credibility in the industry

Consistent on all platforms and packaging

How customers will recognize your brand

Educate customers on key points of business





BRICK STREET FAIRMS

