

DATA REPORT

What do Buyers want from Local Farms?

We surveyed thousands of Farm food buyers to understand their shopping preferences and how they want to access Food from local Farmers. This report summarizes their responses. Farmers can use this as a guide to make informed decisions about their offerings to local customers.



63%
of Buyers shop directly from Farmers
EVERY MONTH



80%
of Buyers purchase groceries
1-2 TIMES PER WEEK



74%
of Buyers are willing to **PAY 10% OR MORE** for local, sustainable Products



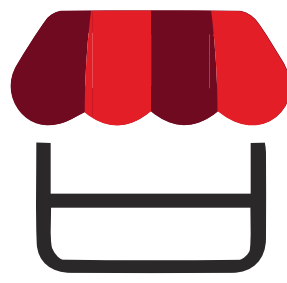
62%
of Buyers **ARE CONCERNED** about empty grocery store shelves



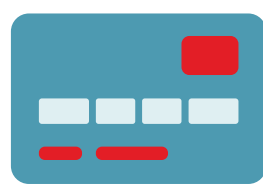
In-Person vs. Online Sales



It's essential to be where your buyers are – online and offline. However, buyers expect the convenience of online shopping and flexible purchase options (including credit/debit).



48%
of Buyers attend farmer's market only a **FEW TIMES PER YEAR**



97%
of Buyers prefer using **CREDIT OR DEBIT** for online purchases



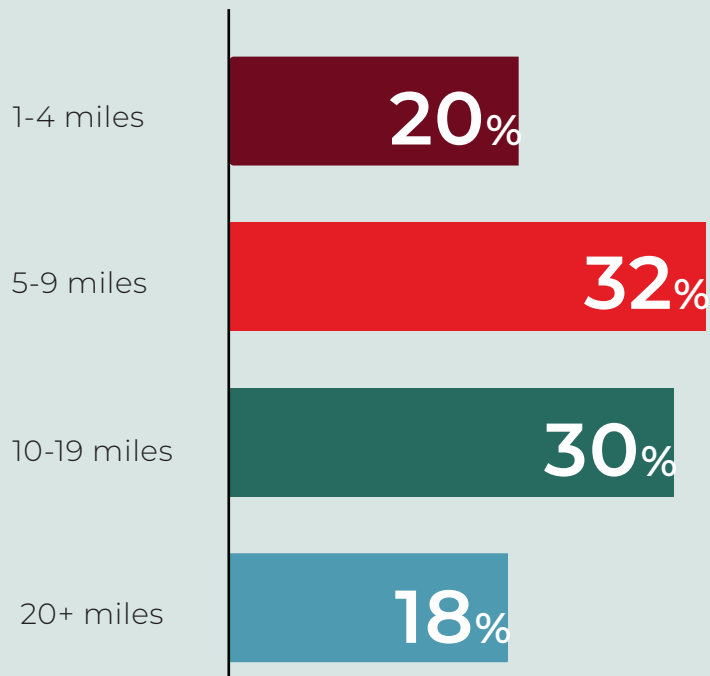
Order Fulfillment

Buyers will pay for the convenience of having orders delivered to their doorstep. With local Pick-Ups, Farmers should not expect buyers to drive more than 20 miles to pick up their order.



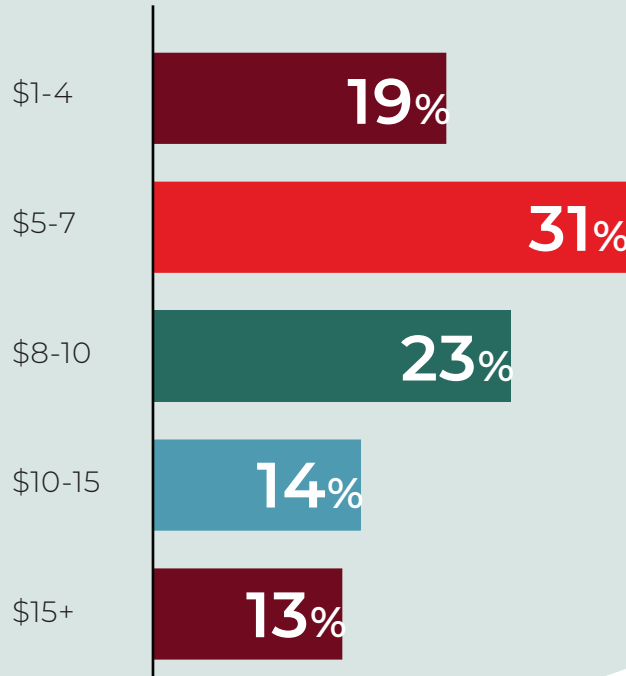
Local Pickup

How far would you drive regularly to pick up local Farm food?



Direct Delivery

How much would you pay for local Farm food home delivery?



Farm Brand & Marketing

The best way to build a loyal customer base is to remain top of mind! Send regular email newsletters and order reminders and post consistently on social media to drive Farm sales.



86% of Buyers want to receive an email about Farm products **AT LEAST ONCE PER MONTH**



61% of Buyers prefer to follow small businesses on **FACEBOOK OR INSTAGRAM**

[Learn More about Barn2Door](#)