

INFOGRAPHIC

# Where to meet Buyers in your Local Loop

Make sure you are part of your Buyers' daily lives by being accessible in their routine activities at local businesses, churches and schools (aka the "Local Loop"). Increasing your Farm's Brand awareness and Product availability in your Buyers' Local Loop will increase loyalty and access to more customers. People want to buy from local Farmers - the key is to make purchasing and pick-ups **easy** and **convenient** for Buyers.

# 63%

of Buyers think Pick-Ups at a **Local Business**, **School**, or **Place of Worship** are Convenient

Read: [Grassroots Marketing Tactics Every Farmers Should Know](#)

Read: [How to Run a Convenient Farm Pickup Service](#)

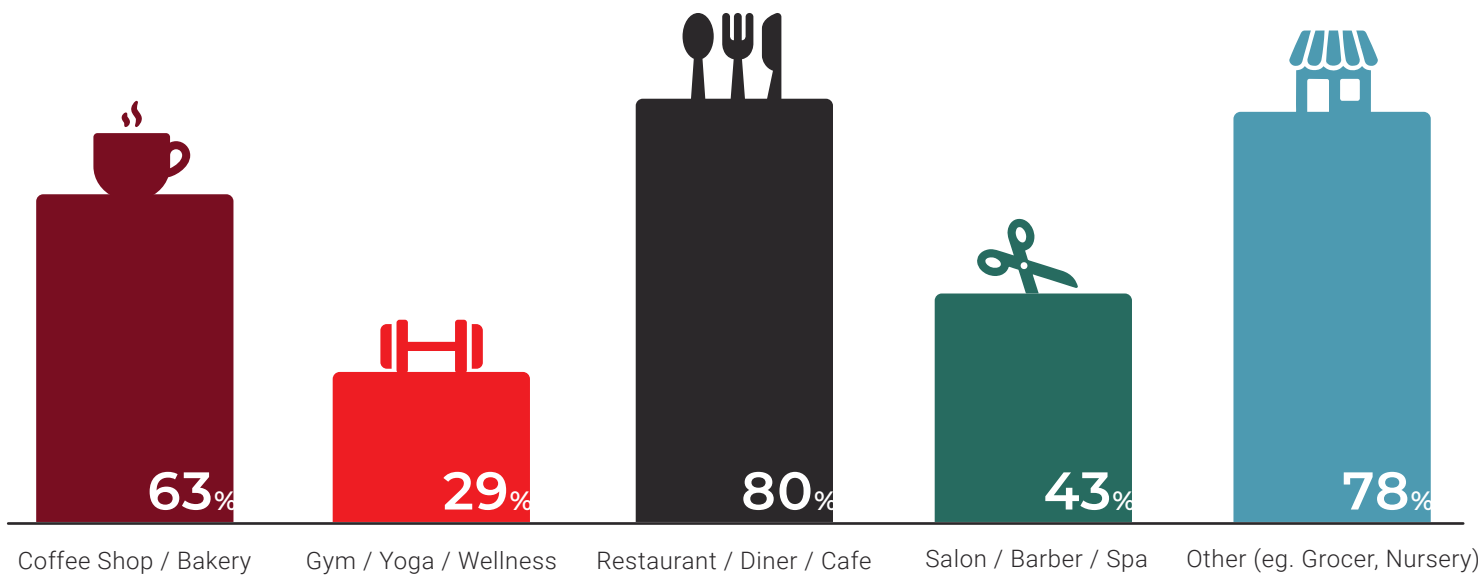
## Local Businesses

Consider all the places your Buyers frequent – coffee shops, bakeries, cafes, restaurants, diners, gyms, crossfit studios, yoga studios, barber shops, salons, nurseries, dentists, doctors, chiropractors, and a myriad of others! Making your Products available for pick-up at a local business is a win-win-win for the Buyer, your Farm and the Business Owner.

# 87%

of Buyers believe shopping from and supporting Local Businesses **is Important**

### What Local Businesses do Buyers frequent?



**69%** of Buyers frequent Local Businesses **at least 1-2 times every week**

Read: [Small Businesses are Eager to Partner with Your Farm Business](#)  
 Listen: [Terra Firma Farm Creamery: One-Stop Shop for Local Community](#)

## Local Schools

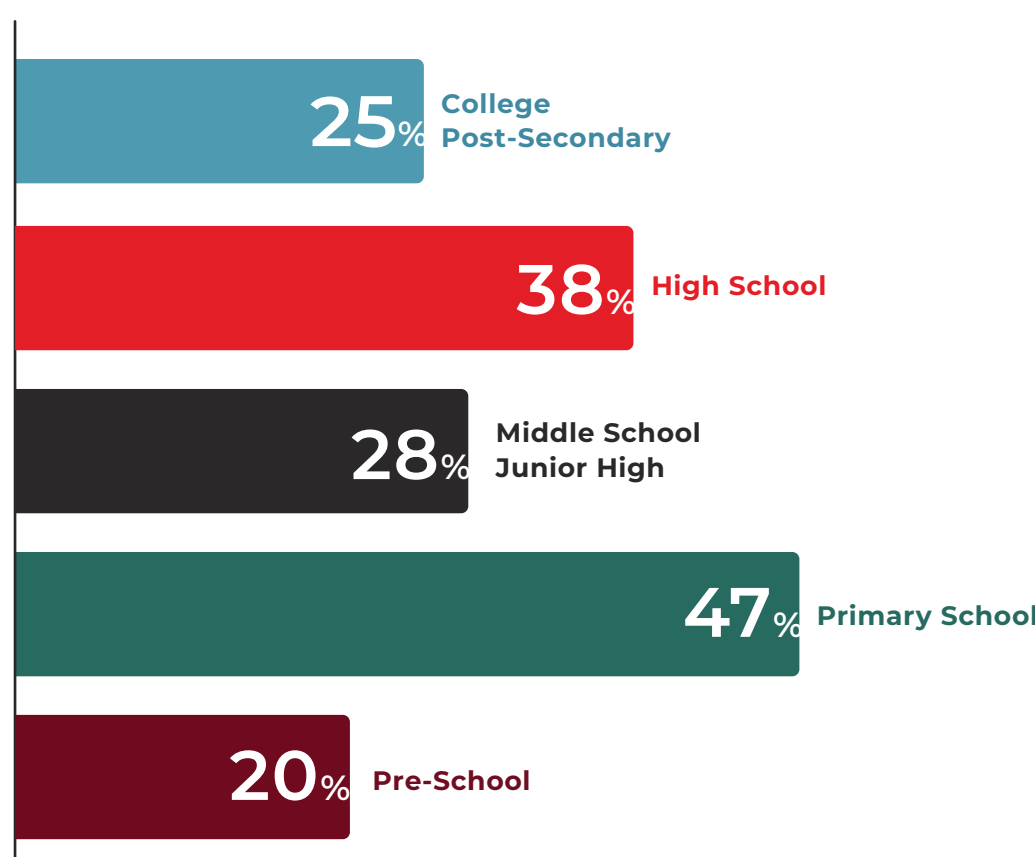
Many people frequent schools on a regular basis: teachers, coaches, volunteers and families with school-aged children. Five-days per week, local schools are a flurry of activity and play a central role in every community. Offering a convenient Pick-up en route to/from schools is a winning strategy that enables your Farm to connect with Buyers in the midst of routine activities along their Local Loop.

# 55%

of Buyers believe supporting Local Schools **is Important**

### What type of Local School do Buyers frequent?

This includes activities, sporting events, schools your family members attend & more!



**59%** of Buyers frequent Local Schools **at least 1-2 times every week**

Read: [How Showing Up at Schools Can Translate to Farm Sales](#)  
 Listen: [Keeping Dollars in your Community with Direct Farm Sales](#)

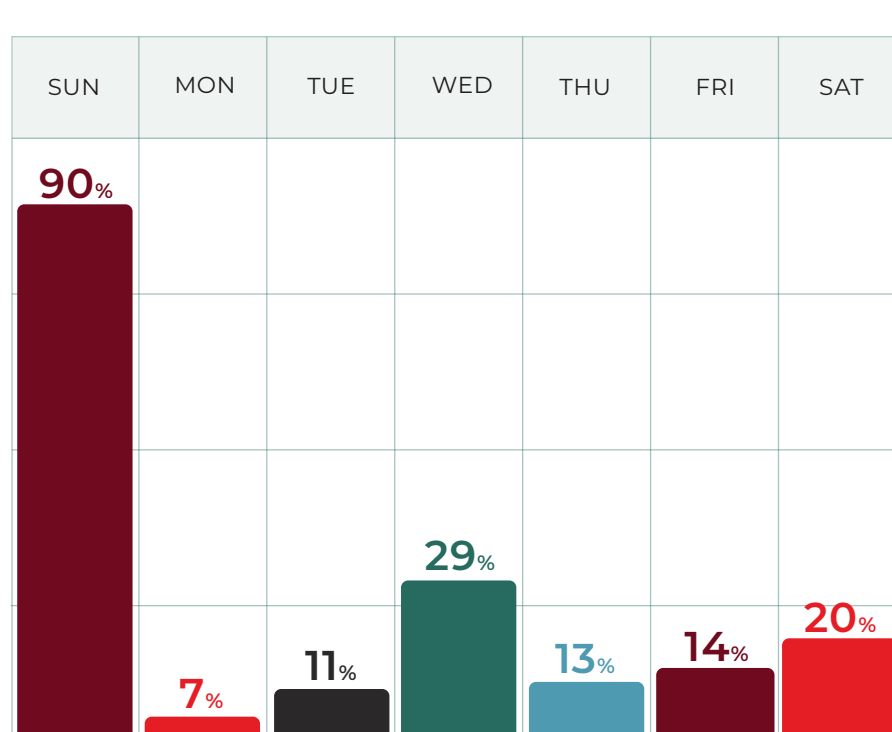
## Local Churches

In every community - rural, suburban and urban - churches, synagogues and places of worship are omnipresent. Offering a convenient Church Pick-up is a great strategy utilized by many Farmers. Plugging in with a few Buyers at your local church, too, can often attract new customers, given many Farmers are well supported by members of their congregation who value the dignity of Farm work.

# 68%

of Buyers believe supporting Local Churches **is Important**

### What days do your Buyers attend Local Churches?



**65%** of Buyers frequent Local Churches **at least 1-2 times every week**

Read: [3 Steps to Position your Farm for Local Success](#)  
 Listen: [A Farmer's Market\(ing\) Campaign to Grow Faster Online](#)

[Learn More about Barn2Door](#)