

Buyer Demand for Direct Delivery

To build a successful delivery program, your Farm should seek to better understand Buyers' delivery preferences so your products are readily accessible to every potential customer. We surveyed more than 50,000 self-identified "Local Food Buyers" to assess their interest in "direct delivery" as a way to shop for food in their local communities.

Offering direct delivery is one of the most effective ways to capture the 3 out of 4 Local Food Buyers who order groceries for pickup or delivery.



75% of Buyers order groceries for pickup or delivery

Preferred Days for Delivery

To reduce cold-storage requirements, Farmers should align their harvest and fulfillment days with preferred Buyer delivery days to increase same-day inventory turnover. Aligning production schedules will also simplify your fulfillment process and reduce your labor costs, while ensuring Buyers receive the freshest product.



More than half of Local Food Buyers prefer **Monday & Friday** for weekday grocery delivery

Local Food Buyers prefer **Saturday** for weekend grocery delivery



Weekend delivery is ideal for working families who are not home during weekdays to receive their Farm items. In either case, your Farm goal should be to accommodate the busy lifestyles of your Buyers by offering both a weekday and weekend delivery option.

Ideal Times for Delivery

When offering delivery, provide consistent windows so Buyers can plan their schedules accordingly. Meeting Buyers' expectations with a polished delivery experience will help drive more frequent sales and reduce their anxiety about product spoilage.

3 out of 5 Local Food Buyers prefer home grocery delivery on weekday mornings (8:00 am - 12:00 pm). On weekends, Saturday mornings (8:00 am - 12:00 pm) and Sunday afternoons (1:00 pm - 5:00 pm) are preferred.

Read: [Buyer Expectations for Local Delivery](#)

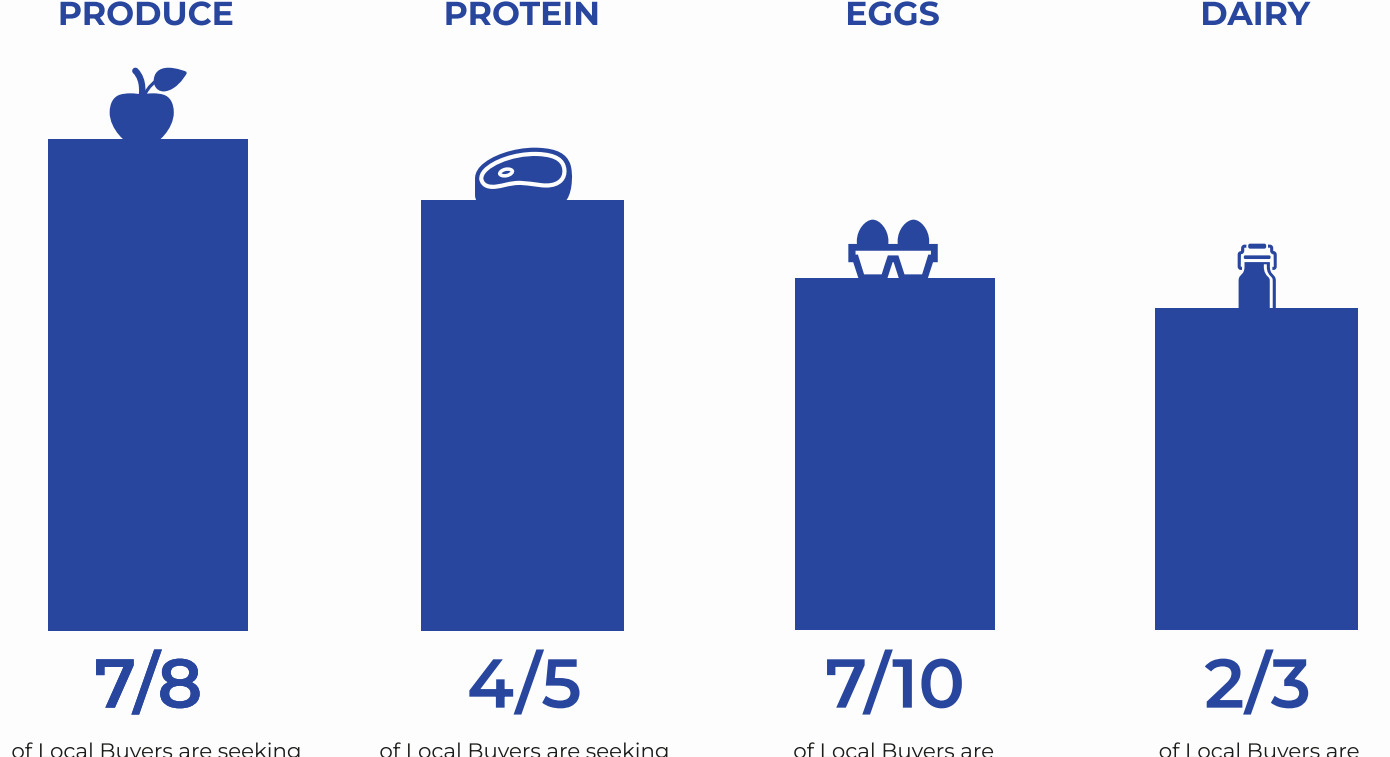
60% of Local Food Buyers prefer home grocery delivery on weekday mornings (8:00 am - 12:00 pm).



Attractive Products for Delivery

No matter your Farm category, data shows that Buyers have a strong interest in a variety of local foods. Protein, produce, dairy, and egg products are all considered the most desired products for direct home delivery. Successful Farmers will pair high-demand staple items (e.g., dairy with eggs, or beef with pork and chicken) to increase average order values. By offering a diverse mix of products, your Farm can secure its spot as the primary food source before your Buyers head to a big-box store for alternatives.

Listen: [5 Steps to Success with Delivery-as-a-Service](#)

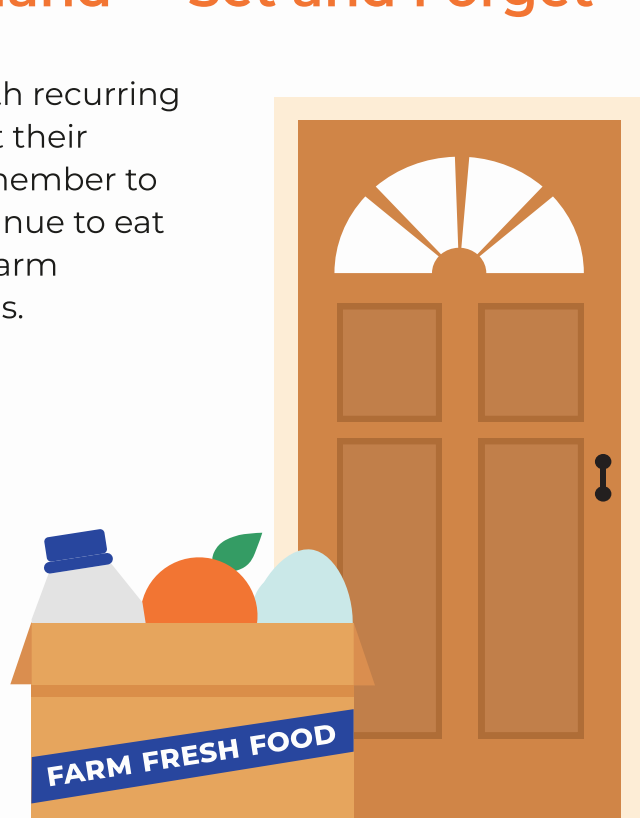


Subscription Delivery Demand - "Set and Forget"

Ongoing subscriptions provide your Farm with recurring cash flow and give Buyers peace of mind that their kitchen will be stocked without having to remember to place regular orders. All your Buyers will continue to eat (regardless), so make it easy to receive your Farm products on a regular basis with Subscriptions.

Read: [12 Subscription Options for your Farm](#)

75% of Local Food Buyers are interested in a Delivery Subscription



Be sure to offer small, medium, and large boxes to accommodate households of different sizes. Consider Buyer consumption of your Farm products when assembling bundle boxes (for weekly, bi-weekly, or monthly subscription).

For instance, the average American eats 10 pounds of a given protein each month, so a Rancher should offer 10, 20, and 40-pound bundles of their products for a monthly subscription to accommodate 1, 2, and 4-person households.

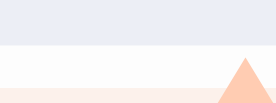


80% of Local Food Buyers have 2 or more people in their household

Optimal Delivery Fee

Delivery is not free. Local Food Buyers expect to pay a delivery fee to receive a premium doorstep experience. Note, both Amazon and Instacart charge a delivery fee for fresh products delivered to a grocery store. And Instacart delivery fees are not only expected by Buyers, they also help your Farm scale your business.

Local Food Buyers are willing to pay **\$11.47** (or more) for delivery



The top 40% of Local Food Buyers are willing to pay **\$15.11** (or more) for delivery

Read: [The Real Cost of Farm Delivery](#)

Direct Delivery to the Doorstep Wins

To maximize your Farm profits and scale your direct-to-market business, you have to meet Buyer demand for home delivery. Your Buyers lead busy lives, and stopping by a farm pick-up or attending markets with their schedules. 99% of Buyers do not regularly attend Farmers markets. Make access to your Farm products convenient with delivery.

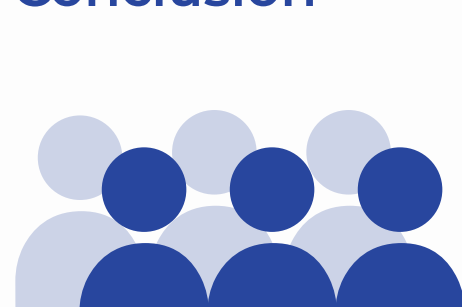
Read: [Barn2Door Now Offers Delivery-as-a-Service for Farmers](#)

Listen: [Double Your Farm Revenue with Delivery as a Service](#)

75% of Local Food Buyers are located in urban or suburban areas



Conclusion



1/2 of all Local Food Buyers receive a package delivery 3+ times weekly

Direct delivery isn't just a Buyer request; it is a strategic imperative for your Farm business as Buyer expectations have evolved. Delivery will accelerate your farm success, helping you to win with convenience, delight more Buyers, and make more money.

Barn2Door offers software for Independent Farmers to make more money, ditch the office work and look like a pro. If you're curious to learn more, [watch this 5-minute video.](#)

