

# Is your Farm Trusted by Buyers?

Buyers are eager to find a Farm they can trust when choosing to buy local. Your Products, Branding and Practices all contribute to the trustworthiness of your Farm business. We surveyed 25,000+ Buyers to seek their input on what they look for when purchasing local Farm Products.



**9 out of 10**

Buyers rate **"Trustworthiness"** important when purchasing from a Local Farm

## Products

Trust in the quality of your Products is important when seeking to attract new Buyers. Your Farm can elevate the trustworthiness of your Products by showcasing **independent certifications** and/or association with **credible organizations**.



**7 out of 10**

Buyers find Farms associated with a **"Credible Organization"** more Trustworthy



**7 out of 10**

Buyers find Farms **"Independently-Certified"** practices more Trustworthy

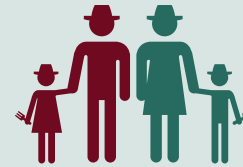
## Branding

Your Farm Brand is often the first impression for a Buyer of your Products. Branding can be influenced by a range of factors, but should be consistent in all your marketing efforts - online and in-person. Focus on building a Farm Brand that inspires Trust, is attractive and easy to distinguish in the market.



**10 out of 10**

Buyers rate a **"Locally-owned"** Farm more Trustworthy



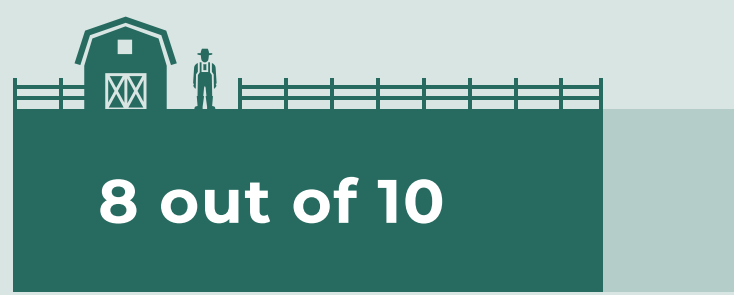
**9 out of 10**

Buyers rate a **"Family-owned"** Farm more Trustworthy

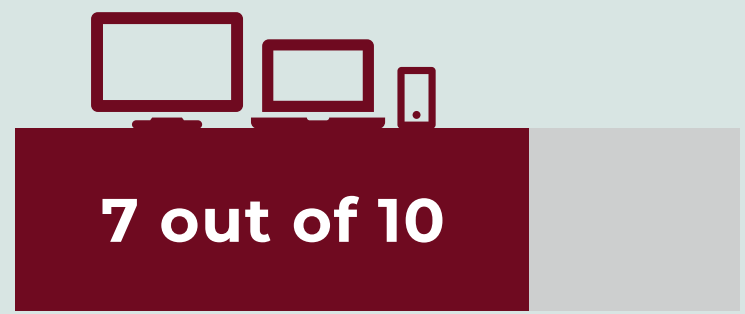


**88%**

of Buyers want to buy from **Local Farms in their State**



Buyers rate a Farm's **"In-person Experience"** as a reflection of Product Quality



Buyers rate a Farm's **"Online Experience"** as a reflection of Product Quality

## Practices

The Practices employed by your Farm can significantly impact your trustworthiness with Buyers. Showcasing **sustainable, regenerative,** and **organic** Practices can have a positive impact on your Farm's bottom line. Be sure your Farm Brand is transparent with respect to your Practices and Values to instill trust with prospective Buyers.



**9 out of 10**

Buyers rate a Farm's **"Practices and Values"** important when making a purchase



**84%**

of Buyers seek Products from Farms committed to **"Sustainable Practices"**



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