



23 FARM TRENDS

FOR 2023



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Introduction

The ways in which Americans discover, access, and purchase products is constantly evolving, and businesses are expected to adapt. From the rise of online shopping, to the desire to support local business, buyer expectations of convenience and heightened environmental awareness are causing many businesses to reassess their 2023 strategy to make their products more attractive and build loyalty in a competitive market. Farm businesses are no different.

Working with 1000s of Farms across all 50 states, Barn2Door has been ideally positioned to observe and analyze how buyer preferences and trends have shifted – providing Farmers with tactical resources to grow their businesses and meet customers' expectations.

This year, we asked 10,000+ Local Food buyers their habits and preferences when purchasing from Farm businesses, **and what would cause them to shop more from Farmers.** We gathered their feedback, uncovered several exceptional insights, and are thrilled to share our findings – to help Farmers scale their business, attract more buyers, increase sales and maximize profits.

**CURIOUS? READ ON. HERE ARE THE
23 FARM TRENDS FOR 2023.**



1

GENERAL BUYER SHOPPING TRENDS

For any business to succeed, it's essential to understand where there is opportunity. Every industry has shifted into a convenience-driven mindset through the use of technology, with buyers expecting to access goods, services, and products anytime, anywhere online. For Farmers to win, they must adapt their businesses to serve buyers conveniently.

TOP TAKEAWAY


Customers expect convenience at every stage of ordering from your Farm

TOP TAKEAWAY

Farmers need to have an established presence: online and in-person

TOP TAKEAWAY

Pricing your products at a premium is a must (do not compete down-market on price)



TREND 1:

Convenience is the Tipping Point

Right now, **3 out of 5 Americans purchase Food online each month.** How can this number grow to become more inclusive of buyers routinely purchase from Farmers? The answer is simple: convenience.

As buyers have become increasingly busy, convenience is one of the key factors that influences purchase decisions. In fact, **93% of buyers admitted that convenience is important in accessing local Farm products.** This means that core conveniences like purchasing products online, opting-in to Home Delivery, and Farm Box Subscription options are essential tactics to attract more buyers and scaling your Farm business in 2023.

While all of these factors play a key role, the vast majority of buyers prefer the option of self-service online ordering from Farmers. Why? Because today, shopping is an “always-on” experience where buyers are in a constant state of purchasing. When buyers can shop from Farms when and how they want, Farmers win.



READ: **3 Reasons Why Direct Sales Drive Farm Profits with Chucktown Acres**





TREND 2:

An Online Presence is the Norm

Amazon has paved the way for accessing products anytime, anywhere online, and Americans have become increasingly accustomed to it. **So much so that 64% of buyers shop online 1-2x per week.**

In the “old” days, shopping was an active experience, making a list and visiting physical stores for specific items. Now, with algorithms, smart data, and a point-and-click purchase experience, shopping has become easy and passive.

When Farmers have an online presence for their business (an online store linked to their website, social media, email), then buyers can more readily purchase from a Farm. With a simple purchase experience, buyers can shop from Farms anytime and reduce the time of manually capturing order details coming from calls, texts, Facebook, or emails.



READ: [How to Use Farmers Markets to Grow Faster Online](#)

TREND 3:

Be on All Channels - Online & In-Person

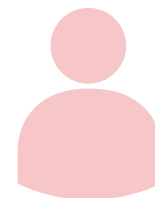
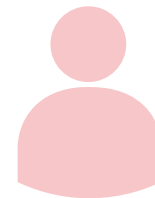
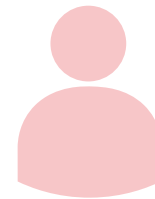
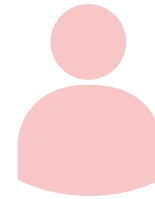
While websites, social media and email are essential to running a direct-to-market Farm business, Farmers should be prepared to capture every available sales opportunity - online and in-person.

To meet the needs of buyers today, your Farm business needs to be available to take an order anytime. With an online presence (Farm branded website and designated eCommerce storefront) coupled with in-person point-of-sale (POS) opportunities (farmer's market, drop-off points, pick-up locations), buyers will be able to shop and interact with your Farm business anytime and anywhere.

By making your Farm available online and in-person, you'll remove any barriers and excuses of why someone "can't" purchase from your Farm.

Only 1% of Americans attend a Farmer's market in a given year. Of those attendees, **only 1 in 5 buyers attend the market weekly.**

If you attend farmers markets, it's essential that your Farm has the tools in place to capture in-person sales (at the time), and implement a strategy to convert those buyers into a regular online customer.



**1 in 5
Buyers**

attend Farmer's
Markets **Weekly**

CASE STUDY:

Bennett Farms

The markets certainly aren't going away. In fact, Farms like Bennett Farms, Michigan accessed 20,000 new customers at markets in 2022! Gathering emails, creating relationships, and providing multiple purchasing options are key to accessing more customers. Tom Bennett leverages different tactics to convert farmer's market attendees to loyal buyers. With Farm flyers and an email sign-up form, Tom has seen his average order size grow by 4x (from \$20/order at the market to \$88/order online).



LISTEN: A Farmer's Market(ing) Campaign to Grow Faster Online with Bennett Farms



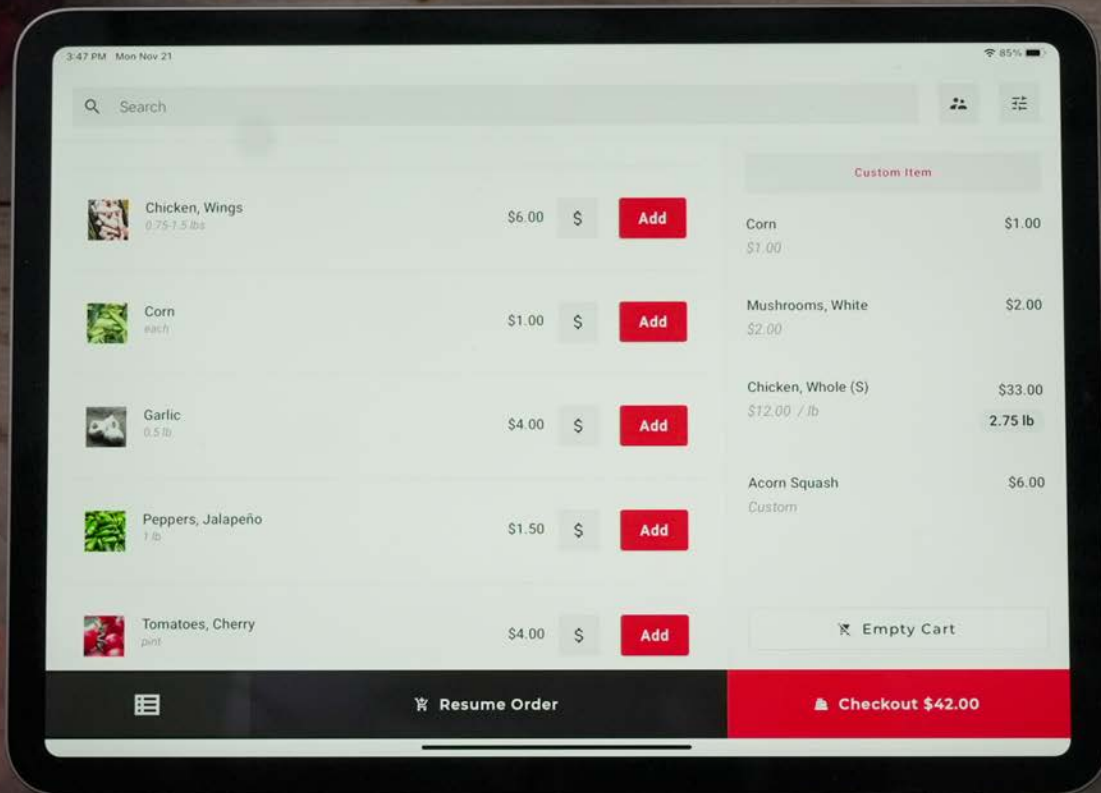
BARN2DOOR POINT OF SALE

BUILT FOR FARMERS

As many Farmers sell in-person at farmer's markets, from the back of their truck, at events of Farm kiosks and stores – it's essential to quickly and easily capture in-person sales. That's why Barn2Door built a Point-of-Sale (POS) system, specifically to meet the business needs of Farmers.

With Barn2Door, Farmers can take orders online and in-person - automatically sync inventory in real-time, sell by weight and units, and manage multiple price sheets. Farmers can use Barn2Door to manage their entire business – selling anytime, anywhere, and to anyone!

[Learn More about Barn2Door POS](#)

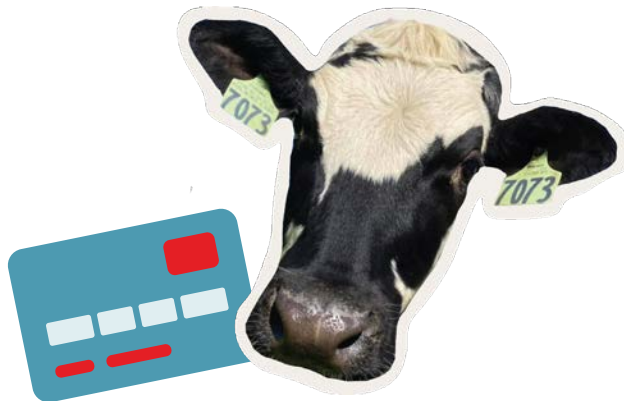


TREND 4:

Flexible Payment Options are Expected

Few Americans carry cash, let alone a checkbook. While completely ridding yourself of these purchasing avenues isn't expected, **97% of buyers prefer to use credit or debit cards as their preferred payment method.**

Accepting digital payments is essential to Farm success. Buyers need the flexibility to purchase with a card. In the absence of accepting credit or debit, most buyers will feel shopping from your Farm is inconvenient as **fewer Americans carry cash and rely on their cards.** Flexible payment options are a must to expand your reach, attract more buyers and eliminate any barriers to purchase your Farm products.

**TREND 5:**

Buyer Tips can Cover Costs

While many Farmers are allergic to accepting credit and debit cards (due to merchant processing fees), it's a natural part of running a business in 2023. To offset costs and ensure credit card processing fees don't impact your bottom line, Farmers should consider accepting buyer tips at check-out.

In fact, **1 in 4 Farms on Barn2Door offset 100% of their merchant processing fees with buyer tips.** The remaining 75% use tips to offset 52% of their merchant fees. Customers are willing to chip in to support their local Farmers. It's common practice for service businesses to ask for tips. And, many local businesses simply factor in card fees to their underlying product prices. Not all buyers have to tip, but many will!



READ: [How Buyer Tips Lead to Lower Processing Fees](#)

TREND 6:

Buyers will Pay a Premium for Locally Produced Products

Americans are aware that the perceived value of locally produced products is higher than those made by large corporations. Whether it's because they're hand crafted with care, raised with sustainable practices, or emphasize the use of regenerative agriculture practices, consumers know that the higher the quality, the higher the price. Look no further than buyers' willingness to spend more on local microbrews versus commodity beers.

The good news is that buyers are eager to spend more of their grocery budget with local Farmers. In fact, we found that **82% of buyers wish to spend 25%+ of their grocery budget with local Farmers**. Americans want to purchase more from local Farmers to access high-quality, sustainable products. Buyers are willing to pay a premium for local Farm Food, provided access to their products is convenient.

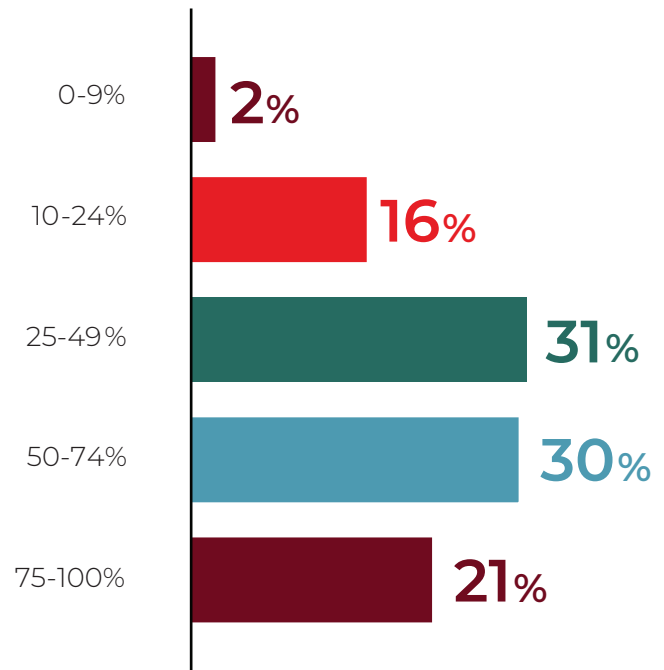


READ: [Cost-Plus Versus Value-Based Pricing for your Farm](#)



Buyer Grocery Budget

What percentage of your grocery budget do you wish to spend with local Farmers?



LISTEN: [Raising Farm Prices & Finding Financial Freedom](#)



2

FARM SUBSCRIPTIONS TRENDS

Today, Subscriptions are the norm where Americans have, on average, 9+ paid Subscriptions for various products and services: streaming (Netflix), music (Spotify), home monitoring (Nest), and home office software (Office 365).

While the term “CSA” (Community Supported Agriculture) is not understood by 99% of buyers, Subscriptions to Farm Food is well understood. Buyers appreciate the convenience of Subscriptions – the certainty and security of food access. Farmers, too, benefit from recurring sales & increased cash flow.

TOP TAKEAWAY


Americans want to subscribe to Farm products

TOP TAKEAWAY

Subscriptions are key to building a loyal customer base

TOP TAKEAWAY

Buyers will say YES to Farmer-Recommended Subscriptions



TREND 7:

Subscriptions = Recurring Farm Revenue

More than 40% of sales volume in 2022 through Barn2Door were Subscriptions. Why? Because they are easy, convenient options for buyers and Farmers alike. Our most successful Farmers earn up to 80% in recurring sales, while buyers receive Farm products on a consistent basis.

Of all the buyers we surveyed, **40% prefer an Ongoing Farm Food Subscription, receiving products all-year round.** We all need to eat every day - so providing consistent access to your products will be key to locking in consistent, recurring revenue. Proteins, Produce, and Dairy are on the shopping list for nearly every consumer (retail) and chef (wholesale), every week, every month, all year long. Successful Farms will tap into that market opportunity.

However, we know that not all Farms can produce products year-round – and that’s okay. Offering Seasonal Subscriptions for a given period of weeks or months (aka a Seasonal CSA) is attractive to many buyers who are looking for what’s best of the season. Coupled with the flexible payment terms – pay upfront for pay-as-you-go – buyers are eager to subscribe to local Farm products.



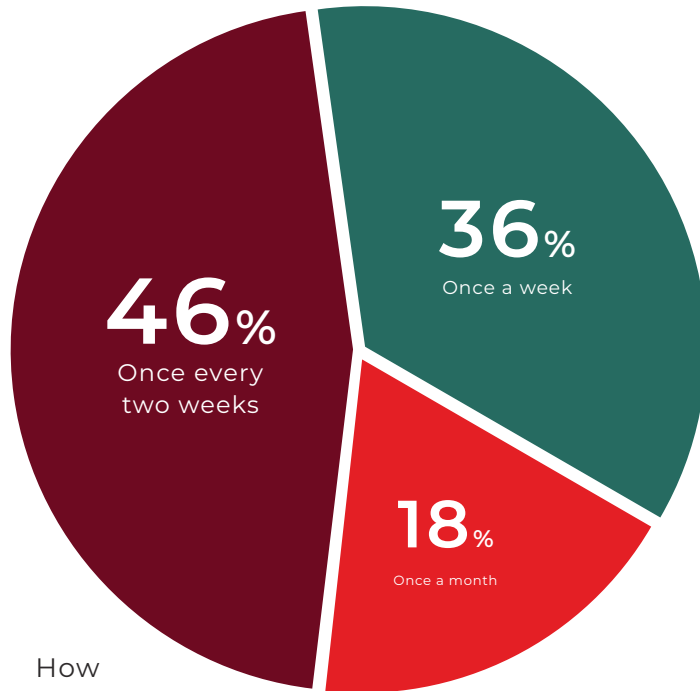
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Subscription customers are guaranteed sales for our business and requires no extra work on our part. Every single month, they get \$100 – \$200 worth of meat. I love our Subscription program and I wouldn't change it for the world.

- EVANS FAMILY FARM, NC



READ: **5 Things Farmers are Doing to Lock in Recurring Sales**



How often do you want to receive

FARM FOOD SUBSCRIPTIONS?

TREND 8:

Buyers' Weekly Purchases Look the Same 90% of the Time

When consumers go to the grocery store, they tend to purchase the same items every week. 90% of the purchases by buyers are the same week-over-week: proteins, produce and dairy. It's much easier to stick to what you know rather than try something new. With limited time, buyers want a solution like Farm Subscriptions to substitute grocery shopping with staples they depend on to feed their families.

Timing is also important: **83% of buyers want to receive their Farm box Subscription weekly or bi-weekly.** Buyers need time to use what they purchase but don't want to go to the grocery store before their next box is delivered.

Subscriptions provide customers with seasonal products consistently week-over-week. With fluctuating prices, inflationary concerns, lack of grocery store stock, and uncertain access to sustainable products, a Farm Box Subscription is exactly what consumers crave. And, Farms offering Subscriptions reap the benefit of recurring sales and happy customers.



READ: [How to Combat Food Security with Farm Subscriptions](#)

TREND 9:

Buyers Expect Their Needs to be Met

When shopping for products, buyers expect the brand to offer packaging and pricing that meets their needs. When it comes to Farm Box Subscriptions, buyers expect sizes that suit their norm. Unfortunately, Farm often packages their products for large families (like their own). However, one-third ($\frac{1}{3}$) of Americans actually live alone, one-third ($\frac{1}{3}$) live in groups of 2-3, and one-third ($\frac{1}{3}$) live with 4+ people. This means Farmers should ideally offer a small, medium, and large Farm Box Subscriptions that are tailored to various household sizes.

Of buyers surveyed, 11% said they prefer a Small Subscription Box, 53% prefer a Medium Box, and 27% prefer a Large box that feeds 4-5 people.

Even though the majority of Americans prefer a Medium-sized Subscription, it's essential that Farms offer a range of sizes that cater to multiple buyers' needs. Having three options will help increase conversion and drive more sales for your Farm.



READ: [3 Inventory Best Practices Fueling Farm Success](#)



12%

prefer a **Small** Subscription Box



58%

prefer a **Medium** Subscription Box



30%

prefer a **Large** Subscription Box



READ: [How to Package Your Farm Subscriptions and Bundle Boxes](#)

HOW TO PACKAGE FARM SUBSCRIPTIONS

When Farmers ask “what works best to increase sales for my business,” the data tells us that Subscriptions and Bundle Boxes are the golden ticket. Why? Buyers prefer easy, convenient choices when it comes to purchasing products. And buyers eat every day, which means they want to access food products regularly – with Farm Food Subscriptions.

Follow these tips to package your Farm Box Subscriptions, keep your inventory simple, and drive more revenue for your business.

1. LIMIT “HIGH DEMAND” SPECIALTY PRODUCTS TO BUNDLE BOXES:

Instead of offering a one-time purchase of specialty items (e.g., Bacon, Rib-Eye, Huckleberries, or Morels), include them only in a Subscription format with a Bundle Box purchase. This will entice buyers to purchase more of your products to access “high demand” specialty items.

- ## 2. PROVIDE DIFFERENT-SIZED SUBSCRIPTIONS:
- Offer Small, Medium, and Large options to purchase a Farm Box Subscription. The sizes you choose should reflect what a given household would consume of your products within a week or month from your Farm. Here are some of the most common examples:

			
SMALL	10lbs Mixed Products, including 1 Speciality	4-6 Items, including 1 Speciality	½ gal Milk, ½ dzn Eggs, 1 stick of Butter
MEDIUM	20lbs Mixed Products, including 2 Speciality	6-8 Items, including 2 Speciality	1 gal Milk, 1 dzn Eggs, 2 sticks of Butter
LARGE	30lbs Mixed Products, including 2 Speciality	10+ Items, including 2 Speciality	2 gal Milk, 2 dzn Eggs, 4 sticks of Butter

TREND 10:

Save Time with Farmer Choice Subscriptions



Americans trust the advice and experience of experts. With respect to your Farm products, you're the expert! Farmer-Recommended Subscriptions are a great way for Farmers to save time, showcase their expertise, and ensure that buyers will receive the best of the season. The good news is that **84% of customers will choose to purchase a Farmer-Recommended Subscription** – because they trust you!

A Farmer's Choice Subscription is effectively a recommended Farm Box Subscription with products selected by you - the Farmer. While many Farmers may offer buyers the ability to "pick and choose" their products or offer a swap box at the pick-up location, Farmer's Choice Subscriptions eliminate all the guesswork. Farmers define "what's included" with general guidance on products included based on seasonality and availability from your Farm. Most importantly, Farmer's Choice Subscriptions take less time to assemble, move more products, are easier to manage during fulfillment, and are more profitable.



READ: **What's the Verdict: Farmer's Choice or Buyer's Choice CSA**

“

Before we took orders through Facebook, emails, texts, and calls. It was so hard to keep up with. With Barn2Door, we now offer a centralized place for customers to purchase. Plus, with our Herd Share Subscriptions, we enjoy recurring revenue every month. **Subscriptions through Barn2Door has been a blessing.**

- OLD RICH VALLEY FARM, VA

SAFE HANDLING
THIS PRODUCT MAY BE PREPARED FROM INSPECTED ANIMALS. THIS PRODUCT MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF COOKED IMPROPERLY. FOR YOUR PROTECTION, PLEASE:
KEEP REFRIGERATED OR FROZEN.
KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORK SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

PACK DATE | 09.22.21
NET WT/CT | UNIT PRICE
1.20 lb
KEEP REFRIGERATED

Old Rich Valley Farm
Salted
(27)

PORK

TREND 11:

Offer Flexible Options to Purchase a Seasonal Subscription

Typically, most subscriptions are simply pay-as-you-go (e.g. Netflix). That is the norm for Ongoing Subscriptions with no “end dates” - they continue forever (until canceled). While a pay-as-you-go model makes sense for ongoing Farm Food Subscriptions, not all Farmers can grow and harvest food year-round. As such, many Farmers only offer Seasonal Subscriptions with a definitive start and end date to receive their products (over several weeks or months).

When it comes to Seasonal Subscriptions, Farms can benefit from offering multiple payment options to buyers, either: pay upfront or pay-as-you-go. Unlike an ongoing subscription (e.g. Netflix), a Seasonal Subscription to your Farm Food provides customers the opportunity to “invest” with you and pay upfront for an entire season of your Farm’s bounty. It also allows buyers to pick an option that is most convenient for their budget.

To encourage buyers to pay upfront for a Seasonal Subscription, Farmers typically offer a 10% discount on the purchase. This can drive significant upfront cash flow for your Farm. In fact, this type

of incentive works so well that up to **84% of buyers are likely to pay upfront for a Seasonal Subscription if given a 10% discount.**

Additionally, buyers who pay upfront often prove to be your most loyal buyers who will consistently return to your Farm (and purchase more add-on products in season).

At the same time, many Americans live paycheck to paycheck. So, offering pay-as-you-go is an important option to offer for Seasonal Subscriptions. This alternative enables your Farm to also build consistent ongoing cash flow throughout the season, without giving up any promotional discounts. Depending on your strategy and customer base, choose the option(s) that will best help you build a resilient business model going forward.



LISTEN: **Farm Legal Series: Navigating Farm Subscription Requirements and Regulations**



TREND 12:

Subscription Add-Ons can be Lucrative

Subscription Add-Ons provide customers the ability to increase their order value by purchasing additional products (aka “Add-ons”) that may not be included in their base Farm Box Subscription. Once your Farm has secured buyer commitments to your core products (e.g. proteins, produce, or dairy), additional products that complement their Subscription are often an easy upsell.

Commonly, Farmers will offer eggs, honey, bread, flower, or other value-added products as Add-ons to increase sales and fuel more sales year-round. Value-added products have the power to improve your net profits, expand the appeal of your Farm to new customers, grow Brand awareness, and extend the season’s bounty.

Farms offer a wide variety of value-added products, which may at times be produced by another Farmer. It’s easy to increase your profit margin and extend sales year-round with shelf-stable products made by your Farm or sourced from other local producers that you can bundle with your products.



READ: **How Value-Added Products Can Increase Average Order Value**

CASE STUDY:

Tagge's Famous Fruit and Veggies

Tagge's Famous Fruits & Veggie Farm in Utah allows customers to purchase add-ons in their Private Store, only when they are a Subscription customer. Through consistent email reminders, a designated Subscription Customer Facebook Group, and prioritizing Subscription Customers with first access to the seasons' products,

Tagge's captured \$80,000 in add-on sales in 2022. Incorporating Value Added Products in your store (or utilizing a Private Store to offer loyal customers access to highly desirable products) is a great way to delight buyers and drive extra revenue.



LISTEN: **Finding Success with CSA Subscriptions: Tagge's Famous Fruit, UT**



3

FARM FULFILLMENT TRENDS

As online ordering has become more prevalent, Delivery has become a common expectation of buyers. While Covid may be in the rear-view mirror, buyer expectations of Delivery have not waned. Americans are demanding products to arrive at their doorsteps and expect ongoing fulfillment updates as to when they can expect to receive their order. In a convenience-first world, Farmers that meet these expectations are winning.

TOP TAKEAWAY


Delivery is expected, **but** never free

TOP TAKEAWAY

In-Person Pickup is still necessary

TOP TAKEAWAY

Limit Shipping to shelf-stable or geographically unique products



TREND 13:

Delivery Options are Expected When Ordering Online

When customers order online, every service provider is expected to give customers the option for Direct Home Delivery. This even includes buying cars online (e.g. Carvana brings the car to your doorstep). With the rise of online ordering, Delivery has become a staple; it is not only wanted by your buyers but it's also expected of your Farm.

Americans crave convenience. **In fact, 57% of buyers prefer Online Ordering from a Farm with Home Delivery (with a Delivery fee).** Direct Delivery provides convenience and security to buyers, knowing that it only takes a few clicks online for fresh Farm Food to show up at their doorstep. It is the greatest "selling point" to attract and build a loyal base of repeat buyers who regularly purchase from your Farm. Direct-Delivery is often the tipping point of success for many Farmers.



READ: [Data to Fuel a Profitable Farm Delivery Service](#)



“

Everyone uses their phone or computer to find what they need online. I was able to attract more customers offering the convenience of online ordering and direct delivery from our Farm on Barn2Door.

- PRODUCE FARMER, TX



80%

of Buyers **are willing to pay
+\$5 or more** for delivery

TREND 14:

There is No Such Thing as Free Delivery

Food ordered from restaurants is not free. Grocery delivery is not free. In fact, in Fall 2022, Amazon Fresh, too, eliminated all free delivery for Groceries; Amazon now charges \$9.95 for grocery delivery with a \$100 minimum order. Direct Delivery is a real cost – your Farm needs to charge a Delivery fee too.

The good news is that buyers have been conditioned by big billion-dollar brands to pay for Grocery delivery. **In fact, 80% of buyers are willing to pay \$5 or more for local Farm Food Delivery.**

Buyers understand that Delivery requires Farmers to take time out of their schedule to drop products at their doors, and you should be compensated for your time and effort. When Farms offer various fulfillment options (like local Pick-Up), then customers can choose whether the Delivery Fee is worth the additional convenience.



READ: **There is No Such Thing as Free Delivery**



LISTEN: **Finding Opportunity to Build a "Farmers' Market on Wheels"**

TREND 15:

In-Person Pick-Up and Drop-Off Options can be Convenient, too

Many buyers aren't ready to give up local Pickup in exchange exclusively for paid Direct Delivery. While Delivery is a staple, some consumers would prefer to pick up food as part of their weekly errands. In fact, **54% of buyers would prefer Online Ordering for Local Pick-Up if the pick-up location is convenient (e.g. local church, school, or business).**

While it's possible to run a Pick-Up only service, Farmers should consider diversifying their fulfillment options to satisfy as many customers as possible. Billion-dollar brands have conditioned buyers to expect both options. In fact, for 76% of Americans, fulfillment options can influence their purchase decision. Your buyers want the most convenient option for their personal lives and schedules. When Farmers offer various fulfillment options – that stick to a schedule and are conveniently located – they will build a loyal customer base.



READ: [How to Start Your First Farm Pickup](#)



“

We've removed all barriers for a customer to get our products. There's no excuse they can use as to why buying from us would be inconvenient. **With home delivery, farmers' market pickups, and on-farm pickups -- it keeps our customers happy and our sales consistent.**

- BENNETT FARMS, MI

OPTIMIZE FARM FULFILLMENTS

Convenience has become an expectation of ALL buyers today, so it's essential that your Farm offers a variety of fulfillment options.

The best way to make accessing your Farm convenient is to insert yourself into buyers' Local Loop. The Local Loop is the weekly routine that buyers engage in out of habit. When Farms make accessing their products convenient, buyers won't have an excuse not to buy from you.

Locations in your buyers' loop can vary but typically include places they attend weekly. Post your Farm flyer and email QR code on the bulletin board in local businesses, schools, and churches to drive awareness of your Farm.

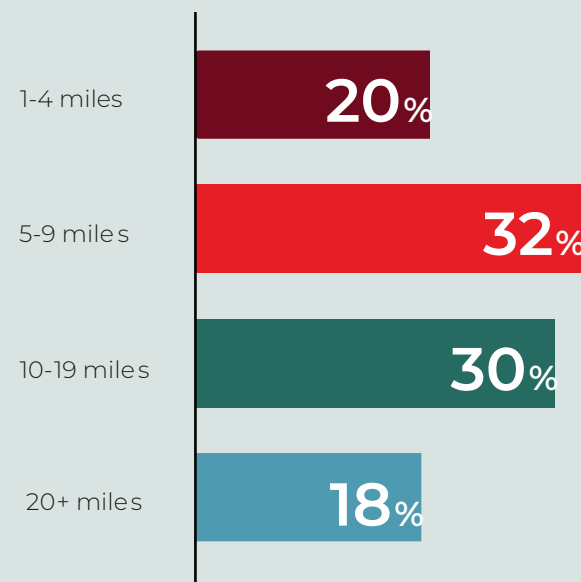
Offer convenient fulfillment options – Direct Delivery, Local Pick-Ups, and convenient Drop-Off Locations to attract more buyers and build a thriving Farm business.

[Learn More about Farm Fulfillments](#)



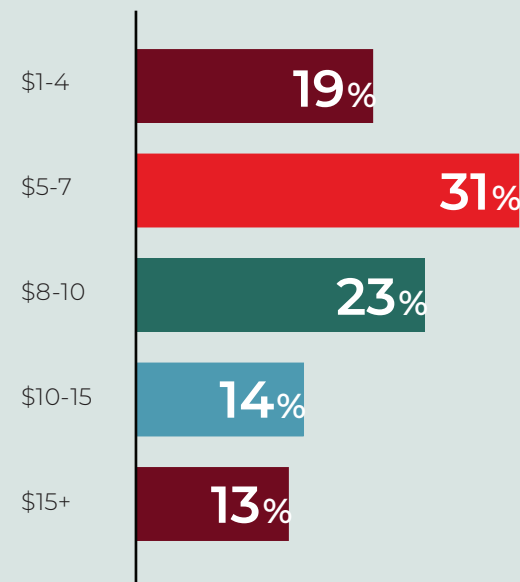
Local Pickup

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?



TREND 16:

Shipping is NOT a Viable Option for Readily Available Products

For many Farmers, shipping is not a viable long-term option to increase sales and maintain a competitive advantage. For many products like Proteins, Produce, and Dairy that are widely produced across most states, customers are capable of receiving those products from local Farmers in their own communities.

Small out-of-state producers will find it difficult to compete with local Farms on cost and market awareness. Additionally, the cost of shipping, packaging, and loss rates will negatively impact your margin profile. Excessive packaging and the carbon footprint of shipping, too, may also impact your brand affinity with eco-conscious buyers (regardless of recyclable packaging).

Most Farmers have a market awareness problem (in their local addressable market), not a shipping problem.

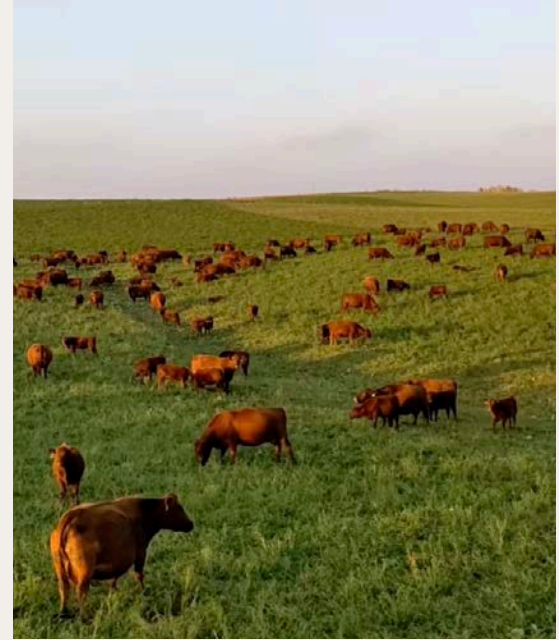
Shipping does make sense, however, for Farmers who sell geographically unique products (e.g. Alaskan King Crab), or shelf-stable products (e.g. Vermont Maple Syrup). In these cases, no one can compete with your Farm products, because they are *not available anywhere else*. In these cases, shipping can be a viable option for a Farm, when your product is geographically unique - provided the underlying value of the product justifies the time and expense of shipping.



CASE STUDY:

Grass Fed Cattle Co.

Grass Fed Cattle Co. (MN) initially debuted a shipping service, offering their products to the entire United States. While it sounded lucrative, Valerie and Jared spent more time and money packaging products instead of turning a profit. Therefore, they decided to focus exclusively on local Delivery and Pickup and increasing local brand and market awareness versus branching out to the entire United States. Today, they serve 3 metropolitan cities and have a strong network of loyal customers that recognize the value of their local products.



READ: **Farmer Spotlight: Grass Fed Cattle Co. - 1 Year Later**

CASE STUDY:

Sacred Roots Maple

Maple Syrup is a product that can only be made regionally in the New England region. Because this product is shelf stable, it's the perfect option to ship across the states. Sacred Roots Maple is aware of how important their products are across the nation, and because of the easy packaging (no dry-ice or freezing necessary), it's simple to ship. They now ship from New York to Hawaii, delighting customers across the country.



READ: **Farmer Spotlight: Sacred Roots Maple (NY)**





4

EMAIL MARKETING TRENDS

A strong Brand has the power to improve customer loyalty, attract more buyers, and drive consistent orders. The key is to keep your Farm top of mind among buyers – so when they're ready to shop for local Farm products, they think of your Farm first.

The best way to stay top of mind among customers is to be “present” where your buyers are every day – in their email inbox and on social media.

TOP TAKEAWAY


Consumers expect to hear from your Farm, consistently

TOP TAKEAWAY

Your email list must keep growing to fuel consistent sales

TOP TAKEAWAY

Automations are key to a strong email strategy



TREND 17:

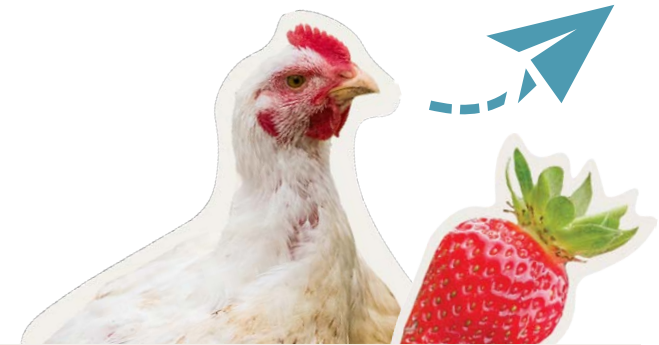
Customers want Regular Farm Updates

When consumers find a Brand they are interested in, they expect to receive regular updates. Farmers are serving a community among those who consume their products, and buyers want to feel connected emotionally to your Brand.

Email marketing is one of the easiest avenues to actively engage your customers directly - for free. It is essential that Farms utilize email marketing tools (e.g. Mailchimp) to engage their contact list on a consistent basis. In fact, **86% of buyers want an email update about your Farm products at least once per month.**

Buyers subscribed to email lists for a reason - to hear from businesses they want to follow and engage. The most successful Farmers use Email Newsletters to share regular updates about new products and happenings on the Farm. Some Farmers generate 80%+ of their weekly orders from a single newsletter.

When thinking about your Farm strategy for 2023, growing your contact list and implementing a regular email campaign strategy should be at the top. It's an excellent way to regularly communicate with buyers and drive sales for your Farm business.



“

When I send our monthly newsletter to our contact list in Mailchimp, it's like taking gold from an ATM – instant sales for the business.

- PASTURED POULTRY FARMER, MI



LISTEN: [A Chimp, Software, and Farming... Let's Talk Email Marketing](#)



TREND 18:

Farms that Send Regular Emails to Their Buyers Drive More Consistent Sales

Customers want to hear from you regularly. Send at least one email newsletter on a monthly basis to raise awareness and fuel more sales.

The most successful Farms email their customers 1-2x every week, often with a short newsletter and a separate order reminder (tailored to what is fresh a given week). Sometimes, your buyers don't realize how empty their pantry or refrigerator is until they're reminded. With so many emails vying for consumers' attention in the inbox, a subtle weekly order reminder or newsletter can act as that extra push they need to purchase.

Ironically, sending emails more frequently will actually increase the likelihood that your email is in your buyers' inbox (versus promotions or spam) because Google / Microsoft / Yahoo will rank your email profile based on opens and engagement. If you

send only one email newsletter per month, then your opens and engagement rates will be much less (versus a Farm who sends one email newsletter per week (4x)).

In fact, **Farms that send regular, weekly, or bi-weekly newsletters to their contacts list enjoy +28% more in average monthly orders**. Unless their customers have a Subscription to your Farm, customers might default to what they're used to (like returning to the grocery store). Sending newsletters and order reminders to your buyers prompts irregular customers to purchase again, and loyal Subscription-buyers to purchase add-ons.



READ: [How to Ensure Emails Land in Customers' Inboxes \(Not Promotions or Spam\)](#)

“

There's a direct correlation between sending out our weekly newsletter and people placing their orders for delivery or pickup. **The majority of our sales occur within six hours of sending our Monday newsletter.**

- HONEY BEE HILLS FARM, NC

TREND 19:

Email Automations Save Farmers Time & Drive More Sales

Email marketing can be greatly simplified if one knows the strategies to automate email sends based on buyer engagement. In this case: email automation. It is a best practice among marketing professionals to automate and personalize email campaigns. If you intend to send emails to 100+ contacts manually, it will waste a lot of time.

That's why Farmers use email marketing tools to automate the tedious work, save time, and drive more sales. **One integration that Farmer's leverage is Barn2Door + Mailchimp to drive an average increase of +30% in sales through email.**

With the email automation capabilities available from Mailchimp, Farmers can implement marketing campaigns based on a buyer's purchase history in Barn2Door (aka customer journeys). This enables Farmers to send different emails to different customers with specific messaging based on their recent purchase history from your Farm (or lack thereof).

For instance, with Barn2Door + Mailchimp, your Farm can automatically send an individually tailored email to loyal customers (who purchase consistently every week) versus a different email to absent buyers (who have not purchased in the past 90 days).

Farms that implement Customer Journeys in Mailchimp have proven to drive a 12%-36% annual lift in sales.

Email automation offered by Barn2Door + Mailchimp provides Farmers with the tools to increase sales without any extra hassle and reduce the amount of time spent in front of a computer. Email automation also ensures Farmers are keeping a healthy email list. While unsubscribes are never a welcome sight, it's natural and essential.

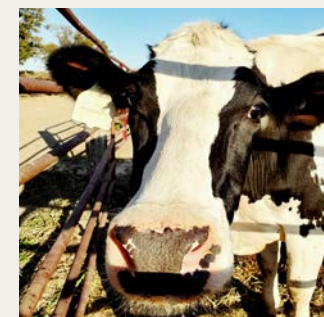


READ: [3 Farm Success Stories with Customer Journeys](#)

CASE STUDY:

Dan & Debbie's Creamery

A number one priority at Dan & Debbie's Creamery is to keep customers happy. By leveraging Barn2Door + Mailchimp, they can easily stay connected with their customers. Dan & Debbie's Creamery can readily send hundreds of emails to their contact list, offer new delivery options, or share new product launches. Dan & Debbie's Creamery also uses Barn2Door + Mailchimp to send targeted emails, allowing them to re-engage customers who didn't purchase or suggest new products to their regulars. With regular newsletters, they see consistent orders and revenue for their business.



READ: [Farmer Spotlight: Dan and Debbie's Creamery](#)



Emails Your Farm Can Start Sending Today

Buyers need to be regularly engaged and reminded to order from your Farm. When they're not, they can forget to place their order for the week. Streamline your communications to generate more consistent sales from your contact list with these three (3) simple emails:

Welcome Email

Say hello to new subscribers by automatically sending a welcome email when they sign-up for your newsletter.

Tell new subscribers how to order from your Farm, how often they can expect to hear from you (set expectations!), and offer a small discount to encourage their next order (and to create a Buyer account with your Farm).



Sweet Summertime! Is your summer flying by too?

Sorry we've been so quiet lately! Here's what we've been up to:

Our last cow calved (gave birth) this week! The calves will all stay with their mamas until the end of the year.

The chickens have grown quickly and will go to the butcher this week.

Unfortunately, a handful of our freezers lost power, and the meat thawed. We found lots of four-legged friends to give it to and already have a new batch of beef in the freezers ready to go!

We are hoping for rain soon. The pastures are growing but some moisture would help! We continue to plant more of our land into





We are RE-STOCKED!

We announced live on Facebook earlier today that we are officially restocked! We are aware that some of your favorite cuts have been sold out for a while and apologize. We appreciate your patience as we navigate multiple farmer's markets and deliveries this summer!

If you missed the Facebook live, [click here to watch!](#) (we also included several updates on delivery changes and a couple surprises coming up!)

Inventory management has been our top struggle as well as our top priority - we are working on several solutions to help get you what you need, when you need it.

With that being said...
grab your favorite cuts while you can!

SHOP PASTURED BEEF

Skip the crowds at the grocery store and pick up your locally raised beef at the following date and time:

Sunday, July 24th
Russellville Farmers Market
11:00am - 2:30pm

Saturday, July 30th
Pickup: Jackson Morrow Park (WEST PARKING LOT)
10:00am - 10:30am

Delivery: Your Home / Business
Between 10:00am and 2:00pm

(You will be a meal-planning hero!)



Sirloin
\$25.00 for 2

Ground Beef Patties
\$14.00 for 6

ADD TO BASKET

ADD TO BASKET



Farm Newsletter

90% of consumers prefer to receive updates from your Farm with an email newsletter. Keep buyers updated on what's happening on the Farm, learning more about your practices, new products and bundles, and upcoming events. Send a Farm newsletter at least 1x per month, but ideally 1x per week.

Loyalty Emails

Customers like to know how special they are to your business. Send monthly or quarterly "loyalty emails" to thank customers for supporting your Farm. Offer early access to an upcoming specialty or high-demand product, pass on an exclusive discount on their next purchase, or share product recommendations to upsell additional items.



READ: [Email Subject Lines & Data Benchmarks](#)



We have bulk beef boxes and individual cuts available. Our pastured chicken cuts will be available soon - we'll keep you posted!

SHOP GRASSFED CATTLE CO.



Fast and Easy Ordering Now Available with Store Credits!

Looking to make your purchases more streamlined? Buy some credits for our store for fast and easy checkout. Once you buy your credits, they will be depleted every time you go to purchase an item from the store. Enter your billing information once and be done. It's that simple! Wish to gift credits? We can email a digital gift card to the recipient of your choice. Buy one for you and a friend today!

BUY STORE CREDITS

GRASSFED CATTLE CO.





TREND 20:

Farms Must ALWAYS be Growing their Email List

We've found that when Farms have at least 100 emails in their email list, they can run a successful email marketing campaign that drives sales. However, reaching 100 email contacts doesn't mean you should stop growing your email list – it actually means the opposite. Use the momentum to gather more emails!

About 1 in 7 people physically move [homes] each year, which means **you must grow your customer list at least 14% every year to maintain current revenues.** When people move homes, this means they'll be clearing out their inboxes - unsubscribing from local businesses who they can no longer support financially.



READ: [What's Your Email Strategy? Do More with Less Effort](#)





5

SOCIAL MEDIA TRENDS

With the average American spending 6+ hours online everyday, it has never been more critical for your Farm to implement a Social Media Strategy to reach potential buyers, promote your Farm products, and share your unique story. Social Media is a cost-effective and free channel to create brand awareness and passively engage with your customers.

TOP TAKEAWAY


Build your brand to drive customer loyalty

TOP TAKEAWAY

Instagram & Facebook are the most popular platforms for local businesses

TOP TAKEAWAY

Customers may need an incentive to review a product or service



TREND 21:

Facebook & Instagram are the Best Channels for Engagement

The average American is on social media for about **two and a half hours a day**. During that time, they're engaging with brands they love and discovering new products. For this reason, it's important that Farms have a social media presence to engage with their customers or prospects who are looking for local Farmers in their area.

In contrast to other Social Media alternatives, **61% of buyers prefer to follow small businesses on Facebook or Instagram**. When Farmers use social media to engage with their buyers, it keeps their products top of mind, creates brand recognition and loyalty, and drives more orders, on average.

Connecting with customers on these channels - even if it's just one - can foster a larger community and drive sales.



LISTEN: **Success on Socials: Tips to Growing Your Social Media Presence**



“

Social media is an absolute must if you're starting a new business. It's free marketing and you can educate customers about the importance of regenerative farming. **We've grown our customer base exponentially because of our social media presence.**

- PASTURED POULTRY FARMER, SC



BARN2DOOR MARKETING TOOLS

FOR YOUR FARM BUSINESS

With more Americans relying on technology and social media to interact with brands and purchase products, it's essential that Farmers have a marketing strategy in place to engage buyers, increase brand awareness, and drive visits to your Farm Webstore. Check out these tools Barn2Door offers Farmers – to implement best marketing practices and save time.



Marketing Toolkit

Hundreds of Farmers are using the Barn2Door Marketing Toolkit as their personal shortcut to successful marketing, and to stay top of mind with their customers. Every month, Farmers receive seasonally relevant assets – photos, images, animations, recipes, and newsletter templates – along with sample content and prompts that can be tailored to use in their emails, newsletters, and social media posts.

[Learn More: Marketing Toolkit](#)



Barn2Door Academy

If you want to improve the way you manage your **Finances**, strengthen your **Email Marketing** strategy, boost your **Social Media**, hone your **Farm Brand & Content**, or begin or expand **Local Delivery** -- a quick class will be a huge step in the right direction.

[Learn More: Barn2Door Academy](#)

TREND 22:

User-Generated Content can Save Farmers Time

The best time to engage your customers is when your Farm is top of mind. Whenever buyers are sharing on social media about your Farm - you should be reposting. Whether you just completed your Summer or Fall CSA season, or if customers are sharing photos of steaks on the barbeque from your Herd Share, then like and repost.

User-generated content is an easy way to ensure your feed is active – even when you don't have time to post. Word of mouth is one of the best ways to increase local awareness about your Farm business, and it's essential to engage with your customers – online and in-person.

Hashtags from your region (e.g., #kentuckyproud) are also an effective tactic to access more prospective buyers (at no cost). Has a customer recently complemented your products or posted a nice comment on your social media channels? Repost them (and ask them to write a review!)

TREND 23:

Consistency is Key on All Social Media Channels

Customers identify with brands that are consistent across all channels. They're looking for the logo, colors, and messaging from your website and email campaigns to be aligned with your social media profiles. Straying from a consistent Brand theme can cause confusion and decrease brand recognition of your business.

We've found that **consistent branding across all channels (website, social media, and email) can help Farms increase revenue by up to 23%**. The best way to ensure your brand is consistent is to incorporate the same colors, logo, and messaging in every customer interaction.



READ: **Grassroots Marketing Tactics Every Farmer Should Know**

CASE STUDY:

Dirty Girl Produce

Across all channels, Dirty Girl Produce keeps their profile pictures and messaging the same. This allows for customers to easily find them on Facebook and Instagram, as their profile picture is their logo. Consistent with major brands, Dirty Girl Produce's logo is recognizable to customers across all of their social platforms and easy to follow. This has helped Dirty Girl Produce become a household name across the Bay Area – widening their customer base and creating a loyal buyer network.



READ: **How Farmers Can Build a Winning Social Media Strategy**



Future Trend Predictions

1

Rise in Partnerships among Local Producers

The most successful Farms see great success by partnering with local businesses to amplify the awareness of their products. Between partnerships with other local Farms and Producers or establishing relationships with local businesses (Coffee Shops, Wellness Stores, Gyms, Community Centers, etc.) – Farms create more opportunities to give their customers convenient Pick-Up and Drop-Off points to access products – and businesses enjoy increased foot traffic.

We predict more Farmers to partner with local businesses in 2023. Why? As more Farms look to create “One-Stop-Shop” opportunities from their online store, working with other businesses is an excellent way to become a staple in your buyers’ lives and increase local Brand recognition.

2

Subscriptions will become even more Prevalent in Buyers' Lives

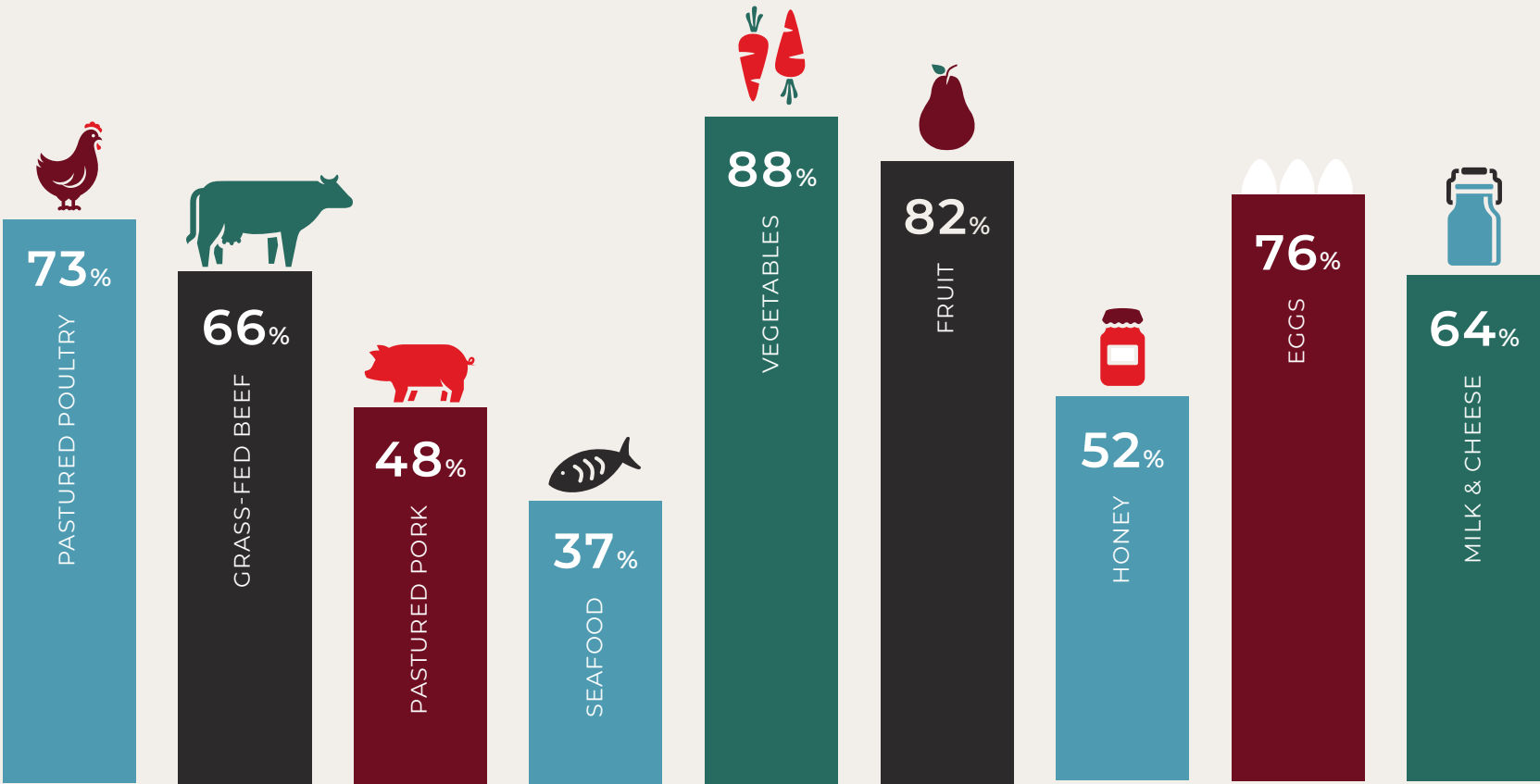
With more Americans working from home, people are starting to take more control of their lives. Now more than ever, many are spending less time commuting to work and are becoming more thoughtful about how they spend their time, access products, and support local businesses.

Current buyer trends point to convenience, and the rise in Subscriptions will fuel continued growth in Farm Box Subscriptions, too. We all need to eat every day, and we know +40% of buyers are looking for ongoing Subscriptions from Farmers. Coupled with convenient Pick-Up locations and Direct-Home Delivery, Subscriptions are lucrative for Farm businesses and will continue to increase in 2023.

Additionally, with the influx of grocery store stock and rapid food shortages, the ability to have trust that Food can be accessed on a weekly or monthly basis will be top-of-mind for consumers in 2023. Farmers can be a bright light and help drive the change in how many Americans currently access Food – with Farm Subscriptions.

BUYERS WANT **FARM BOX SUBSCRIPTIONS**

What food items are your buyers interested in for a Farm Box Subscription/CSA purchase?



3

Be Aware of Omni-Channel Opportunities for Your Business

What is an Omni-Channel Business Model? This is the multi-channel approach to provide consumers with a seamless shopping experience – no matter where they come in contact with your business. This will be essential for Farm businesses to establish an omni-channel approach – to serve all possible customers that come in contact with their Farm.

For example, if a potential customer finds your Farm through Google, they visit your website and immediately shop from your Farm web store. After they complete a purchase with your Farm, they receive an email confirmation of their Pick-Up instructions at the Saturday Farmer's Market. In the email, they also discover that your Farm has an Instagram page – they click the link on their mobile device and open your Farm's Instagram profile to follow you. They notice the same logo, and colors, and recognize some of the photos. When it's Saturday, they immediately locate your stall at the market and decide to also purchase some honey and eggs.

This is an omni-channel approach: being present on every single channel – web, mobile, social, email, and in-person.

When Farmers offer a seamless purchase experience – online (Farm eCommerce) and in-person (Point of Sale), it also streamlines the order management process for you – with the right tools in place, where inventory is updated automatically (or auto-magically, as we like to say at Barn2Door). This will help Farms win in 2023.

Conclusion

2023 can be a profitable year for Farm businesses when they have the right tools in place, understand their customer's expectations, and align business efforts to serve the current market.

Taking time to understand these trends in 2023 will help your Farm remain competitive in a rapidly changing world. Knowing what's expected of your buyers and being able to actively predict how they want to access your products can help your Farm business increase sales, delight your customers, and save time & money.

Barn2Door provides an all-in-one solution to grow and manage your Farm business. If you're curious to learn why successful Farms run on Barn2Door, [watch this 5-minute video.](#)



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