

five habits to

increase farm profits



table of contents

introduction

PG. 3

chapter 1

determine your subscription offers

PG. 4

chapter 2

package your subscriptions for success

PG. 7

chapter 3

offer convenient fulfillment alternatives

PG. 11

chapter 4

offer a mix of purchase options

PG. 14

chapter 5

market your subscriptions

PG. 17

conclusion

PG. 21



introduction

Today, Subscriptions are the norm. On average, Americans have 9+ paid Subscriptions for various products and services: streaming (Netflix), music (Spotify), home monitoring (Nest), and home office software (Office 365). With the rise of eCommerce, people are expecting access to products anytime, anywhere online. Since 9 out of 10 Americans prefer to shop from local businesses, the ability to conveniently buy local Farm products is undergoing a digital transformation to satiate buyer demand.

Arguably, farming has been at the forefront of business transformation, especially when it comes to the concept of Subscriptions. For instance, the idea of Community Supported Agriculture (CSA) is essentially a Subscription - buyers commit to purchase food from a Farmer over a period of time (typically, for a given season). Unfortunately, however, 99% of Americans have never heard of a CSA, causing Buyer confusion and lowering eCommerce conversion.

Subscriptions are well understood by the typical buyer. Farms that offer Subscriptions delight their buyers, meeting their expectations of convenience, and offering buyers consistent access to their products. The most successful Farmers utilizing Barn2Door drive more than 80%+ of the monthly revenue from Subscriptions, providing financial peace-of-mind and income security..

This eBook sets forth the steps for **any** Farm to build a healthy, recurring Subscription model for their business. Analyzing millions of pageviews across 1000's of Farm businesses, this eBook details how successful Farms set up their Subscription programs to delight buyers and grow their monthly recurring revenue. Farmers can use this eBook as a guide to streamline operations, align efforts with harvest or processing schedules, better organize pick-and-pack teams, and ultimately save your Farm time and money.



chapter 1

determine your subscription offers

Of all the sales volume on the Barn2Door platform, more than 40% are Subscriptions during peak season. That's why the most important aspect of starting a successful Subscription program is keeping your Subscription offers and schedules simple for buyers. Avoid confusing buyers with too many options.

Ideally, your Farm Subscriptions, including the cadence, fulfillments, and payment options, should be consistent and easy to understand (without explanation). Why? Because when someone subscribes to your Farm products, they expect to place an order once and receive your Farm products on a weekly, bi-weekly, or monthly basis.

Start by determining what type of Subscription works best with your products. Different products have different growing and harvest periods. Some are available year-round (i.e., dairy, poultry), while others may only be available during certain seasons of the year (i.e., fruit, vegetables). Here are three Subscription types that your Farm can offer with Barn2Door:



seasonal subscriptions:

These Subscriptions should align with a specific harvest season or growing times. Arrange the term to set for a specific amount of weeks or months (typically 3-24 weeks or 1-4

months). Common examples of Seasonal Subscriptions include Produce CSAs, Flowers, and Fish & Shellfish Subscriptions.

● **rolling subscriptions:**

Recurring regularly, there's no specific term associated with Rolling Subscriptions. Perfect for a herd share or multiple seasons of a Produce CSA, these occur on a set rolling period (typically 3, 6, 9, or 12 months). Common examples of Rolling Subscriptions include a 3-month Produce CSA (starting anytime a Buyer signs up in the Spring) or a 6-month Herdshare (for Beef, Poultry, or Dairy).

● **ongoing subscriptions:**

For products that are available year-round, Ongoing Subscriptions are perfect for products that are always in demand and available on a consistent schedule (weekly or monthly). Common examples of Ongoing Subscriptions include Dairy, Eggs, Poultry, Pork, and Beef. If you Farm in a region with year-round sun, maintain high-tunnels, or are a freight-farm, then Ongoing Subscriptions for Produce is also a great option.

While Farms can offer a mix of the different Subscription types, it's important to keep it simple and provide clear descriptions outlining the terms and conditions to your customers.

Loyal buyers who love your Farm products will want to lock-in consistent access to their favorite staples. Ensuring that your Subscriptions are easy to purchase and "convenient" to access will be the tipping point to success for your Farm business.



read: [1882 - This 5th Generation Ranch is Selling Direct](#)



listen: [Finding Success with CSA Subscriptions: Tagge's Famous Fruit, UT](#)



“

[Unlike other eCommerce software,] Barn2Door tracks our retail sales and manages our CSA Subscriptions. We can generate a pick-and-pack list by location with the click of a button, log in and see all subscriptions we've accumulated. All of these things, I now take for granted.

- PRODUCE FARMER, CALIFORNIA

”

chapter 2

package your subscription for success

A Farm Subscription is intended to save your buyers the hassle of making repeated one-time-purchases while securing recurring Orders for your Farm and reducing your marketing costs. When considering a family's grocery list or a restaurateur's standing requests, you'll find that **90% of the purchases are the same week-over-week**. As a result, packaging your Farm Products to cater to the demand of your target buyers is important to increase conversion.

Farms have the ability to make any product either a stand-alone or bundle-box Subscription, giving Farmers the ability to meet a wide range of buyers' needs. However, it's important to keep your inventory streamlined and simple, making it easy for buyers to make a purchase decision. Top-performing 7-figure Farmers average less than 50 products in their inventory.

Here are how the most successful Farms package their Subscriptions to drive more orders and offer convenient access to products:

staple product subscriptions:

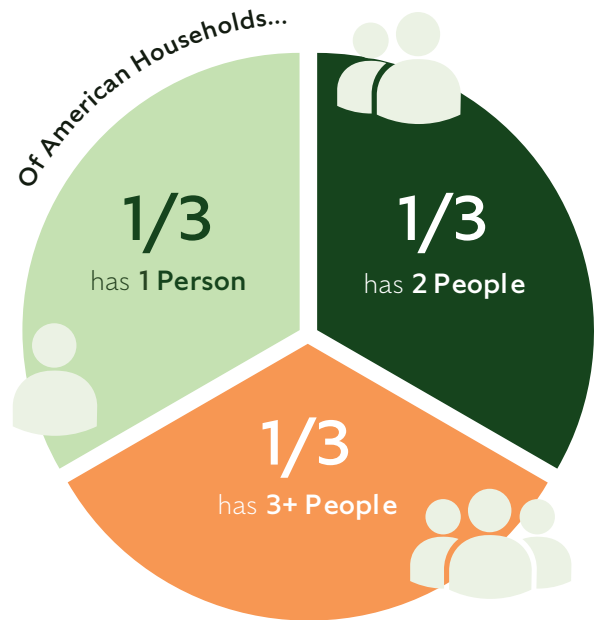
These are Subscriptions to Farm products that are buyer staples utilized on an ongoing basis. For example, proteins, produce, and dairy are consumed daily. Additionally, many buyers regularly purchase bread, honey, syrups, soap, and flowers, too. These are best for “Ongoing Subscriptions” – without an end date.

align package options to household sizes:

1/3 of Americans live alone, 1/3 live with 2 people, and 1/3 live with 4+ people. Therefore it’s necessary to have purchase options that meet a wide range of buyer needs. For Bundle Boxes, offer small, medium, and large boxes that cater to a variety of households. When you cater to the needs of different buyers, the more likely customers will purchase.


bundle boxes:

The highest conversion rates are driven by Bundle Box Subscriptions versus individual Specialty Products. Typically Farms offer between 3-7 Bundle Boxes to simplify their inventory. One tactic is to only offer high-demand specialty products in Bundle Box formats (i.e., Huckleberries, Bacon, Filet Mignon). The goal of a Bundle Box is to move more Farm products and simplify purchase decisions for buyers.



farm recommend bundles:

Farmer Recommended Bundles should be assembled to appeal to customers’ needs and experiences. A seasonal experience (e.g., “Summer BBQ Box”), theme (e.g., “Crossfit Power Box”), or an emotional appeal (e.g., “Game Day Box”) will often drive a higher conversion



rate. The beauty of Farmer Recommended Bundles is the flexibility it offers you to move a wider variety of products.

Note, ninety (90%) of customers will opt-in to Farmer Recommended Bundles, available as a one-time purchase or as a subscription. Allowing buyers to “customize” bundle boxes can get out of hand, costs more money, takes more time to assemble, and creates more headaches in the fulfillment process (delivery or pickup).

Simple inventory options and streamlined packaging are essential to appealing to a wider range of customers. The key to increasing your Farm Subscriptions is to keep it simple. Offer Bundle Boxes, limit the ability to allow for customizations, and cater to household sizes to delight many buyers.



read: [Package Your Farm Products to Sell Out!](#)



listen: [Keeping it Simple: Starting a Successful New Farm](#)



watch: [Building Brand Loyalty with Subscriptions](#)

A close-up photograph of several black trays filled with rows of young microgreens. The plants have small, bright yellow leaves and thin, white stems. The trays are arranged in a grid pattern, and the background is slightly blurred, showing more trays in the distance.

“

We always had leftover pea shoots and micro radish, so we decided to blend them into what we call our Farmer's Favorite Micro Salad Blend. Our customers reacted so well to that blend that it's become one of our most popular items!

Something that was meant to move more inventory has become a staple in our store.

- MICROGREEN FARMER, RHODE ISLAND

”

chapter 3

offer convenient fulfillment alternatives

Buyers expect convenience. In fact, 3 out of 5 Americans now regularly purchase groceries for pick-up as major Food retailers capitalize on buyer demand for convenience. This is great news, enabling Farmers to successfully and profitably offer Farm Subscriptions for Pick-up or Direct Delivery. The key is that your Farm must make the ordering and fulfillment process convenient.

Seventy-six percent (76%) of customers admit their purchasing decisions are influenced by the available fulfillment options. Why? Because buyers want convenient access to your products. Here are the fulfillment options you may want to offer buyers to access your Farm Subscriptions:



pick up:

The key to offering convenient pickups is the ease and accessibility for pickups to become a part of your customers' local routine without driving out of the way (aka the "Local Loop"). If your Farm is 20+ miles from the nearest town, then find a pickup location closer to your customers' daily activities. Ideal options are schools, local businesses (e.g., cafe), or a church parking lot. Align your pickup times with buyers' schedules.



● **delivery:**

The most successful Farms grow their recurring sales by offering Direct Delivery for Subscriptions. Make Delivery profitable by choosing 1-2 zip codes where your customers live to build initial momentum and buyer density. Charge a delivery fee to cover the cost of your gas and drivers (Amazon has set the standard for grocery delivery fees at \$9.95). Farms offering Delivery earn more than 2x+ in monthly average revenues versus Farms that do not offer Delivery.

● **shipping:**

This option is highly dependent on the “stability” and the geographic uniqueness of your Products. Shelf-stable products that are geographically unique (e.g., Vermont Maple Syrup), are ideal for shipping. However, perishable products that are NOT geographically unique (e.g., Grassfed Beef), make shipping costly and less than ideal. When it comes to recurring Subscriptions, we recommend limiting Shipping Subscriptions to shelf-stable, geographically unique products only.

At Barn2Door, we see more than 98% of Subscription volume is driven by Pick-ups and Direct Delivery; Shipping is an outlier, cost-prohibitive, and fuels a much higher loss rate. Farmers who invest in selling direct-to-market and making Subscriptions convenient to buyers in their local communities are winning - earning more revenue, increasing margins, and saving time and money.



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



read: [The Data on Buyer Demand for Local Farm Pick-ups](#)



listen: [The Continued Success of a Fifth Generation Ranch](#)



“

Since the farmer's markets only ran six months out of the year, we knew we needed a way to sell our products like Amazon. That's what people expect today – having orders arrive at their doorstep. When we started our Farm, no one was going to the grocery store, so **it was amazing that Barn2Door helped set up our delivery processes – making it frictionless and profitable.**

- PROTEIN FARMER, SOUTH CAROLINA

”



chapter 4

offer a mix of purchase options

Most Farms offer a discount to pay for a Seasonal or Rolling Subscription up-front; however, not all Americans have the means to pay in advance. In fact, two-thirds ($\frac{2}{3}$) of buyers choose to pay-as-you-go, whereas only one-third ($\frac{1}{3}$) of buyers choose to pay in advance. The good news is that your Farm can allay inflationary concerns and offer food security to buyers by offering multiple purchase options for your Farm Subscriptions. Here are different options your buyers will expect to choose from:

- **pay as you go:**
Allow customers to pay for your Farm products as they are fulfilled - weekly, biweekly, or monthly. Enable buyers to reduce their upfront cash outlay by committing to recurring purchases of your Farm products.
- **pay upfront:**
Let customers pay for their Subscription in advance. As an incentive, most Farmers will typically offer a 5%-10% discount for paid upfront Subscriptions to help increase cash flow ahead of harvest. (Note, this option is only available for Seasonal or Rolling Subscriptions for a predefined period of time on Barn2Door).

Subscriptions create buyer loyalty for your Farm business. Your Farm can lock-in recurring orders, and buyers receive consistent access to your products. As unexpected events occur, it's essential that

people can cancel, skip, or join a Subscription at any time (especially for perishable Farm products). Flexibility helps build buyer loyalty and trust in your Farm Brand:













































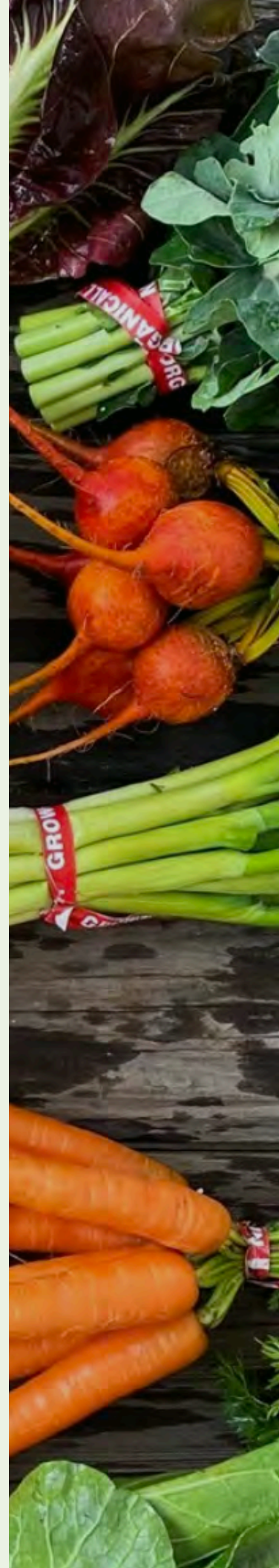










“

If someone pays 10 or 20 weeks upfront, they'll get a discount. It's convenient for someone to sign upfront because **they don't have to think about purchasing again.**

- PRODUCE FARMER, CALIFORNIA

”

chapter 5

market your subscriptions

To grow your subscriber base, your Farm must inform buyers what's available by marketing your products! Think about items from your favorite brands - when there's a new product, they tell you. If they hadn't, would you know it existed, or would it have been too late?

There are multiple platforms to market your Subscriptions, spread the word about what's available from your Farm store, and engage with customers to drive sales. Different customers are active in different areas - online and in-person. So, when Farms actively engage their customers on all channels (web, mobile, social, email, and in-person), they build more awareness of their products and create a larger loyal customer base. Here's how your Farm can use different channels to spread awareness of your Brand:



email:

Customers check their inbox daily. Send a weekly email to keep your Farm top of mind. Use order reminders to spur sales from customers who've subscribed to your products to drive add-on purchases. Share Subscription in your regular Newsletter.



● **social media:**

On Facebook and Instagram, your followers aren't just following your story, they're also keen to learn more about your products. Post "what's included" with your weekly Subscriptions to spur FOMO (fear of missing out). Don't be surprised if you sell out! People want to see what's included, especially in a Farmer-recommended box where you are choosing what's fresh and available.

● **in-person:**

Capitalize on all your in-person interactions to market your products. Print flyers with a QR code that links to your Farm store (for an incentive to subscribe to your products). Hand them out at markets, post them at your local business, church and school. Using in-person interactions to drive online sales has helped Farmers increase their average order size by 3x.

Repeat customers spend, on average, 67% more than new customers, so make sure you're consistently engaging loyal buyers. Here are some of the most successful tactics to spur orders and make your Subscription service enticing is essential.

SUCCESSFUL TACTICS

Give Subscribers First Access to Desirable Products: People love feeling special and want to know your Farm values them. Let customers know that when they subscribe, they'll also be the first to receive access to specialty products.

Incentivize Subscriptions with Product Add-Ons: Sometimes, a value-added product or another item would pair well with your Subscription. Use the Barn2Door + Mailchimp integration to automatically send Recommended Product Add-ons to spur Farm orders.

Always Collect Emails: 1 in 7 people physically move homes each year, so you always need to be growing your email list. Allow customers to sign up for your email newsletter on your

website or at your Farm stand with a manual sign-up sheet or QR code. Email is a powerful tool to engage customers in a place they visit every day – their inbox!

To promote your Subscription services, it's essential to automate order reminders and recommend add-ons. Why? If your customer purchases a Bundle (e.g., Breakfast Bundle) that you know would pair well with another Subscription service (e.g., Fresh-Pressed Juice), then recommend it as an add-on purchase. Order reminders are essential for customers who are typically part of a seasonal bundle, so they know exactly when it's for sale in your Farm store.



read: [The #1 Tactic 6-Figure Farms use to Drive Sales](#)



listen: [Copy, Paste, and Post: The Barn2Door Marketing Toolkit](#)



watch: [5 Steps to Write a Winning Email](#)



“

Create Farm flyers and include your email sign-up QR code.

Once you have a solid email list, you can't lose. Today, when we send an email, it's like going to an ATM - **it's guaranteed sales every time we hit send.**

- PROTEIN FARMER, MICHIGAN

”



conclusion

Gain confidence and peace-of-mind by building a healthy base of Subscriptions to provide recurring revenue for your Farm business. While the transition to Subscriptions does take planning and time, the upside and freedom that recurring cash flow offers your Farm is well worth the effort.

Buyers, too, love the convenience of Subscriptions to your Farm products. Ongoing access to your fresh Farm products is one less thing for buyers to worry about in their busy lives.

A successful Subscription service boosts your Farm's revenue, generates recurring income, and saves your Farm time and 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](#).



This eBook is a 2023 copyright © protected work of Barn2Door, Inc.

