

- APRIL 1, 2020 -

Strategies for Online Farm Sales

- WITH FARMER PANELISTS -

Hayden Holbert, Avrom Farm in WI
Samantha Gasson, Bull City Farm in NC
Katie Steere, Deep Roots Farm in RI
Heather Puckett, MT Cross Farms in MT

- HOSTED BY -



FACT Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

Larissa McKenna

Humane Farming Program Director

Email: lmckenna@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/farmer

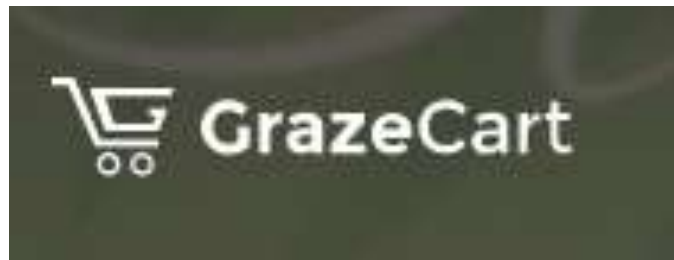
FACT's services for livestock and poultry farmers include:

- Fund-a-Farmer Grants & Emergency Mini-Grants
- Humane Farming Mentorship Program
- Scholarships to conferences and other events
- Free webinars

Farmer Panel



- Hayden Holbert of Avrom Farm in WI
- Katie Steere of Deep Roots Farm in RI
- Heather Puckett of MT Cross Farms in MT
- Samantha Gasson of Bull City Farm in NC



Farmer Panel

- **Hayden Holbert**
- **Avrom Farm, WI**
- **avromfarm.com/store**
- **@avromfarm**





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[Pasture-Raised Cheese](#)

[Vegetables](#)

[Fruit & Mushrooms](#)

[Pasta & Canned Goods](#)

[Gift Cards](#)

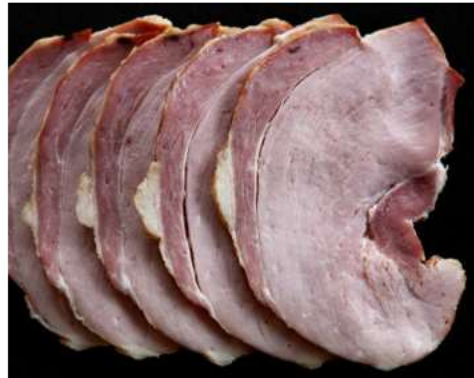
[Non-GMO Chicken](#)

[Dry-Aged Beef](#)

[Pasture-Raised Pork](#)

Shop By Vendor

[Avrom Farm](#)



Hickory Smoked Ham

One lb package
Avrom Farm

\$9.00

[Add to cart](#)



Summer Sausage

One lb sausage
Avrom Farm

\$11.00

[Add to cart](#)



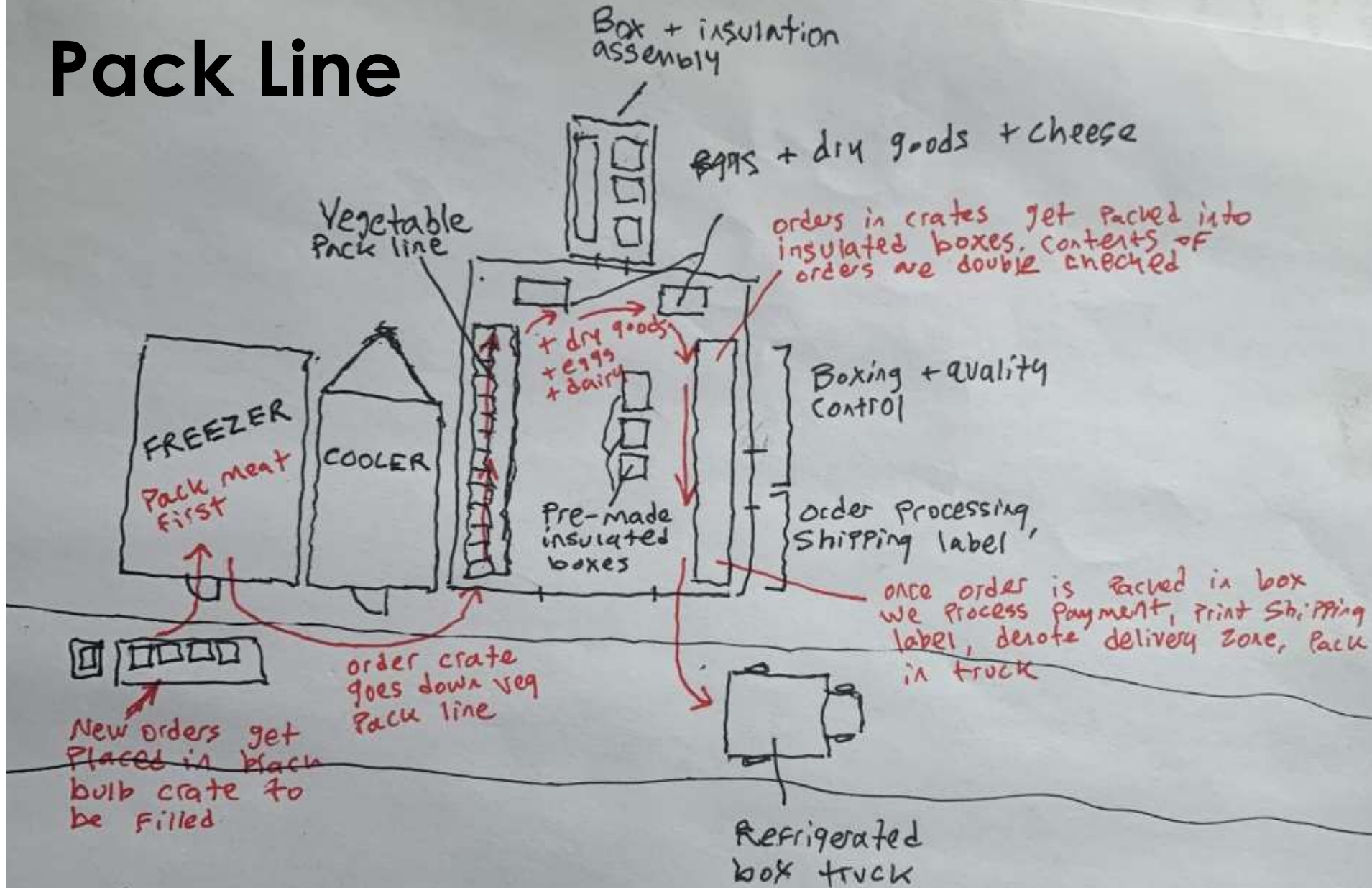
Pork Braunschweiger

One package
Avrom Farm

\$6.00

[Sold Out](#)

Pack Line



Farmer Panel

- **Katie Steere**
- **Deep Roots Farm, RI**
- **@deeprootsfarmri**
- deeprootsfarm.grazecart.com/store





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Shop By Category

The Local Pantry

Local Vegetables

Eggs

Grass-fed Beef

Pastured Poultry

Pastured Pork

\$50 Gift Card

\$50.00

Add to Cart

• Sale

1/2 Pig Share



~~\$837.00~~

\$750.00

Add to Cart



Bacon, No Synthetic Nitrates

1 lb Package

\$16.99/lb.

Avg. 1 lb.

Sold Out



Beautiful Day Granola - Mochaccino Hazelnut

\$9.95

Add to Cart

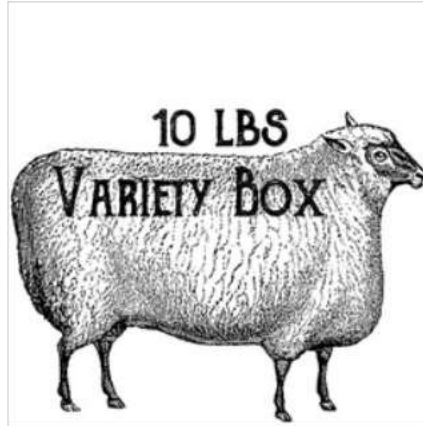
Farmer Panel



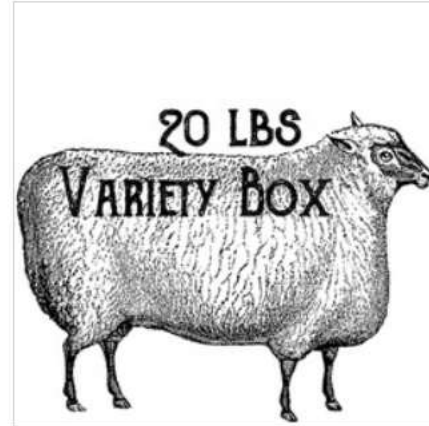
- Heather Puckett
- MT Cross Farms, MT
- <https://squareup.com/store/mt-cross-farms-inc>
- <http://www.mtcrossfarms.com/>
- @mtcrossfarms



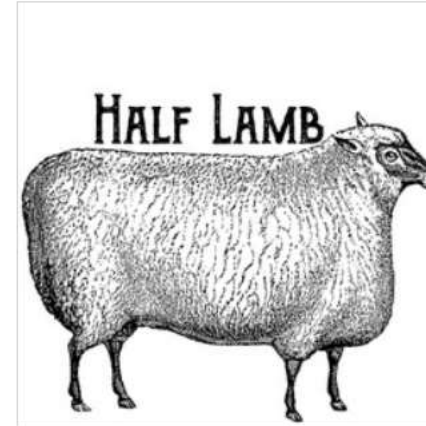
Thank you for supporting this small family farm.



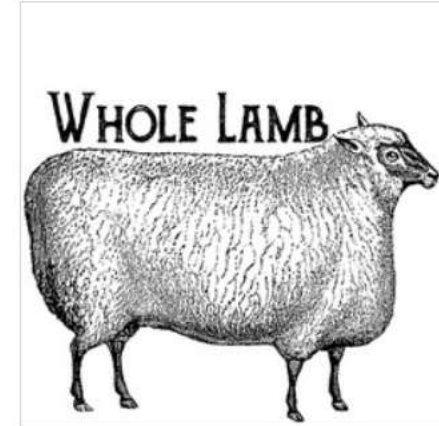
Icelandic Lamb Variety Box - 10 L...
\$140.00



Icelandic Lamb Variety Box - 20 L...
\$240.00



Half Lamb
\$50.00



Whole Lamb
\$100.00

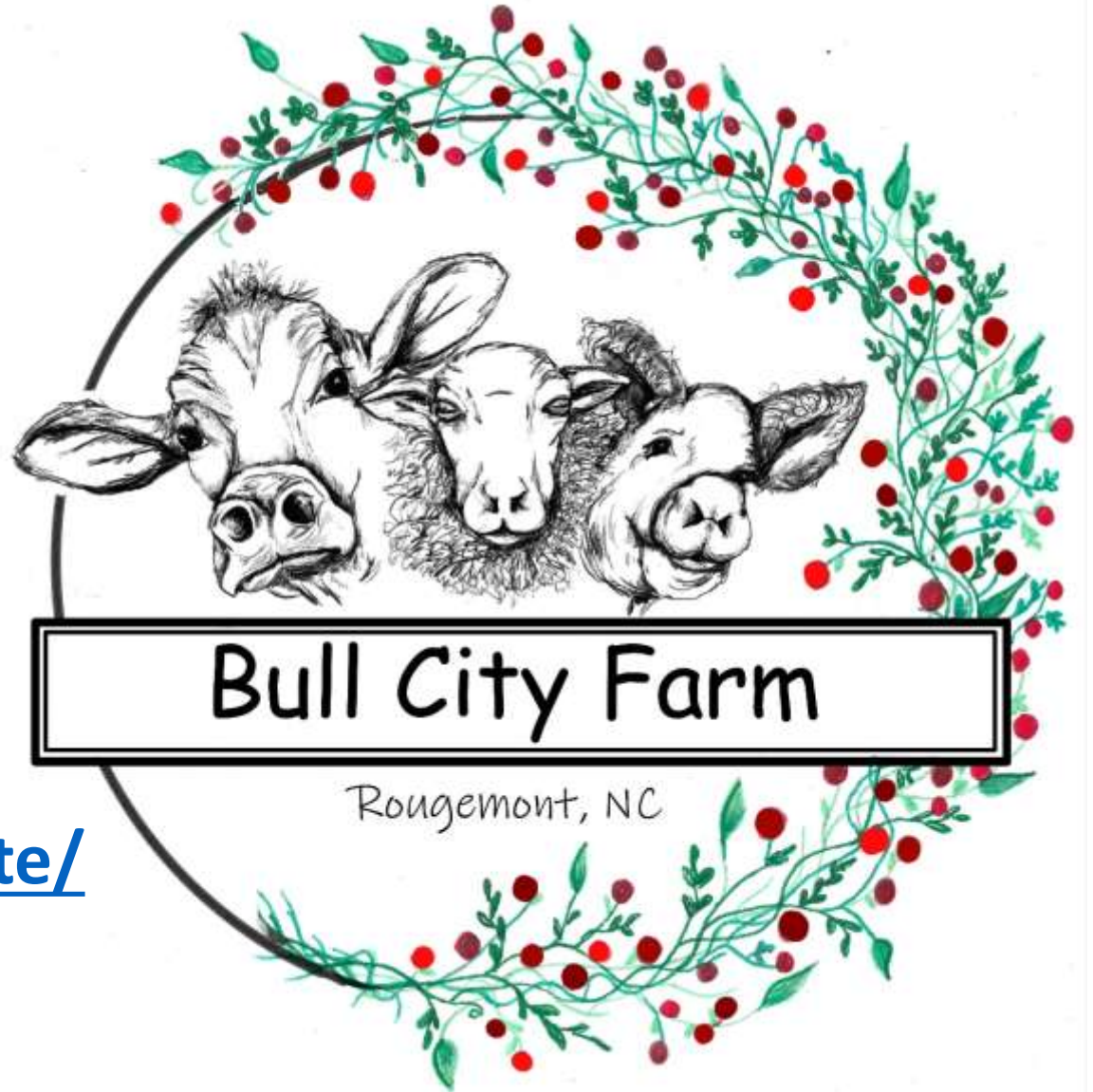
Welcome to our farm

At MT Cross Farms, we raise Icelandic sheep. We love how versatile they are; beautiful fiber, delicious milk and fantastic meat.

As a heritage breed originally from Iceland, our sheep are a perfect fit for our high

Farmer Panel

- **Samantha Gasson**
- **Bull City Farm, NC**
- **www.bullcityfarm.com**
- **<https://bull-city-farm.square.site/>**
- **@bullcityfarm**



Pre-Orders

We are doing our part to flatten the curve by offering pre-orders at 2 pick-up locations. Everything we usually sell at market is available but we cannot guarantee that all items will be in stock at the time of your order. We will do our very best to fulfill your requests.

[PRE-ORDER FORM](#)

Once we have reviewed your order, we will confirm and create an invoice via square to further limit person to person contact.

Pick-up times and locations

For Saturdays:

- *South Durham Farmers' market, 9am to 12pm in person in front of our tent
- *South Durham Farmers' Market, 8:30am-9am and 12pm to 1pm, stay in your car behind our tent and we'll bring your order to you.

Saturdays or Sundays (other days and times are available upon request):



Bull City Farm's Pre-order Form For the Week of April 6th to April 12th

Please note that we are not accepting orders for the week of March 30th, we're all sold out!

We are doing our part to flatten the curve by offering pre-orders at 2 pick-up locations. Everything we usually sell at market is available but we cannot guarantee that all items will be in stock at the time of your order. We will do our very best to fulfill your requests.

Once we have reviewed your order, we will confirm and create an invoice via square to further limit person to person contact.

Pick-up times and locations

For Saturday:

Some of the Many Online Ordering Platforms

- Barn2Door, <https://www.barn2door.com/>
- Cropolis, <https://cropolis.co/>
- Farmingo, <https://www.farmigo.com/>
- Food 4 All, <https://www.food4all.com/sell-food-online-csa-software/>
- GrazeCart, <https://grazecart.com/>
- Harvie, <https://www.harvie.farm/>
- Local Food Marketplace, <https://home.localfoodmarketplace.com/>
- Local Food Nodes, <https://localfoodnodes.org/en>
- Local Line, <https://site.localline.ca/>
- Shopify, <https://www.shopify.com/>
- Square, <https://squareup.com/us/en>



USPS Shipping Value Options

Would it be helpful for you to know how USPS can help with effectively fulfilling orders directly to your customers?

- **1-3 Day Delivery in most markets**
- **End to end GPS tracking**
- **Convenient pickup locations**
- **Priority Cubic, Regional and Flat Rate options**
- **No fuel, delivery or address correction surcharges**
- **Alaska, Hawaii, & US Territories - Domestic Rates**
- **Free forwarding and returns, packaging supplies, and carrier pickup.**
- **Commercial First Class ounce based package pricing up to 15.99 ounces**



Contact Rachel for more information on USPS shipping and marketing options:

Rachel Norton-Rowland, United States Postal Service Sr. Sales Executive

Rachel.E.Norton-Rowland@USPS.Gov 518-222-1993

Q&A – Please type your questions!



Connect with **FACT**

Food Animal Concerns Trust

Webinars

- 🐔 **Check out FACT's archive at foodanimalconcernstrust.org/webinars**
- 🐔 Additional webinars this spring tbd

Grants, Scholarships, Mentorship & More!

- 🐔 **Emergency farmer mini-grant application is available at foodanimalconcernstrust.org/minigrants**
- 🐔 **Request customized handouts on pasture-raised foods at foodanimalconcernstrust.org/nutritional-benefits**

Join us on social media

