FAMILY FARMERS NETWORK

FAMILY FARMERS NETWORK
MARKETING MANAGEMENT TOOL

A tool developed for and by farmers

This application has been designed specifically for CSA marketing and to simplify administration of the Family Farmers Network. It is a not-for-profit tool built exclusively for Family Farmers Network member farms.

Take advantage of our exclusive and customized service

WE OFFER A BASIC SERVICE FOR ALL NETWORK FARMS

✔ To streamline online registration for farm members

- A website link to an online subscription form Subscription data exported in Excel format
- A waiting list and a credit card payment option

✔ To ensure more efficient management of the Network

- Automatic billing of the $18 Network fee
- Automatic collection and rendition of farm member personal data (email addresses, etc.)
- Real-time tracking of your sign-ups, allowing us to provide better assistance, if required

For greater functionality, consider our advanced service!

Summary of key functionalities

	Basic Service	Advanced Service	Member advantages
STREAMLINED MEMBER MANAGEMENT			
A website link to the farm's online subscription form	green	orange	green/orange
Significant flexibility in defining delivery locations	empty	orange	orange
Customizable subscription offerings (frequency, options, trial basket, etc.)	empty	orange	orange
Synchronized calendar updates for your farm members	empty	orange	orange
Availability of multiple payment methods, including credit cards	green	orange	green/orange
Automatic invoicing upon registration	green	orange	green/orange
Email reminders (payment, pick-up, calendar changes)	empty	orange	orange
Options displayed on farm delivery sheet	empty	orange	empty
Mobile management made easy	empty	orange	green/orange
Waiting list management	green	orange	empty
Exportable subscription data	green	orange	empty
Individual basket pick-up scheduling – NEW IN 2020!	green	orange	empty
Member personification available	green	orange	green/orange
MEMBER AUTONOMY			
Streamlined and quick online member registration	green	orange	green/orange
Self-modifiable member profiles	empty	orange	orange
Member management of his|her own basket delivery schedule (holidays)	empty	orange	orange
Optional SMS basket pick-up reminder	empty	orange	orange
Extra basket purchases via member delivery schedule	empty	orange	orange
Simplified registration for returning members	empty	orange	orange
COMPLEMENTARY SERVICES (to sell more produce!)			
Online store with customizable basket options	empty	orange	orange
Member credit management (running slate, i.e. système d'ardoise)	empty	orange	orange
Prepaid cards (online and/or in person)	empty	orange	orange
MARKETING TOOLS			
Mailchimp integration	empty	orange	empty
Promotional impact dashboard (Facebook, etc.)	empty	orange	empty
Discounting capabilities	empty	orange	empty
« Word of mouth » (social media sharing)	empty	orange	empty
Former farm member targeting tool	empty	orange	empty
Promo codes and discounts available	empty	orange	empty

A PROVEN TOOL

7 years of evolving usage

83 user farms in 2020 :
- 54 using the Advanced Service
- 29 using the Basic Service

20,000 farm memberships sold in 2020

Approximately **$10,000,000** in sales transacted in 2020

SERVICES

- ✅ Secure data
- ✅ Customer service for farmer users (individual follow-up)
- ✅ Group and individual training as required
- ✅ Functionality roadmap user committee sets priorities based on farm needs

ADVANCED SERVICE FEES

- ✅ Payable on a sliding scale on sales increments of $60,000
- ✅ 1,8 % on the first $60,000 in sales
- ✅ 1,6 % on the 2nd $60,000 in sales
- ✅ 1,4 % for sales in excess of $120,000

$200 start-up fee in year 1

TECHNICAL SPECIFICATIONS

- ✅ Credit card sales are optional. If applicable, they are processed via Stripe at a rate of 2.9% plus 30 cents per transaction
- ✅ The platform is build on an open source stack and is operated on multiple servers to ensure redundancy

What does it cost?

Pricing for 3 farms

	🔵	🟠	🟤
Number of members	75	150	300
Average membership cost	x $475	x $475	x $475
Additional member special orders	+ $800	+ $1,500	+ $2,000
Total sales	$36,425	$72,750	$144,500
Application cost	$656	$1,284	$2,383
Number of memberships required to recoup application cost	2 🛒	3 🛒	5 🛒
If sales are via credit card : 2.9% paid to Stripe	$1,056	$2,110	$4,191
Grand total – application cost plus credit card processing fees	$1,712	$3,394	$6,574
Number of memberships required to recoup cost if all sales are via credit card	4 🛒	7 🛒	14 🛒

By choosing to use the RFF application rather than a third party for-profit application, you are investing in YOUR Network!

« Given our expanding membership base, emails and calls from members wanting to reschedule or confirm the date of a basket or their holidays were overwhelming. Moreover, general and attendance list management on Excel was a nightmare…Over the winter, as we evaluated options to reduce the time spent on management tasks for the upcoming 2019 season and to improve our work-family balance, I decided to take the leap with the Network solution. After one season, I can say it was totally worth it. I definitely save enough management time to justify the cost. Furthermore, I have had positive feedback from our members who are happy to have a user-friendly tool that gives them full control over their delivery schedule. »

Caroline Pomerleau, Terre Fruitière, Advanced Service user since 2019

Property of the Family Farmers Network

Rapid response to needs as they arise

Dedicated to the development of the Family Farmers Network and its members

Individual training sessions will be available in early 2021 to accompany every new user farm.

For more information, dial 514 543 1103, extension 108.
Please allow 24 to 48 hours for a reply.