



THE SMALL BUSINESS MARKETING GUIDE

The Small Business Farmer's Guide to Marketing and Selling



So you've bought a Freight Farm...now what?

It's time to build your brand and customer base. To help you get started, we put together this guide for marketing and selling. We cover building a brand, selling in different channels, growing your online presence, and more. Of course, this guide is only a suggestion.

As you build your business, stay true to yourself and employ the strategies that best complement your goals.

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Building Your Brand

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MAX GROSS	30,480	KG
	67,200	LBS
TARE	4,600	KG
	10,140	LBS
NET	25,880	KG
	57,060	LBS
CU. CAP.	70.7	CUM.
	2.497	CUFT.

CAUTION
9'-6"
HIGH

 FREIGHT
FARMS



Building Your Brand

Running a farm is not as simple as growing produce; in order to operate a successful business, you also need to sell your harvests. Building a cohesive brand is integral to marketing and selling, and creates a strong foundation from which your business can grow.

As you develop your brand, consider these four questions:

-
- 01** **What are your values?** Successful brands stand for something and attract fans and customers that align with their beliefs.
-
- 02** **What is your image?** How do you want people in your “world” (e.g. customers, employees, community) to feel about you and your business? This will directly inform your brand’s marketing and design.
-
- 03** **What are your value propositions?** These are the things you and your produce offer – value-adds like hyper-local, clean, pesticide-free, and safe produce, and more. See page 6 for more detail.
-
- 04** **What are your goals and mission in farming?** Align your personal and business identity with a purpose. Why did you start farming? Be it to make money, help a food desert, or grow sustainability, this mission feeds into your brand identity.

Take the answers to these four questions and use them to create your business's name, logo, website, selling sheets, and other marketing materials.

Remember: each is a representation of your brand. They help you to develop your credibility and market in the industry and create brand recognition, to keep consumers coming back to your product. They should always remain consistent across all platforms and packaging.

Some helpful tips:

Do your research:



Before you choose a name and logo, look online to make sure there aren't other companies with a name that is very similar, or exactly the same, as yours.

- Ensure that a domain name for your website and handles for your social media accounts are available.

Be thorough:



Say your company name aloud and write it multiple ways (all uppercase, all lowercase, alternate spelling) to ensure everything reads and writes properly.

- Check that your logo is legible in print, on a desktop computer, and on a mobile phone.
- Verify that your logo is still viable in grayscale or black and white.

For naming:



Think beyond the visual, too – marketing includes your business' name.

- Make sure that the name you pick is catchy, memorable, and aligns with the brand image you're striving for.

For videos and imagery:



When capturing photos for marketing materials such as your website, flyers, social media, and more, **keep these best practices in mind:**

- Photos can be taken with either a professional camera or phone.
- Remove anything unwanted from the background of the photo before taking the picture.

What to include in the shot:

- Photos with people, both candid and posed, work great! Set up a tripod or have someone take photos of you, your partners, family members, or other farm operators in the farm.
- Photos of different types of produce in the panel, outside the panel, and packaged.

When capturing videos for your website, social media, or PR, keep these things in mind:

- Choose the orientation of how you shoot your video based on where you plan on posting your footage (Website or YouTube: Shoot horizontally, Instagram or TikTok: Shoot vertically)
- Ensure your phone is charged and has memory to save videos.
- Shoot in HD or 4K as much as possible to produce high-quality videos.
- When speaking, try to eliminate as much background noise as possible (like turning down your HVAC/fans momentarily if you're speaking in the farm).
- Account for lighting! If you are trying to show how beautifully green your lettuce is growing, beware of the colors of your LED lights! And the inverse – also factor in your LEDs to add some cool creative to your content!



Value Propositions

FRESH
+
LOCAL

Value Propositions

Farming in a Greenery S, you offer several things that your competitors do not! Capitalize on these value propositions to help sell – they can play a central role in the label you place on your packaging and how you market your produce. You want potential consumers to know how great your crops are!

A few of these important value propositions:

01

Hyper-local

You can offer same- or next-day delivery since you're located close to the customer, meaning peak freshness and nutrition of produce.

02

Clean, Pesticide-, and Herbicide-Free

In a closed system, you don't have to worry about protecting your crops from pests and weeds. Plus, since you're not shipping long-distance, you don't need any waxes to help preserve crops. Your produce is perfectly clean.

03

Safe

As a farmer in a transparent, distributed system, your crops are safe from centralized outbreaks of foodborne illnesses like [E. coli](#). All the crops grown in the Greenery™ S are clean and protected in the event of an outbreak.

04

Longer Shelf Life

By harvesting and delivering on the same day, you're cutting out the one to two weeks that produce typically spends in transit. You bring customers produce at its peak, so it can stay fresher for longer – easily lasting three to four weeks in the fridge.

05

Less Waste

Because Greenery S produce lasts so long, there's less waste — of food, and of money. Grocery stores and customers won't have to throw out produce that becomes limp and slimy after only a few days on the shelf, which means they're not wasting money, either.

06

Year-Round Availability

You offer consistently high-quality produce, regardless of the season.

07

Unique Crops

You're able to grow flavor profiles and varieties that customers can't find anywhere else.



Include messaging around these value propositions on your packaging. Quick, catchy phrases like "Hyper-local," "Pesticide- and herbicide-free," and "Long-lasting lettuce!" can help to share your value propositions and sell your product.

Marketing by Customer Segment

Direct-to-Consumer



Marketing by Customer Segment

Direct-to-consumer

Direct-to-consumer encompasses a handful of traditional markets: farmers markets, e-commerce, and subscriptions, such as Community-Supported Agriculture (CSA). These business models offer the reward of connecting you directly to the consumers of your crops.

What's better than hearing how much a family enjoyed your lettuce right at your farmers market booth? You can also consider creating a storefront or farm stand independent of a farmers market. If you set this up at your farm location, it adds the benefit of allowing customers to see exactly where and how your produce is grown.

Direct-to-consumer marketing allows you to build a strong relationship with your customers while avoiding the lower price points that are often required with business-to-business segments.

Types of direct-to-consumer segments:



Farmers Markets



E-commerce à la carte & Subscription

This customer segment is most likely to resonate with the value propositions:



Longer shelf life



Year-round availability



Clean



Hyper-local



Pesticide and herbicide-free



Safe

Farmers Markets

Tabling regularly at one or multiple local farmers markets to sell your crops. Farmers markets are a great place to interact with end consumers.



RECOMMENDATIONS FOR FARMERS MARKETS

- 01 Create an attractive display featuring clear signs with your name and logo prominent.
- 02 Stay organized – clearly label your crops and prevent confusion by separating similar-looking produce.
- 03 Add height to your display with tiered rows.
- 04 Use baskets to create the feeling of overflowing abundance.
- 05 Appeal to senses other than sight. Cut herbs to create a pleasant aroma or offer samples of your produce!
- 06 Online farmers markets are also an opportunity. Look into platforms like [Market Wagon](#).

FREIGHT FARMER EXAMPLE

Fare House Farms in the Woodlands, TX, frequents multiple farmers markets. Alex Armstrong, farm operator, loves that the farmers market connects her to the community.

E-commerce

E-commerce à la Carte: Selling online; customers can buy whatever they'd like as one-time purchases.

E-commerce Subscriptions: A subscription model in which customers sign up for weekly purchases of your crops, such as a CSA.



RECOMMENDATIONS FOR E-COMMERCE À LA CARTE & SUBSCRIPTIONS

- | | |
|---|---|
| <p>01 Take nice pictures of your crops to help them sell.</p> | <p>03 Create a clean website that is easy to navigate.</p> |
| <p>02 Utilize emails to highlight weekly produce offerings and sales and drive customers to purchase your products.</p> | <p>04 Consider taking advantage of platforms like Local Line, Market Wagon, Barn2Door, and Shopify.</p> |

FREIGHT FARMER EXAMPLE

Ditto Foods in Chicago, IL, sells produce and seedlings via e-commerce platforms.

Ideal Packaging

This sales channel typically requires farmers to spend a little more on packaging, which must effectively market the product to in-store shoppers but will not be reusable. Preservation is also critical for grocery store customers, as your produce may sit on the shelves or in the cooler for a few days before being purchased.



PACKAGING CONSIDERATIONS

- 01 Clamshells or plastic bags sealed with an air bubble inside to protect produce
- 02 Clearly labeled packages with your brand imagery, crop variety, a few value propositions, and any other information you'd like to share.

A man in a white chef's uniform is smiling and giving a thumbs-up gesture. He is standing in front of a lush green wall of various plants, including ferns and succulents. The chef's uniform has a logo on the left chest that reads "seven Stars RESORT & SPA" and the name "Edwin Gallardo" below it. The overall scene is bright and positive, suggesting a focus on quality and customer satisfaction in the restaurant industry.

Marketing by Customer Segment

Restaurants

Marketing by Customer Segment

Restaurants

Restaurants make great customers because you're working with individuals who value high quality, exceptional taste, and unique varieties (and are willing to pay more to get them).

With farm-to-table dining trendier than ever, this is the ideal time to approach potential restaurant customers. You're able to guarantee chefs consistent quality, quantity, and pricing, and can even offer to customize your crops to fit restaurants' needs, including less common varieties that aren't typically available commercially.

This customer segment is most likely to resonate with the value propositions:



Longer shelf life



Unique crops



Year-round availability



Less waste



Restaurants

Distinguish yourself as reliable (and make sure that you are able to scale your growing operations to meet demands). Ensure this reliability is reflected in the consistent quality of your produce, timely deliveries, etc.



RECOMMENDATIONS FOR RESTAURANTS

- 01 Approach restaurants with a three-visit rule:
 - First, visit as a patron of the restaurant and observe their menu.
 - Second, visit and ask to speak with the chef/manager.
 - Third, visit as a follow-up and bring produce samples, if available.
 - 02 Chefs are busy. Always come armed with selling sheets that you can leave with them in case they don't have time for a full conversation. Expect that it may take a little while for them to get back to you.
 - 03 Develop relationships with chefs. Be friendly, accommodating, and knowledgeable.
 - 04 Try reaching out to chefs on social media.
 - 05 Win over chefs by giving them samples of your produce and/or inviting them to tour your farm.
 - 06 Generally, chefs are willing to pay more for local produce (5–25% above wholesale prices). Since you grow year-round, you can negotiate a higher fixed price.
-

FREIGHT FARMER EXAMPLE

Fare House Farms in the Woodlands, TX, frequents multiple farmers markets. Alex Armstrong, farm operator, loves that the farmers market connects her to the community.

Ideal Packaging

Chefs are looking for professional packaging that is sanitary, easily stored, and, ideally, stackable.



PACKAGING CONSIDERATIONS

01 Consider plastic bins, which are reusable, durable, and often even collapsible.

02 Plastic-lined cardboard boxes are also a viable option.

FREIGHT FARMER TIP

King Tide Farms in Charleston, SC, sells specialty leafy greens and microgreens to a variety of high-end local restaurants, including The Grocery, Vern's, Obstinate Daughter, Tempest Seafood, and Firefly Distillery.



“Talking to [chefs] about the process and the product was huge for me. Letting them know what we’re doing, how we’re doing it, and how we’re differentiating ourselves. ... I want to be that resource for those chefs. ‘Hey Hamilton, we’ve got a plate coming up,’ or ‘I’ve got a dish idea coming up and we’re looking for this flavor profile or this texture or this shape, this color, this size.’ That’s where I’m feeling that I can provide this expertise to them. That all originates with having those conversations with them.” – Hamilton Horne, King Tide Farms



Marketing by Customer Segment

Grocery Stores

Marketing by Customer Segment

Grocery Stores

More and more, regional chains and small business grocers across North America are focusing on carrying and promoting local/natural/organic products. Enter you! Specialty food stores and local co-ops are excellent customers to target because they already cater to people who are looking for local, quality products.

Your produce can help round out these stores' year-round offerings. Larger grocery chains, too, are a great place to sell your produce, though this channel is typically best suited for a mature farming business with two or more container farms.

This customer segment is most likely to resonate with the value propositions:



Longer shelf life



Year-round availability



Clean



Hyper-local



Pesticide and herbicide-free



Safe



SEGMENT

Grocery Stores

Before marketing to the end consumer, you must first market and sell to the store. Once your produce is in the store, your success is the store's success. The more of your product the store sells, the happier the store will be to be in business with you.



RECOMMENDATIONS FOR GROCERY STORES

- 01 Consider giving away produce samples at busy shopping times to wow potential customers and familiarize them with your brand and offerings. You can also come armed with pamphlets and information on your business.
- 02 Ask the produce manager if you can create eye-catching in-store displays placed somewhere that the shopper can easily find and grab your product. This includes clearly labeling the produce with bright and bold packaging.
- 03 Work with the store to offer promotions for returning customers.
- 04 Pair your offerings with other products! For example, a partnership with a local/organic salad dressing company could be a great way to create in-store promotions that provide both businesses with exposure while minimizing costs.

FREIGHT FARMER EXAMPLE

Jill Frey of Superbloom Farms sells to supermarkets around Grand Rapids, MI. She experimented with packaging and labels to find a look that would make her product stand out on grocery store shelves.

BEYOND
ORGANIC



NON
GMO

PESTICIDE
FREE

PRIMITIVE GREENS
The Future of Farming

HERBICIDE
FREE

Hydroponically Grown

Packaging

**BREEN
ROMAINE**



Keep refrigerated • Wash before consumption

Packaging

Every farmer has preferred produce packaging. It's not as simple as tossing your lettuce into a plastic produce bag; packaging is more than just a vehicle for that lettuce. It's also about maintaining freshness and marketing your crops and business so that customers will choose your product over others – and continue to do so as they come to associate your brand with quality.

PRESERVATION

You want your crops to stay as fresh as possible until they're consumed. One simple technique to increase your crops' lifespan is to leave the grow plugs attached, which means that the plant is still connected to its roots and is essentially still alive. Beyond this, however, the method of packaging you select also impacts freshness. Here's a spectrum of produce packaging options, from those that work best at maintaining crisp-tender leaves to those in which leafy greens wilt more quickly.



BEST

- Plastic bags
- Plastic clamshells
- Plastic bins
- Plastic-lined cardboard

GOOD

- Compostable bags
- Compostable clamshells

PASSABLE

- Bands and ties
(ideal for hardier plants)
- Unlined cardboard boxes
- Paper bags

It can be helpful to share instructions with customers if you opt for packaging that is more environmentally friendly but less effective at preserving – suggestions like advising customers to transfer produce into a reusable container or a glass of water at home within a certain number of days.

MARKETING

Make your crops look good! Packaging isn't just about the clamshell – it's also about the label and how you market yourself. How you package is a representation of your business. With recognizable packaging, you build your brand recognition. Make sure your logo is visible! You can consider putting your logo on stickers, a stamp for tags or paper surfaces, or even branded totes.

LABELING EXAMPLE

To sell your product and help with brand recognition, include information such as:

- 01 Logo and business name
- 02 Crop variety
- 03 Value Props
- 04 Website URL or QR code



LABELING TIPS

These call-outs can be added to give your product a more personal touch and further inform the prospective customer:

- Where the produce was grown
- Who packaged it
- Date the produce was harvested
- Produce label with music artist
- Value propositions from [page 22](#)
- Flavor profiles
- Recipe suggestions



FREIGHT FARMER TIP

“For our farmers market, I’ll do a mixed live lettuce head bag, and I’ll do about three to four heads. ... I’ll do a few clamshells for my bigger heads. But my other leafy greens are sometimes trimmed and I’ll bag it, and sometimes I’ll just rubber band it. Same with my herbs; I’ll put them in a one-ounce clamshell, like you usually see at the grocery store, so people can get a view of it.” – Alex Armstrong, Fare House Farms



Grassroots Marketing

Grassroots Marketing

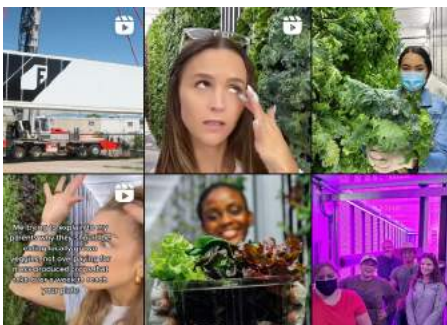
When you're running a hyper-local business, plugging into your community is key. This includes both connecting with your geographic community and making use of your community of customers to help you market your business – what we call grassroots marketing.



Host events such as farm tours, harvest parties, school field trips, and more. Welcome local schools, businesses, and individuals from the community into your farm. This allows you to raise awareness of your business and meet potential new customers. (Note that, the more people that enter the farm, the more likely climate and food safety standards may be compromised. Make sure to review regulations as you plan tour schedules.)

Branded merchandise such as aprons, reusable bags, hats, fridge magnets, water bottles, stickers, etc., is a great way to encourage customers to advertise for you. Offer such swag for sale and use it as giveaways. If you're considering partnering with a restaurant or grocery store, you can give swag as gifts to managers and staff to build relationships.

Collaborate with other companies to grow your community and align your values with another local brand. For example, ask a restaurant or bakery to feature your farm as the source of a component in a menu item, or work with a bar to use your herbs to create a signature cocktail named after your farm. Create social posts, events, and promotions to raise awareness about the partnership.



Social media which we cover on [page 32](#), is a way to promote events and special deals exclusively with your fan base, to keep them up-to-date and involved.

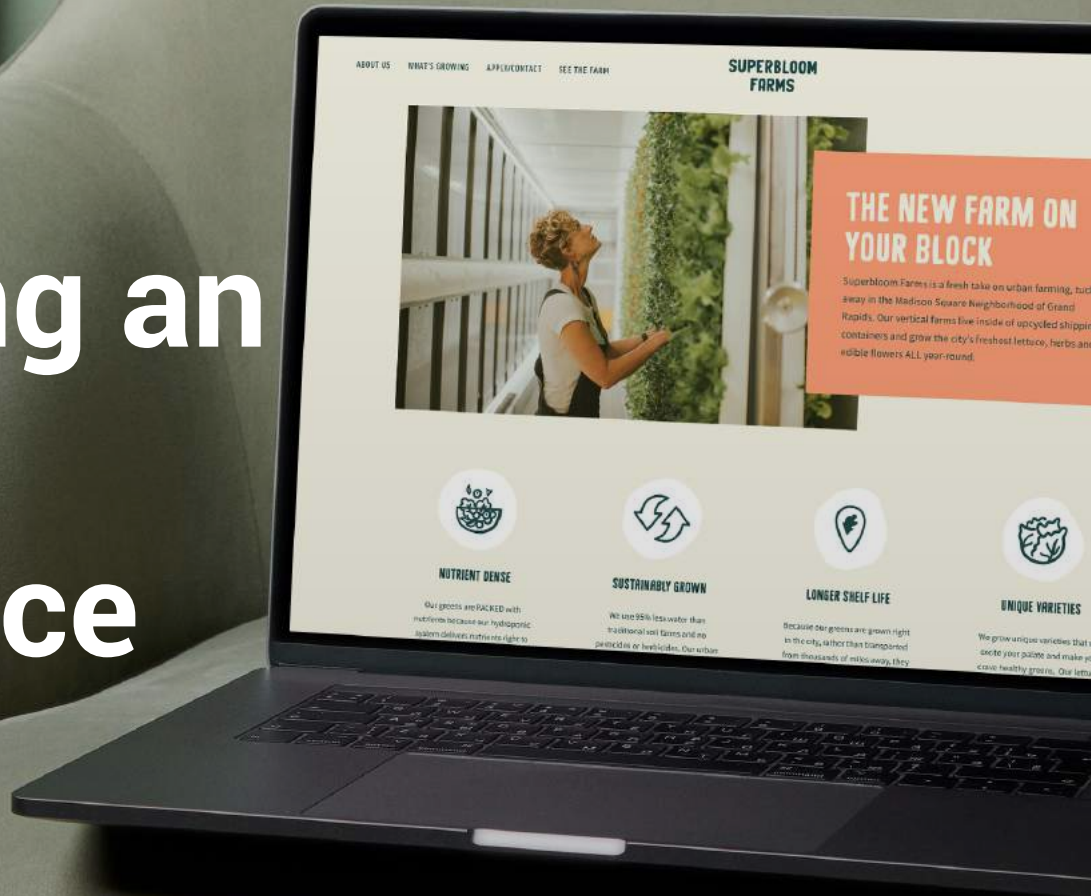


Join local groups such as “buy local” groups, small business groups, community groups, and Facebook groups to get in touch with potential customers.



Participate in local events like small business week, restaurant week, and town festivals.

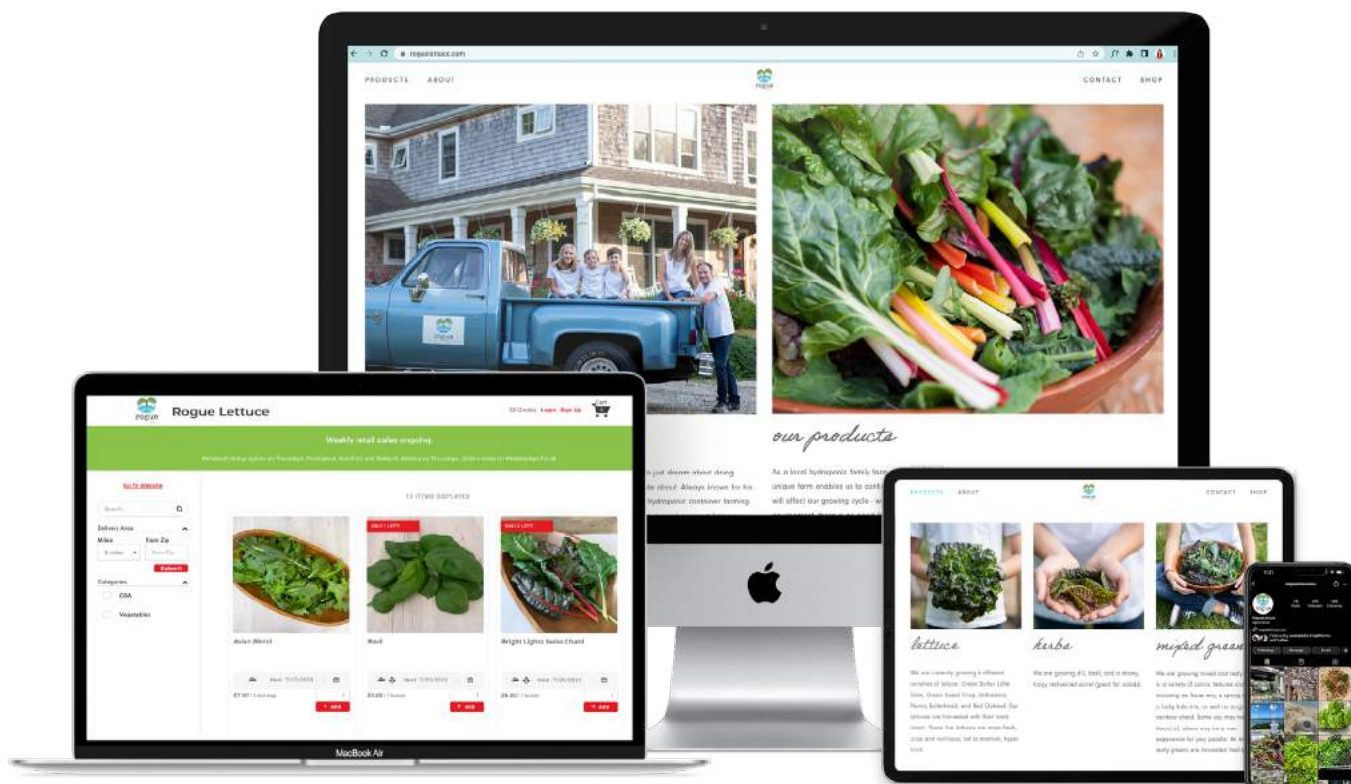
Creating an Online Presence



Creating an Online Presence

An online presence is crucial to building your business and keeping your audience informed. Your website and social media accounts are where your customers and fans can learn all about your brand and products.

They help to build credibility, increase your brand recognition, and make it easier for potential customers to access you and your products. People like a friendly business; by establishing your online presence and using the space to interact with the public, you poise yourself as relatable, approachable, and a true part of the community.



Freight Farms has recently launched a new partnership with Local Line, an all-in-one sales platform for new farmers to help launch successful businesses, see [page 31](#) to learn more about the Local Line platform and exclusive discount for new and existing Freight Farmers.

Website

Use your website to articulate your mission, goals, and values; share about Freight Farms' technology; and advertise your products available for purchase. Both in terms of visuals and the voice you use in the text on your site, be sure to align your website with the brand identity you determined when building your brand.

CONTENT TO INCLUDE

- Business name and location
- Location where consumers can buy your produce
- High-quality images and/or videos
- Explanation of how you grow your produce
- Contact information
- Value Propositions

PLATFORM SUGGESTIONS

There are many platforms that make it easy to build and manage a website. Here are a few platforms that our farmers uses:



Local Line

Local Line's suite of farm-focused features, such as hosting an online store, order processing, and automated inventory management, gives farmers back time to do what they love most: growing food.

FEATURES

- | | |
|--|--|
| <p>01 Setup and launch your branded storefront in as little as 30 minutes</p> <hr/> <p>02 Create unique product offerings for different customer types. Customize your products, packages, and prices for retail and wholesale customers.</p> <hr/> <p>03 Get at-a-glance business insights and generate reports through your Reports Dashboard, allowing you to make key decisions based on reliable data.</p> | <p>04 Sell by the package, track by weight, and vice versa. After a variable weight product is ordered, you can pre-authorize your customers card and charge them after you've inputted a final weight!</p> <hr/> <p>05 Collaborate with neighboring farms to start an online grocery store. Whether you're selling your own products, or others, use Local Line to aggregate local products for resale or sell your products through existing hubs.</p> |
|--|--|

FREIGHT FARMER EXCLUSIVE



- Start your 7-day free trial at site.localline.ca
- Subscriptions starting from \$30/month. No sales fees.
- Freight Farmers (new and existing) can now receive a Local Line free premium feature for a year with their subscription and a **15% discount** on marketing services, use the promo code **FREIGHTFARMS** to get started.

Social Media

A social media presence can make a huge difference. Use social media accounts, like Facebook, Instagram, and TikTok, to educate the public on hydroponic farming, show what it's like to be a farmer, and display your crops.

Social media is an especially powerful tool for engagement. Engage your audience by asking them questions and interacting with them in the comments.

SOCIAL MEDIA TIPS

- 01 Create social media business accounts for your farm that are public and separate from your personal accounts.
- 02 Schedule your posts in advance. Some great platforms to do this include Later, Sprout Social, and Hootsuite, among others.
- 03 Create robust accounts with a relevant profile picture, a bio, your location, and URLs to direct the public to your website and products. Feel free to direct them to Freight Farms' website and social media, as well!
- 04 Social media is ever-changing. Stay up-to-date with trends and best practices by subscribing to newsletters from digital marketing industry leaders like HubSpot, Later, and Sprout Social.
- 05 Get inspired by other Freight Farmers who are rocking their social media accounts!
- 06 Use the same handle across platforms to retain uniformity and make it easier for people to find you.
- 07 Tag Freight Farms' accounts in your posts so that we can share them to help you gain visibility.
- 08 Employ campaigns (regular posts around one theme) for easy posts and consistency on your account. (Examples include crop highlights, your seeding process, and your harvest.) Create templates to make the posts visually
- 09 Thoroughly document the delivery of your farm and take a photo or video every time you're in the farm to ensure you have plenty of options to choose from when you create posts. Overshoot content to create a content bank for weeks when you have less time. You can always come back to these assets!



Facebook

Good for searchability

You can treat this channel similarly to a second website by including an “about” section, business hours, a location, and contact information. We suggest posting more informative posts to Facebook and linking your page to your Instagram account so that your stories are posted to both platforms.

→ Example: [Fare House Farms](#)



Instagram

Good for keeping your community updated and engaged

With feed posts, stories, and reels, this channel can be used to share a variety of content. Use in-feed posts to share more in-depth posts with photos; stories for quick updates; and reels for fun engagement and education (you can even just repost your TikTok posts!).

→ Example: [Tulima Farms](#) [King Tide Farms](#)



TikTok

Good for fun engagement and education

Creating videos for TikTok is actually a lot easier than it seems. You can string photos together into a video with a trendy song, give a tour of your farm, or film yourself answering a question that you received in a previous post’s comments.

→ Example: [Ditto Foods](#)

Advertising Online



Advertising Online

It's no secret that most people spend a lot of time online. In 2021, the average American spent about 415 minutes online per day. That's about 48 hours per week!

As such, advertising on digital platforms can be extremely beneficial for your business. There is a wide variety of places you can advertise digitally, but we're going to focus on three that we think will have the most value for your business: Meta (Facebook & Instagram), TikTok, and Google. It's important to note that before you advertise on social media platforms like Facebook, Instagram, and TikTok, you should first establish an organic social media presence.

ADVERTISEMENT PLATFORM

Meta



- 01 Since Meta owns both Facebook and Instagram, you can create one ad that will be advertised across both channels in a variety of settings (in-feed, stories, messages, and more).
- 02 Your budget can be as low as \$1 a day and you could still see results, especially if you are targeting a small geographic area!
- 03 Ads can be targeted to very specific audiences based on location, demographics, and interests that match your ideal customer; this specific targeting saves you the cost of advertising to people who have no interest in your business. Costs are managed through daily and lifetime ad budgets. These budgets should accurately reflect what you are willing to pay.

ADVERTISEMENT PLATFORM

Google Ads



- 01 The more precise the terms you choose, the more likely that you will be featured in a top ad position, while paying less. What is the geographic region you are serving? Try to predict the radius that people will travel to purchase your produce or that you will travel to sell or deliver your goods.
- 02 Get started by creating a Google Ads account and create a list of keywords specific to your company name, produce, and location.
- 03 Ads appear in a variety of different formats after a user has entered a search query. Instead of audiences, Google ads use keywords and geographic targeting to target the best consumers. Keywords relate to the words and/or phrases users use in their search query.
- 04 There are several high-quality, inexpensive online courses to give you the full scope of Google's advertising capabilities. Feel like learning it all yourself? Check out Google Ads' enormous knowledge base.



Media and Public Relations

Media and Public Relations

Freight Farms are new, innovative, and disruptive technology poised to make a significant positive impact on food production. As such, the media is extremely interested in hearing from Freight Farmers and learning all about your farm! Talking to the media can be intimidating at first, but, armed with the right information, it can be easy.

You know your business, goals, and value propositions better than anyone else! The Freight Farms team is happy to assist you with your media opportunities by providing photos, quotes, and additional data when and if it is needed. Email growfoodhere@freightfarms.com and we'll be sure to get this information to you!

Here's some additional information to ensure you're prepared to speak with the media:

- 01 Freight Farms**

Freight Farms is a Boston-based AgTech company that provides technology and services that make it possible for anyone to grow food anywhere, resulting in year-round access to local and fresh produce and sustainable local food systems.

- 02 Greenery™ S**

The Greenery™ S is a vertical, hydroponic container farm that utilizes controlled environment agriculture (CEA) technology to grow food in any climate, anywhere in the world. It is designed for easy operation, allowing users of all backgrounds to start growing.

- 03 Farmhand®**

Farmhand®, Freight Farms' compatible farm automation software, is the only software of its kind. It allows Greenery S operators to remotely control farm components, monitor farm status with feeds from in-farm cameras, analyze historical data, track yields and revenue over time, shop for growing supplies, access a vertical farming database, and connect with other farmers.

- 04 Sustainability**

Sustainability-wise, the Greenery S boasts significant environmental benefits. The use of hydroponics and a closed-loop system means that Greenery S farms use 99.9% less water than traditional farming methods. Additionally, local food production in the Greenery S means that food is produced closer to the end consumer, reducing the carbon footprint of long-distance food transportation. There is no need for herbicides or pesticides, nor is any soil depleted, because plants are grown without soil.



Let's Work Together

Let's Work Together

The success of Freight Farms is built on the success of our farmers, so please use us as a resource as you're beginning to market and sell. As you grow, leverage our network by sending in updates, pictures, and videos.

We are always eager to promote what you're doing with your business by sharing them to our blog, social media, and newsletter!



PROMOTION

If you're interested in being promoted as a new farmer, please email growfoodhere@freightfarms.com

What to include in the email:

- Your business name?
- Your location?
- What were you doing before you became a Freight Farmer?
- Why did you choose to become a farmer?
- What are you going to be growing?
- What is your mission? (i.e. provide fresh, local produce year-round, and educate my community on the importance of eating nutritious produce)
- Any of details about you and your business that you want to share!

Learn more about how to build your brand and customer base with Freight Farms

Get Individualized Assistance





freightfarms.com